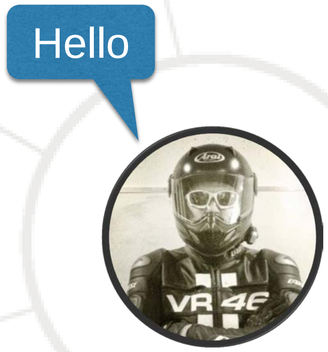
# Identity in the Internet of Things




**Shawn Chance**

**VP of Marketing & Business Development**

**Nymi**

# Why Authentication?

“I’m Shawn, and here is my proof”

IDENTITY

AUTHENTICATION

# Why Authentication?

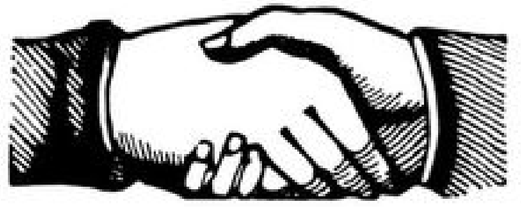
Authentication is the process by which we establish TRUST

# Primitive Authentication

Something you HAVE

Something you KNOW

John Hancock



Something you ARE

# (Less) Primitive Authentication

Something you HAVE

Something you KNOW

Something you ARE

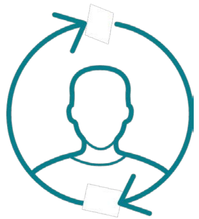
# The Authentication Dilemma

salesforce

salesforce

HOW WE DO IT

# The Nymi Band



## CONTINUOUS

Log-in once, remain authenticated until you decide to remove the band

## PROXIMITY-BASED

Can set how close to a device you need to be to (de)authenticate

## BIOMETRIC AUTHENTICATION

HeartID is the most difficult biometric to spoof

# Hardware

- Convenience in a wearable form factor: confirm once and use all day

SECURITY

Secure element with serialized chip; foundation of cryptography

CONVENIENCE

Battery life optimized for continuous communication

PERSISTENCE

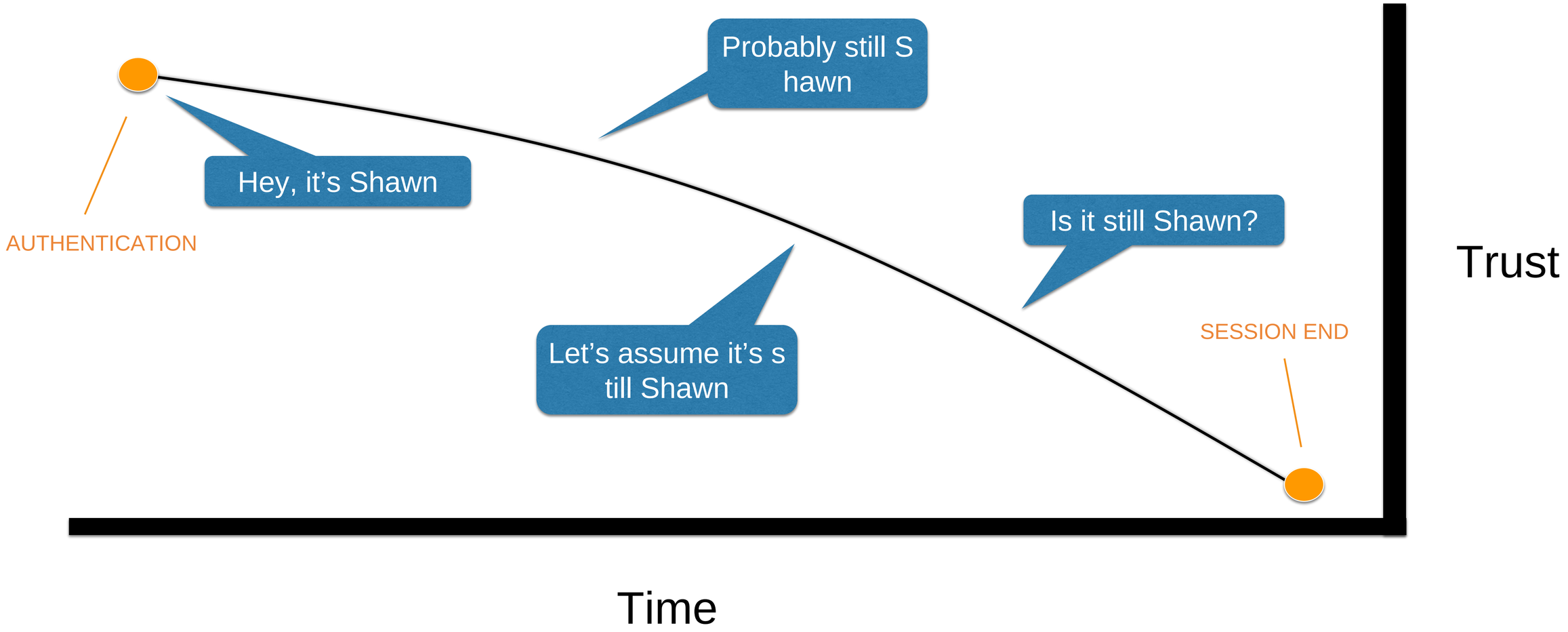
Ability to read ECG reliably with dry electrodes

