

Why Business needs UMA

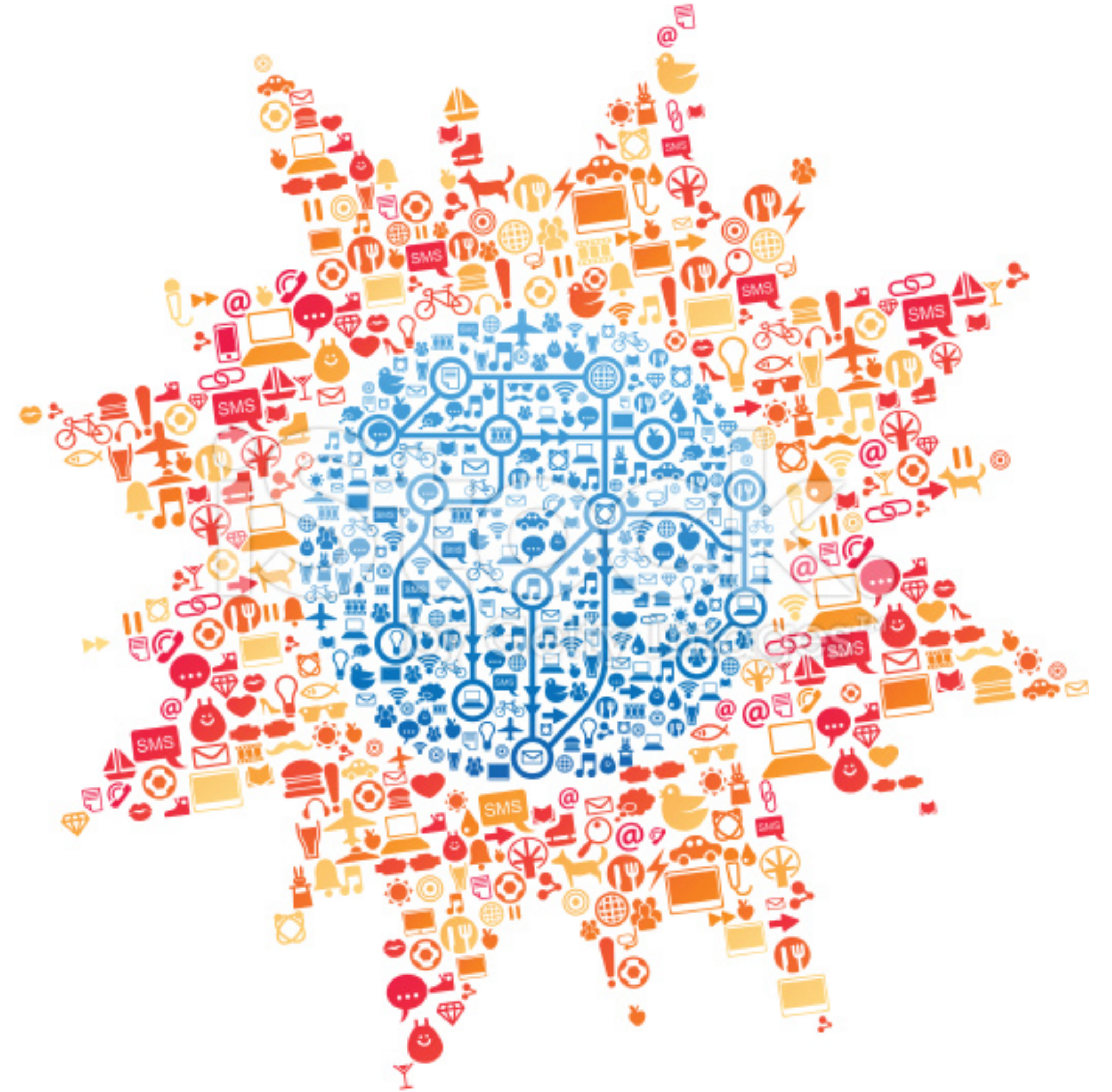
Unlock the value of Personal Data enabling Transparency and Trust

Agenda

- The Digital Business Effects
- The Power and value of Personal Data
- Risk of abuse
- New approach to build Trust
- UMA Business Value Proposition

