Exploring the need for a Neutral Independent Data Layer

David Alexander - Chief Executive
Mydex a Community Interest Company
Ideally we wouldn’t start from here
Flaw 1. Organisation centric fixation
Flaw 2 One standard first mindset

- Interoperability
- Portability
- Multiprotocol
- Cross Sector
- Cross Domain
- Cross Borders

One size fits all pipe dream
Flaw 3 Focus on Monetisation & Liability - 10%

➔ Friction
➔ Effort
➔ Risk
➔ Cost

Reduce

You get Increases in....
★ Completed Journeys
★ Conversion rates
★ Trust
★ Satisfaction
★ Productivity
★ Efficiency
★ Revenue
★ Profit

90%
Flaw 4. Lack of independent layers

- Identity Verification
- Logging in
- Managing passwords
- Form Filling
- Information Provision
- Providing evidence
- Updating information

Current Issues for all

- Friction
- Effort
- Duplication
- Level of Risk, lack of security & imbalance of power
- Cost, complexity, lack of interoperability
- Lack of agility & Resilience

[Image]
Tomorrow

Outcomes for all

→ Seamless access
→ Automation
→ Streamlined processes
→ Data captured once
→ Data assurance built in

Benefits for all

→ Reduced Friction and Effort
→ Reduced Risk through increased trust and security
→ Reduced Cost through automation
→ Higher success rates in transactions
→ Better outcomes - productivity, efficiency, impact
→ Improved public services
→ Accelerated Economy via adaptability & innovation
→ Increased satisfaction
Research, Policy and Regulation as well
Data underpins all use cases

➔ Identity Assurance / AML
➔ Customer Acquisitions
➔ Flight Booking | Renting Car / Bike
➔ Moving Home
➔ Insurance
➔ Benefits Application
➔ Proof of Status | Entitlement | Age
➔ Applications
  ◆ Driving Licence, Passport, Right to remain, Work Permit
➔ On and on.........
Making data independent and portable is fundamental to the digital economy and society as a whole.
Data must be trusted & carry that trust with it when it flows
We need a data infrastructure layer

➔ Public / social purpose mission - *public good, empowerment*
➔ Independent - *of state sector and factional interests, trustworthy*
➔ Neutral and Enabling - *serves all parties, individual controls*
➔ Distributed not centralised - *personal data stores / ledgers*
➔ Zero Knowledge in its operation - *no access to data*
➔ Aligned incentives - *no monetisation of data*
➔ Separated functions - *focus, collection, storage, delivery*
Makes it Safe by Default

Removes:-
Friction, Effort, Risk and Cost

Promotes:-
Trust, Innovation, Resilience

Improves / Increases:-
Quality, Productivity, Revenue, Outcomes