

# MOBILE VIRTUAL IDENTITY



iTouch latest technology platform, Mobile Virtual Identity or MVI, provides the solution to what is on the agenda of most enterprises, banks, governments, namely digital fraud!

Consumers are constantly under attack by malicious and unscrupulous fraudsters from far and wide, locally and from cross-borders that often lead to financial loss.

Communication channels are no longer trusted but necessary in the normal process of transacting and/or communicating.

We often hear of data breaches where consumers personal information is fraudulently accessed, even though the protection of personal information is now regulatory and a legal requirement.



Every participating enterprise will ultimately be able to have its consumers digital credentials tokenized leveraging blockchain technology that then becomes a secure channel of communication in a secure inbox with a clear sender ID of the enterprise. All communication herein will be encrypted and only if the token is verified by the MVI platform will the message be decrypted for viewing by the intended recipient.

Any form of fraudulent attempt to intercept the communication, including the cloning of a mobile device will only be able to view a jargoned message, hence mitigating the attempt to defraud the consumer.

Communication channels protected include SMS, USSD and the Data channel. Using the data channel will also lead to significant savings for enterprises/banks that currently use SMS as their communication channel for purposes such as OTP's, transactional messages, etc. The data channel also behaves similar to that of a mobile banking app when approving or declining a transaction instead of typing in an OTP, a seamless process for the consumer.

With these channels protected, the use case expands communication possibilities to include links to landing pages, marketing material, application forms, etc.

The MVI Solution is designed to be multi-tenanted and therefore allows multiple banks / enterprises / governments to use the same solution that allows each consumer to receive their respective encrypted communication, all in one secure inbox. Integration via API's allows for easy deployment.

# iTOUCH MESSAGING'S DEFINITIVE WAY TO MITIGATE DIGITAL FRAUD



## The scope of the service is defined as follows;

The ability to...

- Provide an immutable distributed mobile identity
- Authenticate the device credentials
- Deliver encryption/decryption of SMS services end-to-end

## IMPLEMENTATION REQUIRES NO INTERNAL DEVELOPMENT

### KEY FEATURES

**Seamless Integration:** Mobile Virtual Identity effortlessly integrates with any system or service via an API, offering a versatile solution for diverse technology ecosystems.

**Immutable Identification:** Recognizing the importance of a robust and unchangeable identification system, Mobile Virtual Identity leverages blockchain technology to establish an immutable identification process. Registering your mobile device makes it an indelible part of the Cube chain, ensuring a permanent record that remains impervious to alterations or tampering.

**Authentication Nodes:** Enhance the security of your mobile device. Your handset becomes an authentication node on the Cube chain, reinforcing the authentication process and establishing a secure connection within the blockchain network.

**Permanent Security:** Mobile Virtual Identity provides users with enduring, highly secure, and immutable identification for ultimate peace of mind. This transcendent security level goes beyond traditional methods, effectively mitigating the risks associated with identity theft and unauthorized access.

# WHAT IS ENCRYPTION SOFTWARE

Encryption software secures data by converting it into code that can only be read by those who have the key. It's used in enterprise messaging to protect sensitive information that is transmitted between institutions and consumers.

- **Secure Code** - The encryption software's code scrambles the data, so it becomes unintelligible, ensuring its protection.
- **Data Protection** - The software can protect data from hacking, theft and cyber attacks, ensuring the safe delivery of sensitive information.
- **Mobile Friendly** - It has mobile applications that allow secure messaging across multiple devices, supporting a variety of platforms.
- **Global Deployment** - It can be deployed globally, making it an ideal solution for financial institutions with a regional or worldwide presence

## SECURE COMMUNICATION IS KEY FOR TODAY'S BANKS

*Verizon's Data Breach Investigations Report 2023 confirms the human element's involvement in 74% of data breaches, including social engineering tactics.*

As much as the SMS channel appears to be secure, fraudsters are still able to intercept communication through social engineering such as smishing, vishing, sim swaps, messages intercepted at aggregator and/or MNO levels, and more. By securing this channel independently from the usual SMS channel, we can exclude the possibility of the intended communication falling into the wrong hands by encrypting the message, and only decrypting the message if we trust it has been received by the intended recipient. In the same while you will be educating and building trust again with your customers. This results in significant financial savings for the Banks.



### Assess Your Needs

Understand your security needs and how encryption software can help you meet them.



### Integrate with Existing Infrastructure

Integrate the system frictionlessly with existing workflows and systems to ensure that it is used effectively throughout the organization.



### Train Your Employees

Implement necessary training and guidelines for employees to ensure proper usage of software via a simple dashboard.

## SERVING THE ENTIRE ECO-SYSTEM – A NEW INDUSTRY STANDARD

The MVI Solution is designed to be multi-tenanted and therefore allows multiple banks / enterprises / governments to use the same solution that conveniently allows each consumer to receive their respective encrypted communication, all in one secure inbox. Each MVI customer will have their own and unique sender ID for easy reference by the consumer.

The MVI solution is also designed to protect multiple communication channels, including SMS, USSD and Data channels. As such, messages can be delivered over the data channel resulting in significant savings on SMS delivery costs.

iTouch's Mobile Virtual Identity solution can serve and protect the entire eco-system from fraudsters and in compliance with regulation pertaining to the protection of personal information.

**Industry Adopted Security Standards  
(FIPS, ISO, NIST, ANSI)**

**Contact us NOW for further information  
at [priority@itouch.co.za](mailto:priority@itouch.co.za)**

### **Customer Communications Expert for Africa, since 1995**

*iTouch is a reliable and trusted partner for your business future, ensuring seamless communication channels, be it Rich Messaging, SMS, Email and USSD, via an API connection, or multi-channel platforms.*

*iTouch's Secure Corporate Messaging Solutions and our Mobile Virtual Identity Solution are valuable tools in any corporate communications mix. In a world where security is of utmost importance, we ensure that we provide you with bank-grade security that fulfils your compliance requirements when it comes to data-security acts.*