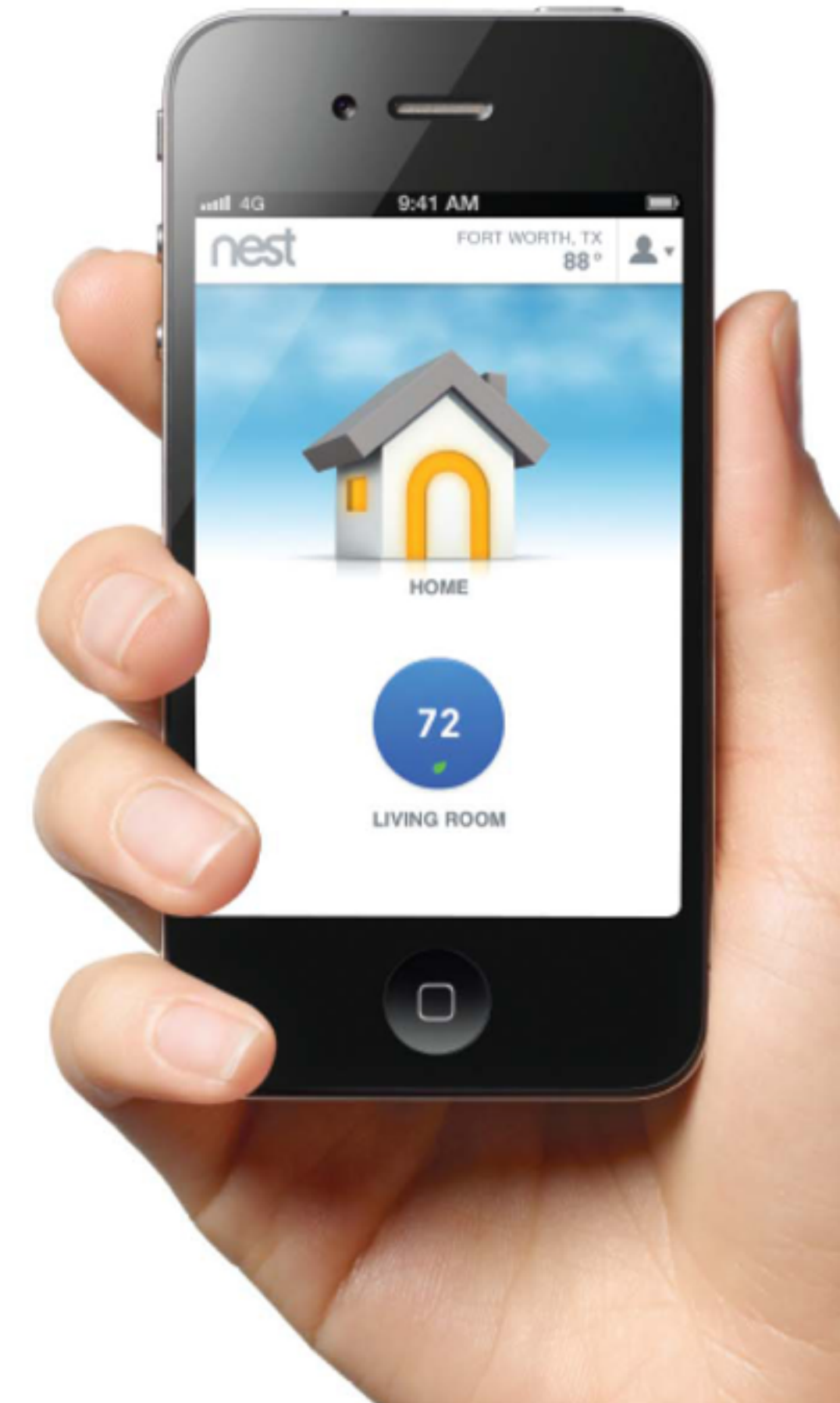
Digital Business Effects

- Explosion of Digital technologies
- Vast quantities of data about consumers' activities, both online and off.
- Connected products: from fitness trackers to home systems



Expanding scope of Data

The personalization this data allows, such as constant adaptation to users' preferences, has become central to the product experience.



Google's Nest thermostat, for example, autonomously adjusts heating and cooling as it learns home owners' habits.

