

The Business of Identity

Bringing the National Australia Bank's Digital Identity to Life

The journey from Ideation to Market Launch



**Linden
Dawson**

Digital Identity Product Manager

National Australia Bank



**Natalie
Reed**

Director

Deloitte Australia



**Rick
Iversen**

Head of Product & Scheme

ConnectID

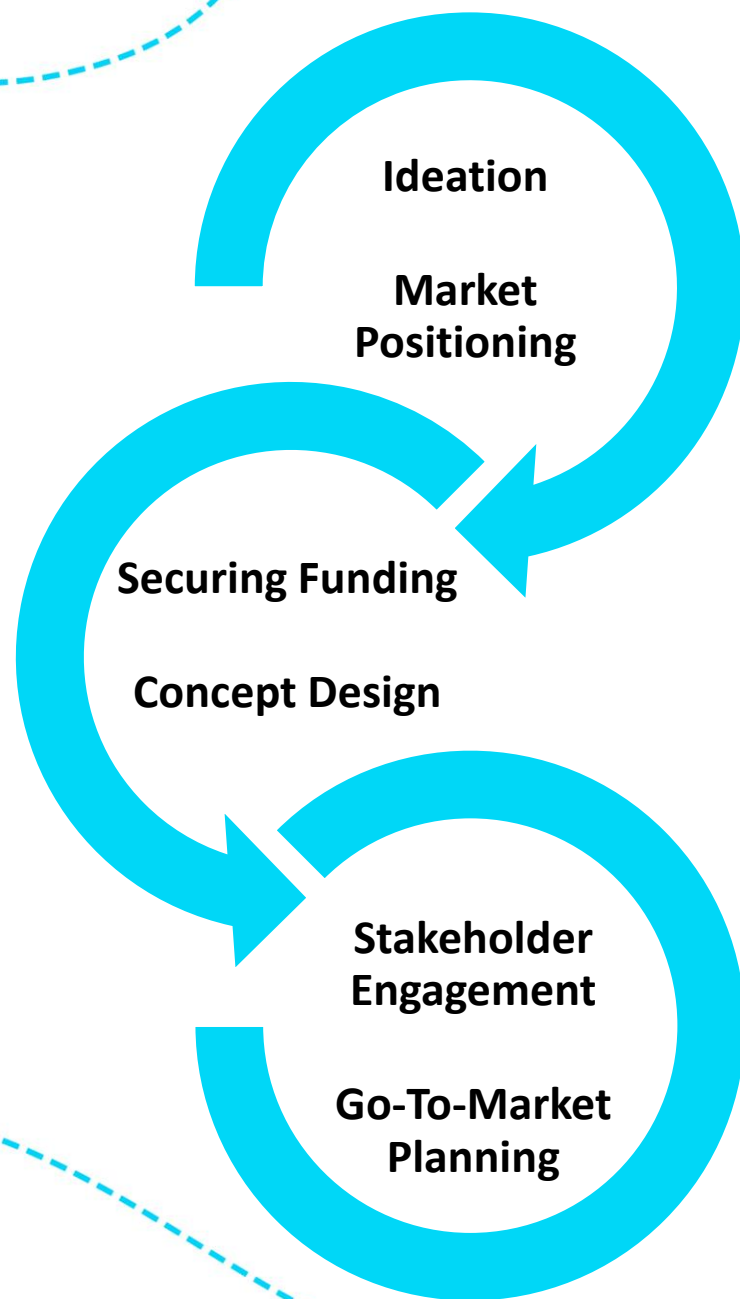
What is ConnectID?

ConnectID is an Australian-owned digital identity exchange which will improve identity verification while protecting privacy - supporting productivity in the digital economy.

ConnectID is expected to be available across participating organisations during 2023.

LINK to ConnectID video here

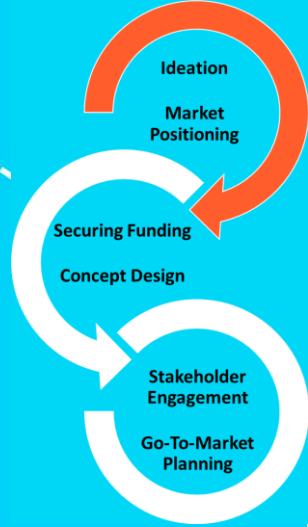
<https://www.youtube.com/watch?v=XvEARs2-dZQ>



