IDENTITY

ENABLES A NEW DIGITAL RELATIONSHIP

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Identity enables a New Digital Relationship

IDENTITY USE CASE

1. WHO WE ARE
2. THE CONSUMER
3. INDUSTRY CHALLENGE
4. THE OPPORTUNITY
5. THE POWER OF IDENTITY
IDENTITY IS CORE TO OUR DIGITAL PRODUCT OFFERING

IDENTITY USE CASE

IDENTITY
SECURITY
PRIVACY
ACCESS
“Broadridge is the most important firm on Wall Street that you’ve never heard of”
Former New York Stock Exchange chairman and CEO Dick Grasso

- Responsible for sending out proxies and tallying shareholder votes for tens of millions of stock owners around the world
- Processes 85% of all outstanding shares voted in the U.S. and 72% of shares voted outside of the U.S.

Excerpts from the November 18, 2013 issue of Forbes
WHO WE ARE
A Financial Industry Communications Hub

3 billion distributions annually
across North America, proprietary technology
drives 60% + suppression rates

- 950+ Banks & Brokers
- 550+ Mutual funds
- Institutional investors
- Retirement Plans, VA’s/TPA’s
- 12,000 Corporate issuers
- 140,000,000 + Individual Accounts

NYSE: BR

Identity Enables a New Digital Relationship
Out of the ~55 providers that consumers receive printed communications from - financial is a significant portion

Research* shows that for consumers to adopt "DIGITAL COMMUNICATIONS" they need to be able to access at least 60% of their content through a channel of their choosing versus needing to use 55 different web sites or apps

*Research from Infotrends report “The Future of Multi-channel Transactional Communications in the U.S.”
TO UNDERSTAND IDENTITY WE FIRST NEED TO KNOW OUR CONSUMER

IDENTITY
SECURITY
PRIVACY
ACCESS
Successful digital solutions prioritize the needs of the consumer

- Consumers are moving to digital at an unprecedented rate
- Financial services firms have yet to fully take advantage …
- Resulting in high print-mail costs and un-fulfilled opportunities to enhance customer relationships
- Research illustrates solutions must be consumer centric and digital interactions must be superior to physical experiences they replace
Early Adopter
Mainstream Adopter
Late Adopter

How would you describe your personal approach to new technologies?

Source: InfoTrends The Emergence of Digital Mailbox Services Report, November 2011

Adoption by Age
of New Technologies

Adoption by Income
of iPads

2/12/2012 – iPad owners tend to be older and have more money
Mobile vs. Desktop
Global Internet Users

2015

2 Billion

800 Million

2009

1.7 Billion

1.3 Billion

2015

2009


time spent with mobile is growing at 14 times the rate of the desktop
Source: http://m.cmo.com/articles/2013/1/3/the_5_digital_ds_of_.html
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Monetate Q4 2013 Ecommerce Quarterly

http://monetate.com/research/
Device Preferences Throughout the Day
Most Weekday Tablet Usage Occurs Between 8pm and 9pm

- PCs dominate working hours
- Tablets popular at night
- Mobiles brighten the commute

Share of Device Page Traffic on a Typical Workday:
- Late Night (12AM - 7AM)
- Early Morning (7AM - 10AM)
- Daytime (10AM - 5PM)
- Early Evening (5PM - 8PM)
- Prime (8PM - 12AM)
Identity Enables a New Digital Relationship
HOW EFFECTIVE IS THE INDUSTRY AT ENGAGING CONSUMERS

IDENTITY
SECURITY
PRIVACY
ACCESS
Unfortunately with the exception of retail banking, financial firms have had difficulty in taking advantage of these trends.
Most companies utilize a Business to Consumer (b2c) model when it comes to digital efforts.

- In essence financial service companies are telling their clients to “COME TO ME”
- There are many reasons companies prefer this approach:
  - Control of the overall experience and content
  - Ability to Ensure Regulatory Compliance
  - Security
- Unfortunately this approach often does not resonate with consumers
Given the number of options consumers have … A “COME TO ME” strategy has resulted in firms getting lost among giants.
CHANGING THE BUSINESS MODEL

IDENTITY

SECURITY

PRIVACY

ACCESS
THE OPPORTUNITY

A better approach would be to shift from a business focused model to a consumer focused model.

“COME TO ME”
has yet to resonate with consumers and has been largely unsuccessful despite significant investments.

“GO TO THEM”
For firms to go where the consumers already “live” - Identity is key

Identity Enables a New Digital Relationship
IDENTITY POWER’S OUR BUSINESS MODEL

ADDITIONAL BENEFITS • Adaptive
• Reconfigurable
• Better for Customers
• Better for Clients

IDENTITY
SECURITY
IDENTITY
PRIVACY
IDENTITY
ACCESS
our business model leverages the power of identity

Identity Enables a New Digital Relationship
Facilitates secure communication between brands and consumers.

**Identity Management**

**NSTIC PILOT**
First step for Broadridge to introduce innovative services that enhance user experience and privacy, lower industry costs, and drive new sources of revenue.

**ID/DataWeb**
Working with IDW on several solutions both domestically and internationally that will utilize IDW’s attribute exchange to validate consumer identities.
Identity is the glue in our model to enable consumer adoption.

**Brands (i.e. mailers)**
- Investing
- Banking
- Telco
- Healthcare
- Insurance
- Small Business

**Channels**
- Online Banking
- Cloud Drives (e.g. Dropbox, Evernote)
- Aggregation sites (e.g. Mint.com)
- Digital Mailboxes (e.g. Canada ePost)
- Social Networks

**Consumers**

**Digital Platform**
- Channel Mgmt
- Preference Mgmt
- Identity Mgmt
- Digitization of content

- Brands across multiple verticals participate
- Brands have one integration point
- Brands control security (a federated model, as brands store data behind their firewalls)
- Platform connects to the channels brands support and consumers are using
- Consumers receive additional content from channels they are already using
Technology is changing consumer behavior

Consumers have multiple digital relationships and they want an easier way to connect

Broadridge is changing the business model by leveraging Identity
  • to improve the customer experience
  • to empower consumers with more choice
  • to improve consumer adoption
  • to drive digital relationships
  • to give brands more flexibility
  • to help brands reduce costs

Identity is the glue that makes our business model happen
  • enabled by NSTIC and IDW
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