Data Sharing

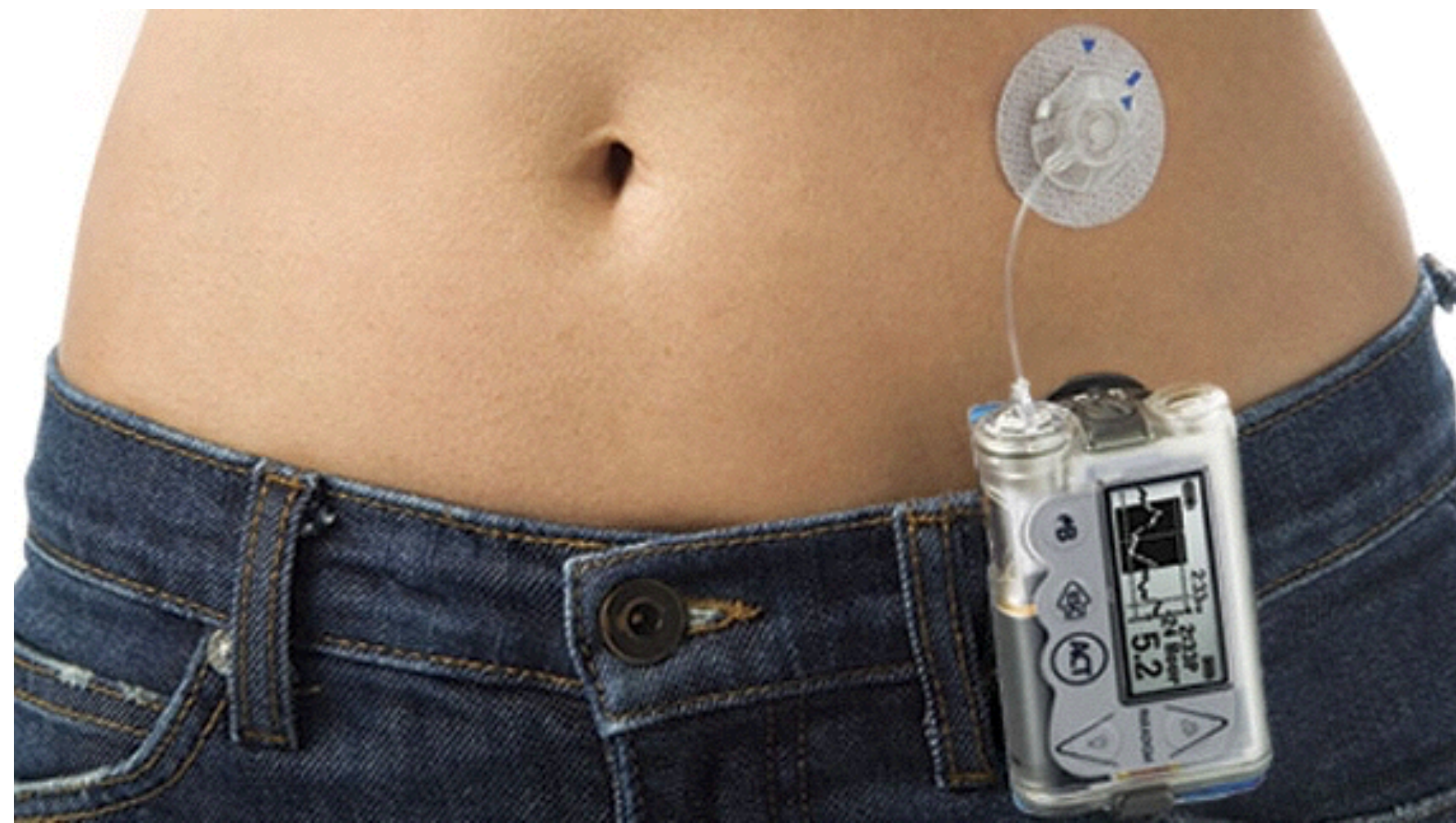
consumers appreciate that **data sharing** can lead to products and services that make their lives easier and more entertaining, educate them, and save them money.