Phase One

Ideation

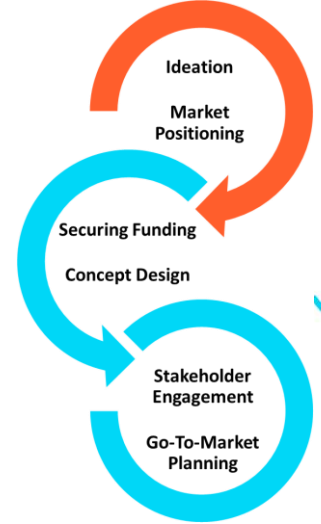
Market Positioning



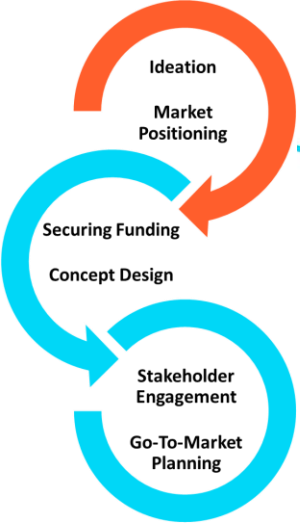


Ideation

- Why digital ID?
- Why banks?
- Why now?



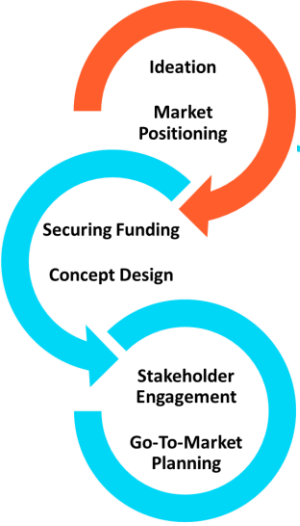
#identiverse



Ideation (2)

- **UX is your best friend**
- **Identify allies**
- **Find a home**





Market Positioning

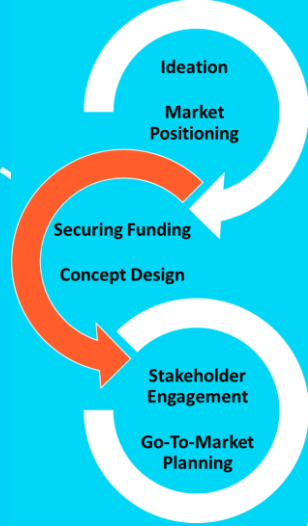
- What global lessons can we learn?
- How big is it?
- What structure fits best?



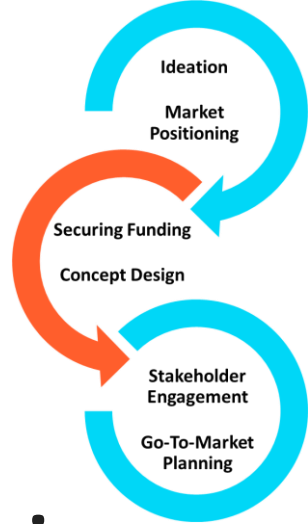
Phase Two

Funding

Concept Design



Funding

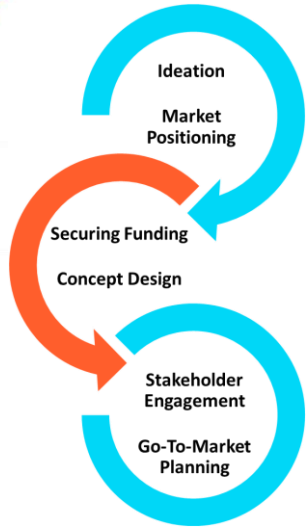


- The organisation machine
- Quantifying the benefits
- What's In It For Them? (WIIFT)

Concept Design



Concept design



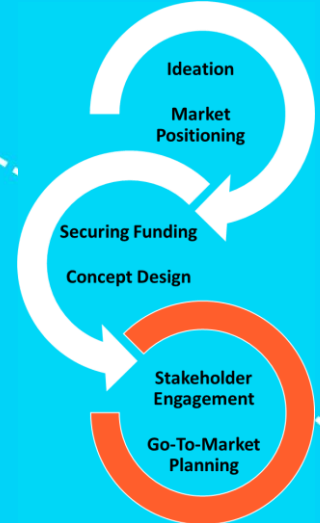
- **Rapid Prototyping**
- **Re-use what you know**





Concept design (2)

