



Trus-T

The Babel Fish of Digital Identity



The Digital Identity Conundrum

How a digital Babel Fish can fix digital identity

Digital identity is broken. Except it isn't. Digital identity is thriving!

The average number of online accounts per person is 150, according to research by DashLane. This is great, we are using the internet more than ever. But of course, life is never simple, especially digital life. All of these accounts create a very poor user experience when using online services. They also open up gaps for cybercriminals to enter.

However, Avoco has a solution to **re-use these accounts, bringing services, people, and data together.**

A Babel Fish is an idea first seen in the book "The Hitchhikers Guide to the Galaxy". It is a tiny fish that when placed inside your ear is able to translate any language in the galaxy into your own. The Babel Fish brings people together.

Trus-T is the digital equivalent of the Babel Fish. It brings people, data, and services together.

Trus-T is...

The orchestration layer for the identity ecosystem

Trus-T is a service designed using Avoco's innovative identity API. The Trus-T service provides a number of functional features needed to build consumer-orientated services:

- Connecting your service with multiple online identity providers, of your choice or out of the box. This includes, Amazon, PayPal, UK Verify, Yoti, Self-Sovereign identities, and more...
- Connecting your identity provider with one or more services
- Improved customer choice by offering re-use of existing online accounts to access your service
- Ease of customer on-boarding, allowing customers to use existing accounts to kick start your account process
- Translation of protocols, including OAuth 2.0, SAML 2.0, OpenID Connect, and custom
- Option to pull in other data to uplift an identity account
- Option to verify data and to carry out anti-fraud checks
- Lowers friction
- Low cost
- Fast integration and deployment
- Highly scaleable



How Can I Orchestrate My Customer's Identity?

Fast, flexible, easy, on-boarding

Customers want convenience. But they also have expectations that include privacy and security, and the chance to build a trusted relationship with a service. The True-T service has been designed to offer the features needed to perform all of these.

- **Convenience:** Provide a central place where customers can choose an existing account to either login to your service or to jump-start your service account process.
- **Privacy:** Privacy by Design is a remit of the True-T service. We have a number of measures that can be used to add privacy features, including consent management, to your platform.
- **Security:** Trus-T is built to exacting secure standards by experts in security. The service is Pen-tested by security experts and even the underlying code has been security tested.
- **Trusted-Relationships:** Digital life is made more convenient and richer when it is based on a relationship created using two-way trust. Trus-T offers a number of methods to help create a relationship with your customers, including a data-sharing engine.



Who is Avoco?

Tried and trusted identity innovation

Avoco has been in the business of security and identity for 15 years. We have worked with companies across the world, large and small, governments, banks, and eCommerce. Our software has been designed to make digital identity an easy, secure, and altogether more flexible process for all.

<https://www.avocosecure.com>

Contact us for access to our sandbox to see how it can revolutionise your identity needs:
sandy.porter@avocosecure.com

Trus-T Pricing

Avoco have an easy pricing structure to get you the right functionality for your service.

Bronze

Hub Only

- OpenID Connect
- OAuth 2.0
- SAML 2.0
- Support for 2 Relying parties (RP)
- Support for 5 third-party identity providers (IDP)
- Rules support in line with above functionality

Silver

Bronze level PLUS

- Support for additional 5 IDPs
- Create account API call to generate new account for users
- Support for authentication from options including:
 - First factors (password, social)
 - Additional factors (SMS, Oath, email, passcode)
- Rules support in line with above

Gold

Silver level PLUS

- Attribute broker (to manage additional data for account uplift/creation)
- Verification of data
- Rules support in line with above functionality

Platinum

Gold level PLUS

- Data Store capability (PDS):
- Data management, basic data sharing, consent management
- store specific document types (professional, personal, contact for large file storage options)
- process options, e.g. application for financial product - can include Open Banking API connection
- Capture preferences and pull-down offers, vouchers, other marketing options such as display of brand offers, etc.

Thanks to [Sime Basioli](#) and [Samuel Scrimshaw](#) on [Unsplash](#) for the photos