The Power and Value of Personal Data

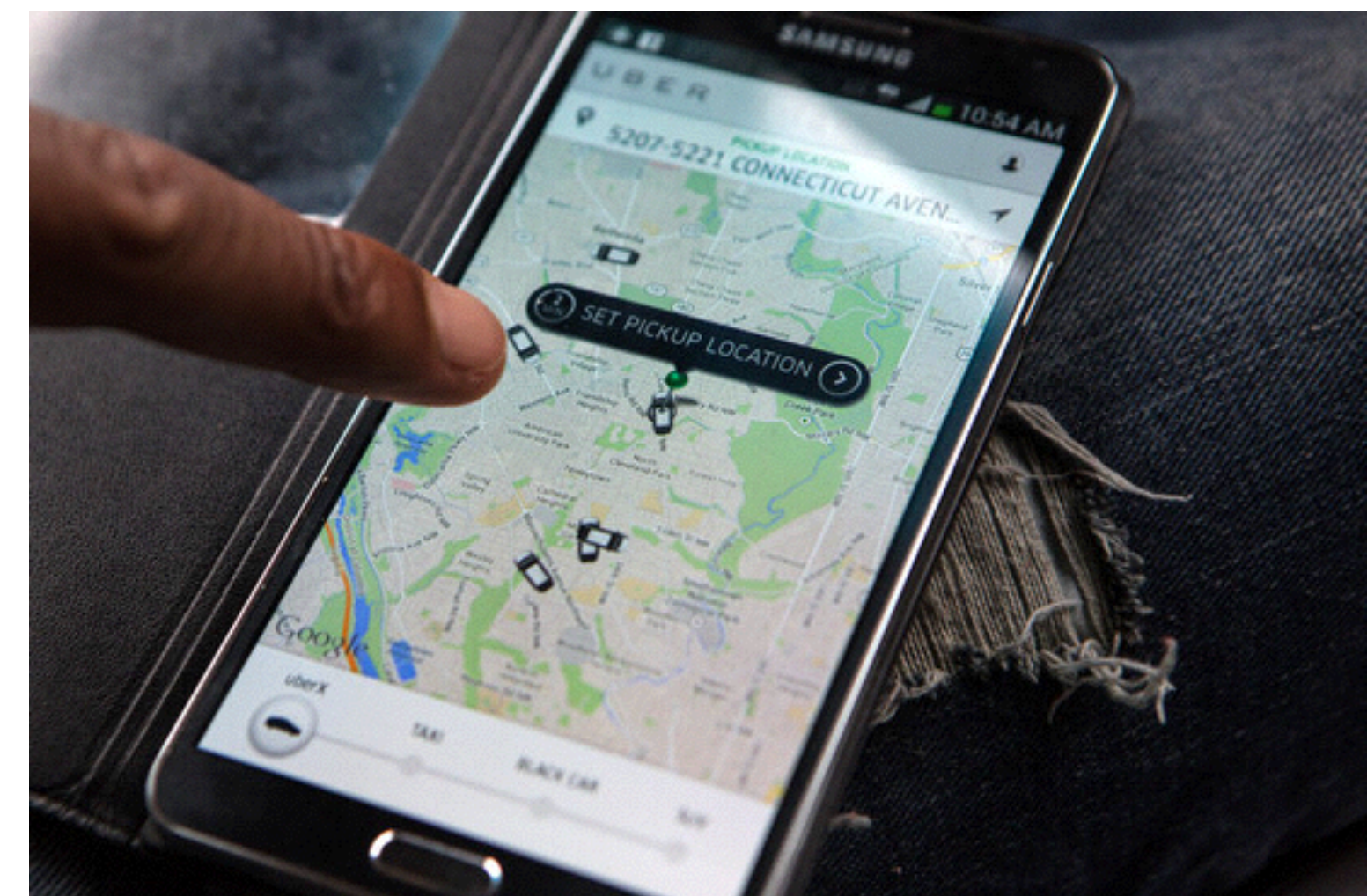
Medtronic

It wirelessly connects an implanted sensor to a device that alerts patients and health care providers that blood-glucose levels are nearing troubling thresholds, allowing preemptive treatments.