- **Technical Proof of Concepts**
- **Yelling from the roof tops**



Phase Three

Stakeholder Engagement

Go-To-Market



Stakeholder Engagement

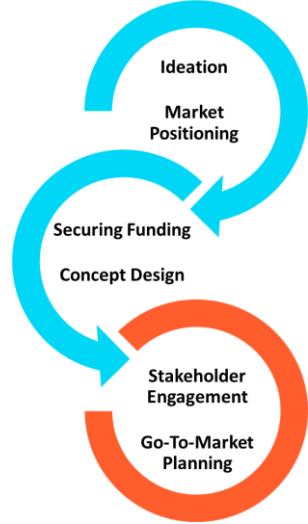


Stakeholder Segmentation

Internal

External

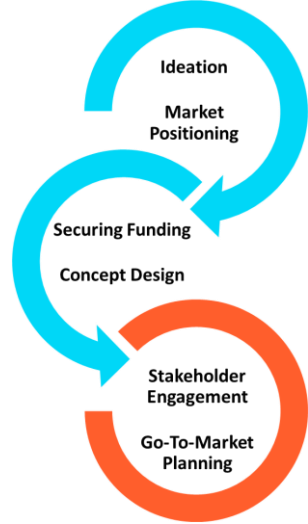
Regulatory



A close-up photograph of a market stall display. Several stainless steel pots and bowls are filled with various fresh ingredients. In the foreground, a large pot contains a green, chunky soup or stew. To its left, a bowl is filled with a vibrant red tomato and green pepper salad. Above the soup, a pot contains a dark, thick sauce. To the right of the soup, a bowl holds a light-colored, creamy dip. Further right, a bowl contains cubed white cheese, possibly feta, topped with herbs. In the background, there are more bowls, including one with a red sauce and another with a yellow sauce. A woven basket filled with fresh bread is visible in the upper left corner. The overall scene is a colorful and appetizing display of fresh market goods.

Go-To-Market Planning

Go To Market Planning



Change Management

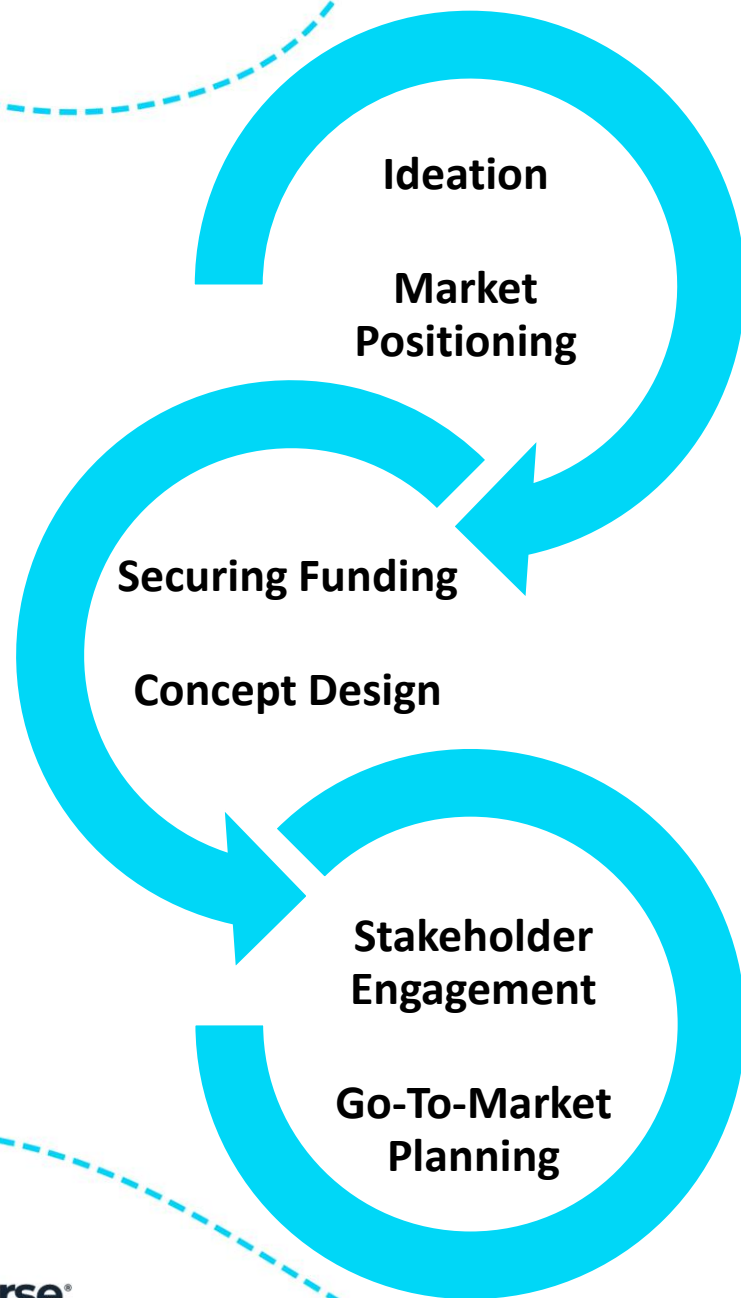
Find the best change manager in the building and book them right through to your launch.


Testing

Conduct as much testing as you can afford and test on systems as close to production as possible

Launch

Consider a soft launch wherever possible so that you can test & learn, phasing functionality.





The journey to
success in the
business of identity

Q&A