PERSISTENCE AND SECURITY

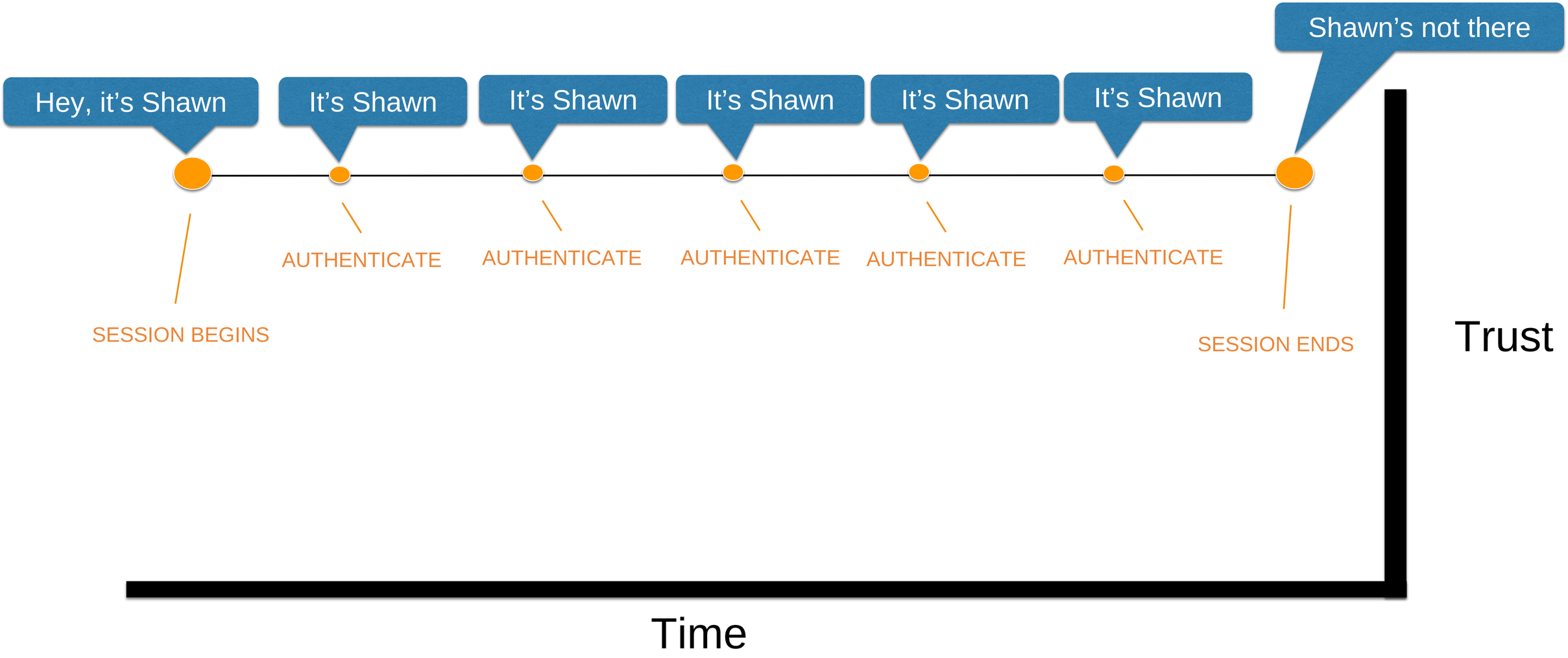
Detection: remain authenticated until you decide to remove the band