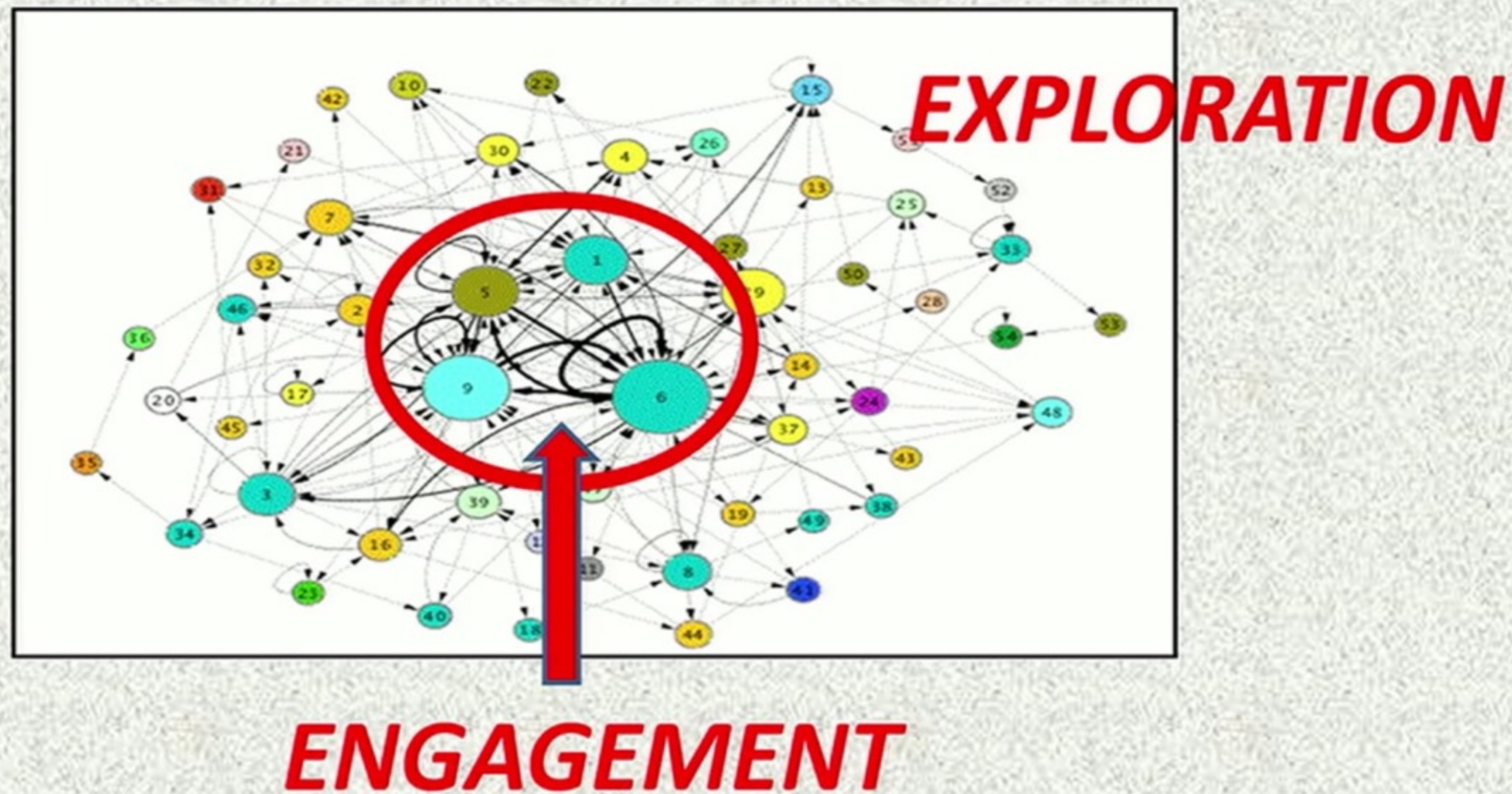
UBER

Car service Uber has recently [agreed to share ride-pattern data with Boston officials](#) so that the city can improve transportation planning and prioritize road maintenance.



How Social Networks can Make Us Smarter

PATTERNS OF SUCCESS



RISK of ABUSE

Privacy issues also ranked high;
72% of Americans are reluctant to share information with businesses because they “just want to maintain [their] privacy.”

Identity Theft is a top concern

97% concern that business and the government might misuse their data



Extreme trust is **proactively protecting** your customers interest.

Technology has now changed the landscape of competition so much that a new, more **extreme form of trustworthiness** will be required in order to be successful.

TOWARDS AN EXTREME TRUST
AS COMPETITIVE ADVANTAGE

New Deal on Data: Approach that build trust



TRANSPARENCY IS THE
KEY

GIVE CONSUMERS A CLEAR
VIEW OF THEIR DATA AND
CONTROL OVER ITS USE,
REDUCING FIRMS' RISKS IN
THE PROCESS.



Facebook example

- Facebook Beacon, which exposed users' web activities without their permission or knowledge, for example, was pulled only after a barrage of public criticism.
- More recently, however, Facebook has increased its focus on safeguarding privacy, educating users, and giving them control. It grasps that trust is no longer just “nice to have.”



Metadistretti e-monitor: Give Patients control

- Participating cardiac patients wear an e-monitor, which collects ECG data and transmits it via smartphone to medical professionals and other caregivers.
- The patients see all their **own data and control how much data goes to whom**, using a browser and an app.
- They can set up networks of health care providers, of family and friends, or of fellow users and patients, and send each different information.



User-Managed Access: Business Value Proposition



User-Centric

fine-grained authorization system for protecting distributed Web resources.



Empower individual

on controlling own data, reducing risks for using personal data.



Increase Trustworthiness

enabling tools for proactively helping individual to protect their interests.

Use Cases

Use Case	Business Problem	Benefits	Differentiator
IoT			
Citizen Digital Platform		Protect distributed resources.	
Patient Centric			

Target Personas

Persona	Target Titles	Value Proposition/ key Messages
IT	CIO, CTO, VP of IT	Provide a new approach to protect distributed resources, reducing Risks about the right and responsibility for using personal data.
LoB	Chief Digital Officer, Customer Service, Marketing	Unlock the value of personal data enabling new form of digital business, meanwhile introduce a proactive trustworthiness.

References

- [Customer Data: designing for transparency and trust](#)
- [Social Physics and the data driven society](#)
- [New deal on Data](#)
- [Extreme Trust](#)