

# YourID for Hosting Services

**With a growing amount of business being done online** – and having a website now a basic requirement for any serious company – hosting service providers offer a vital service to their clients. But their work entails the management of a multitude of online accounts, and a constant vigilance against digital threats. With that being the case, the establishment of reliable digital identity is a critical issue for hosting services and their customers.

YourID offers a solution. As the world's first trusted identity platform based on shared governance and the flexible use of whichever technologies are best suited to a given scenario, YourID offers essential benefits to organizations across a wide range of sectors:

1. **Significant reduction of costs**
2. **Defending against identity theft and fraud**
3. **Delivering the best user experience**
4. **No user adoption problems due to joint effort**
5. **Ensuring regulatory compliance**

In the hosting services sector specifically, here's what those benefits look like in detail:

- With YourID you save 90% of authentication implementation costs, by sharing these costs with all other partner platforms. Authentication security is guaranteed by a single entity – YourID – which means no money wasted on multiple authentication providers or building your own costly solution. In addition, you minimize administrative costs for you and your clients by eliminating password resets and token replacements.
- Customers gain easy access to online accounts through biometric authentication and YourID assures that customers are who they say they are at each and every visit. Meanwhile, you reap the benefits in customer satis-

faction and retention.

- Improved onboarding thanks to YourID's streamlined 'one-click' account creation process.
- Phishing attacks can no longer target clients, because there are no passwords to steal.
- Fake sites designed to capture customers' Personally Identifiable Information (PII) will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- Know Your Customer compliance from the moment of onboarding.
- GDPR compliance is ensured as end users gain control over the sharing and revoking of their data.
- YourID will offer dedicated promotional efforts to your hosting service during the platform's launch phase.

To learn more about how YourID can benefit your organization, and how you can become a YourID partner, contact us today.

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