

Digital Identity: The Next (Big) Operator Service

Gemini Waghmare, CEO, UXP Systems talks to InterComms about the Four Keys to Success for the Operator as a Digital Identity Provider



As the CEO and founder of UXP Systems, Gemini Waghmare has rapidly become a leading voice in the communications industry, frequently guiding operators on digital transformation and the power of the digital user lifecycle. Gemini has held senior positions at Amdocs, TELUS, Digital Equipment Corporation, and various startups along the way, and holds a degree in Business Administration from the Richard Ivey School of Business at Western University. Gemini provides the strategic direction for UXP Systems and is responsible for the realization of the company's goal of empowering the digital users that drive the internet. His deep knowledge of service provider infrastructure and entrepreneurial vision give UXP Systems the foundation to succeed in the dynamic telecom and cable landscape.

On a keynote panel at the TM Forum Live! Conference in France this year, the ever insightful CIO of Comcast, Scott Alcott, was asked how telecom operators could innovate. Speaking on the topic of “Re-imagining Your Business in a Connected World”,

Alcott had clear calls to action for all of us.

Among them was a line that made me rethink the very core of my business.

“I would like to see Identity as a Service”, Alcott said.

As the CEO of a company that powers digital identities for operators, I had always thought of our space as infrastructure. Service providers launch services and use digital identities as a means to access them. Was I missing the bigger picture?

Digital Identity in the telecom space has traditionally been a hangover that follows customer acquisition. Sign up the customer, and hope they create a username and password. Use that digital identity to pay your bill and log onto your TV everywhere app.

We started UXP Systems because we knew the opportunity to leverage digital identity was much greater than that. But, Identity as a Service?

Looking at Apple, the picture comes into focus. Apple ID's have become the key to a portfolio that enables communications, entertainment, purchasing and apps. It's evolved to accommodate households with roles, approval and sharing. Is it fair to say that Apple ID is a service unto itself, and everything that it enables, just features?

Facebook is another case in point. Our Facebook identities are a means to access hundreds of different services. These digital IDs are seamless, powerful and personal. And, like many other services, they're directly monetized, as Facebook uses data derived from these identities as the engine of their business.

Digital Identity has indeed become a service unto itself. Facebook, Apple, Nest and Amazon all power IDs for every household member. They've continually evolved the utility

