1. Develop new products and services that are customer centered, data compliant and privacy by design

2. Design new business models emerging at the center of CIAM and Digital Transformation

3. Partner with customers to create a competitive advantage through privacy and data management.
Regulation is driving a shift, with new opportunities we also face new challenges
Payment Services Directive II [PSD2]
Open Banking
General Data Protection Regulation [GDPR]
ePrivacy
Data & Privacy Divide
Privacy
Data in silos
Onboarding friction
Diminishing trust
KYC & AML
Regulation
Data Paradox
Silo Thinking
€Million$ to manage processes, identify data, develop audit trails

digital transformation, customer centricity & brand value remain a challenge
Portfolio Approach
Enterprise networks, linking customers across a portfolio of products and services together with orchestrating adjacent services resulting in a better customer experience.

Walled-gardens like Apple, Google, Tesla that will create great value within their respective service offerings, whilst locking that value to the silo.

Open networks that link horizontally and enable customers to participate across enterprise networks and walled gardens, providing the crucial links & data.
Value-chains are rapidly evolving to include people + things.
Friction & Fraud
$6.3 Billion Advertisers lost to bots in pay-per-click fees in 2015
If we are ad blocking we will be eye blocking.
The power is shifting to ME
The API-of-Me
I AM The Platform

Identity

Consent

Control • Security • Privacy • Trust
The API-of-Me
I AM The Platform

Identity
Consent
Interoperability
MeCommerce
Control • Security • Privacy • Trust

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Current business models = collecting, storing & monetizing data
1. Real Data / Real Time
   - Validate & provision data back to customer

2. Accurate & Up To Date
   - ROI – Cost Saving
   - Data Accuracy

3. In Context
   - Onboard & enhance customer understanding

4. Intention
   - Extend service to create meaning and provide insight
   - Segment of one

5. New Marketplace
   - Empower & enable new value exchange

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What’s required to make sure real VALUE is unlocked
CIAM
customer centric
context driven
consent based
Customer Identity Access Management

Consent

Marketing

Privacy

Digital

KuppingerCole CIAM Reports
Participation transforms business models
More than 50% of participants would use Meeco to browse privately and avoid re-targeting.

Participants felt more in control of their data which created peace of mind & empowerment.

Privacy awareness of participants was increased after the completion of all Labs programs.

Popular categories for tile creation and personal data storage in Meeco:
- Family & Friends
- Pets
- Warranty Details
- Address
- Health
- Clothing size

Most trusted organisations participants would share data with:
- Government
- Finance
- Local Businesses

Of all participants would continue to use the Meeco consent settings when sharing their data.

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Of all participants would continue to use the Meeco consent settings when sharing their data.

Of all participants were interested in using their data as an asset for value exchange.

Brands who provision data back are more trusted.

Enabling User control over data increases engagement.

Data is openly shared when a personalised solution is offered.

More accurate data is collected and exchanged when the user is in control.

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Meeco API Platform

Offer services that remove friction & create value

Enable Trust

Loyalty Loop

Increase Loyalty

Create Personalised Experiences

Manage Risk

New Models
Meeco, the technology powering personal data