



# SwissID – the trustful ecosystem which connects people and organisations in the digital world.

## As an online service provider you want ...

- to increase your conversion rate and customer retention
- to do simple business with a large number of potential customers
- to simplify access to your online services
- consistently digital and therefore cost-effective processes
- to know who your digital counterpart really is
- to provide documents with a legally valid signature online and conclude transactions immediately

The answer is SwissID – the trustful ecosystem which connects people and organisations in the digital world.

With SwissID, online service providers (operators of websites and apps) represent processes on the internet which previously required an inconvenient media disruption. Thanks to the modular services, SwissID provides a tailor-made solution for all needs of efficient outsourcing. This increases the conversion rate and saves costs.

## SwissID connects people with online services



### Select one or more of five modules



**Module 1:  
Simple login**

Standard login with user support for simple access to online services (websites and apps).



**Module 2:  
Personal data transfer**

Secure transfer of data which have been confirmed by the user or by third parties.



**Module 3:  
Two-factor verification**

Strong authentication of users via a second factor, e.g. via SMS code, app or biometrics.



**Module 4:  
Checked identity**

Secure transfer of checked identity data. Based on prior face-to-face or video identification with passport or identity card.\*



**Module 5:  
Electronic signature**

Legally valid signature of contracts and other documents – any time and from any location.\*

\* Fulfils requirements of the Swiss Electronic Signature Act (ZertES), the FINMA Money Laundering Ordinance and the Federal Act on the Electronic Patient Record (EPDG).

### SwissID ...

- increases the conversion rate with online transactions
- provides simple access to millions of potential customers
- increases customer trust and enhances customer retention
- reduces costs with outsourcing of time-consuming processes
- fulfils legal and company-wide compliance requirements
- prevents identity fraud and establishes trust
- supports digital processes and business models

### SwissID establishes trust

For all modules SwissID guarantees secure data exchange between the online service provider and user without itself knowing or saving the data. The user has to enable all data transfers and therefore always retains control over who may retrieve which data and when. This promotes trust on both sides equally. Trust that the digital counterpart is the person they claim to be. Trust that a business transaction is legally valid.

Shortly after the launch millions of people will already become SwissID users – in the medium term the majority of Swiss people.

For online service providers (operators of websites and apps) SwissID is available right away. Please contact SwissSign for more information on the availability and prices of the SwissID modules.

SwissID is a service from SwissSign, the joint venture of Swiss Post and SBB.