TODAY

# Transactional Authentication



# Continuous Authentication



# Contactless Payments

## CASE STUDY HIGHLIGHTS

- Nymi Band with NFC offers Secure, Continuous Authentication
- MasterCard credentials stored in the Nymi Band in secure hardware element
- Uses merchant’s existing tap & pay infrastructure
  - Payment can only be made once Nymi Band has been activated via HeartID

USE CASE

# Personalized Experiences

## CASE STUDY HIGHLIGHTS

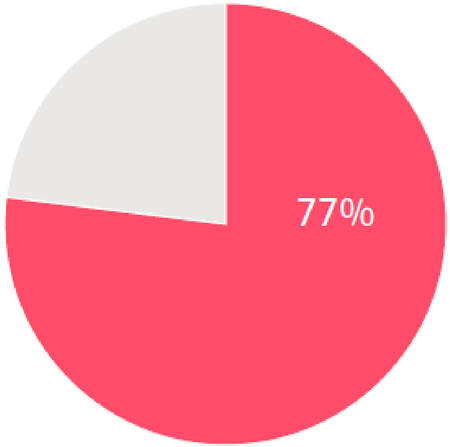
- Shop for clothes from home and pre-select merchandise online
- Make appointment  to try on at your chosen location
- Try on in-store and bypass traditional brick & mortal sales path
- Pay with your Nymi Band and leave the store

# Data & Privacy

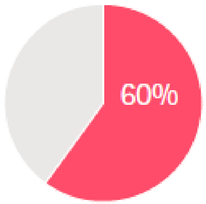
You Can Change your password but you can’t change your heartbeat

# The Need For Change

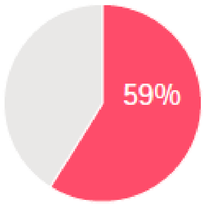
I would be interested in an alternative to usernames and passwords to protect my security on the internet



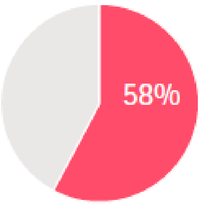

Usernames and passwords are cumbersome to use



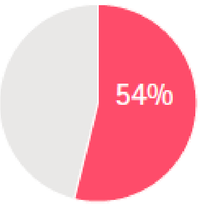

In the next 12 months, I am interested in using a uniquely encoded chip in my phone or computer to protect my security and privacy on the internet




In the next 12 months, I am interested in using biometrics (recognition of my voice, retina, or fingerprint) to protect my security and privacy on the internet

