

Social media

Social media, also called consumer identities, is a service where the user has voluntarily signed up, and provided some information. Facebook, Google+, LinkedIn and Microsoft Live are examples of social media. Consumers frequently use social media and are already familiar with the login credentials. Often the user is logged in continuously.



How will the end-users benefit from using social media?

By linking the social media account to a merchant, users will be able to login by providing social media credentials. If a user is already logged in to the social media, a single sign on process is activated and the user will be logged in by one click – making it easier to connect. There is no need to remember yet another username and password.

Why should the merchant offer social media login?

Users have a challenge remembering multiple usernames and passwords. Since users already know their credentials from social media re-using these will make it easier for the user to log in. This may increase the probability of the user being able to log in and reduce the need for customer support – all resulting in a better user experience, as well as higher conversion rates.

Why should the merchant use the Signicat for social media?

Signicat offers one single API to multiple social media channels. This API can also be used for login using public eIDs, such as iDIN, DigiD, BankID, NemID, Tupas and others.

Signicat also offer value added services, which can be accessed through the same API, such as identity assurance (which is used to on-board new users) and electronic signatures and seals (which are used to electronically protect documents).

Signicat is one of the leading providers of electronic identity and electronic signature solutions in Europe. The company, founded in 2007, delivers online trust based services to the public and private sector globally. The solutions are used by banks and financial institutions, insurance companies, government agencies and large corporations as well as small and medium sized businesses.

Signicat specializes in cross-border cloud based electronic identity services and electronic signatures. The company has local presence in Norway, Sweden, Denmark, Finland, the Netherlands and UK. These countries are in the forefront in the world with the usage of digital identities and electronic signatures.