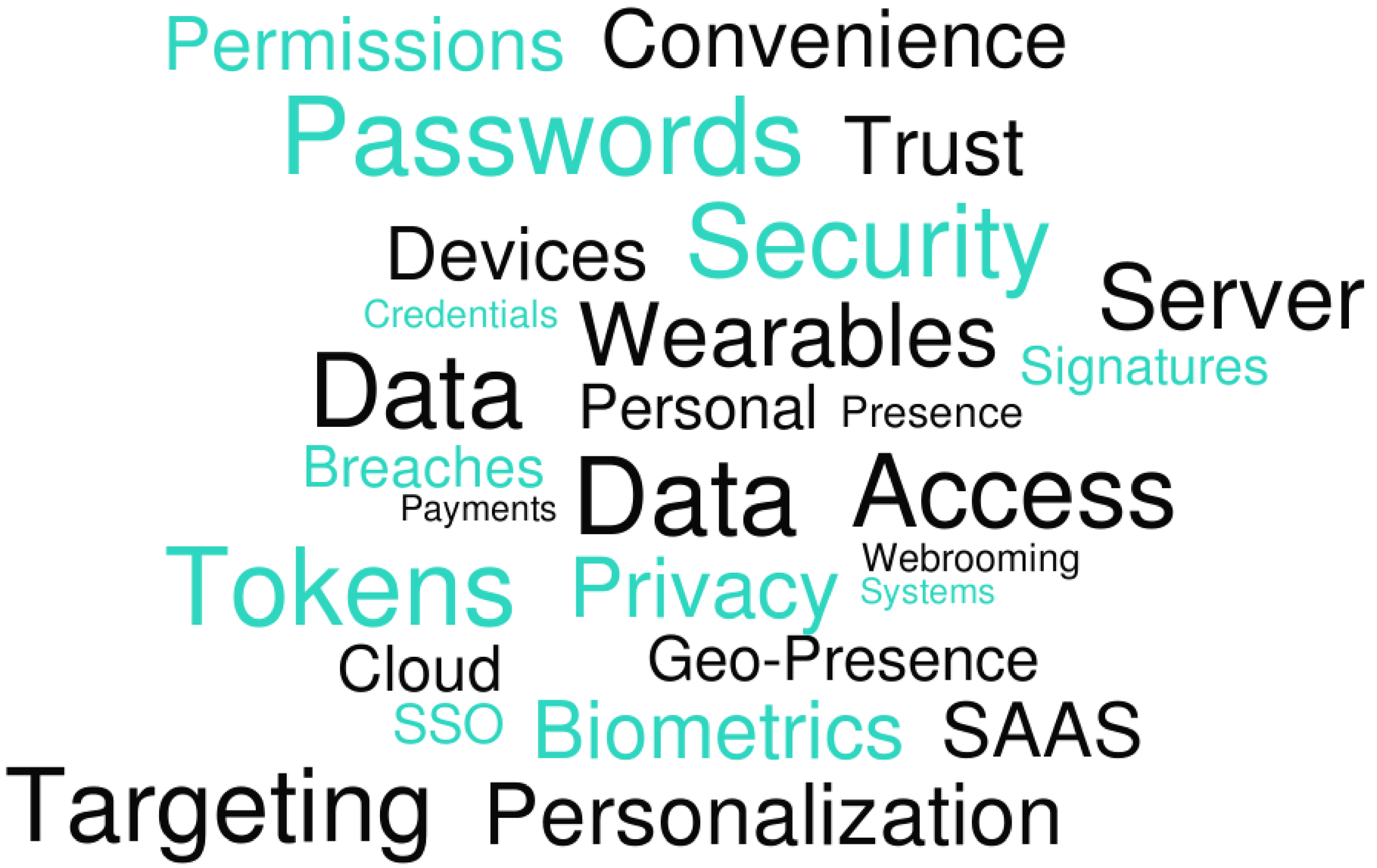



I am aware of one or several alternatives to usernames and passwords to protect my security and privacy on the internet




Source: 2015 Accenture Digital Consumer Survey

THE END


Permissions
Convenience
Passwords
Trust
Devices
Security
Server
Credentials
Wearables
Signatures
Data
Personal
Presence
Breaches
Payments
Data
Access
Tokens
Privacy
Webrooming
Systems
Cloud
Geo-Presence
SSO
Biometrics
SAAS
Targeting
Personalization

# THANKS!

It’s Shawn

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