

A world with citizen held data

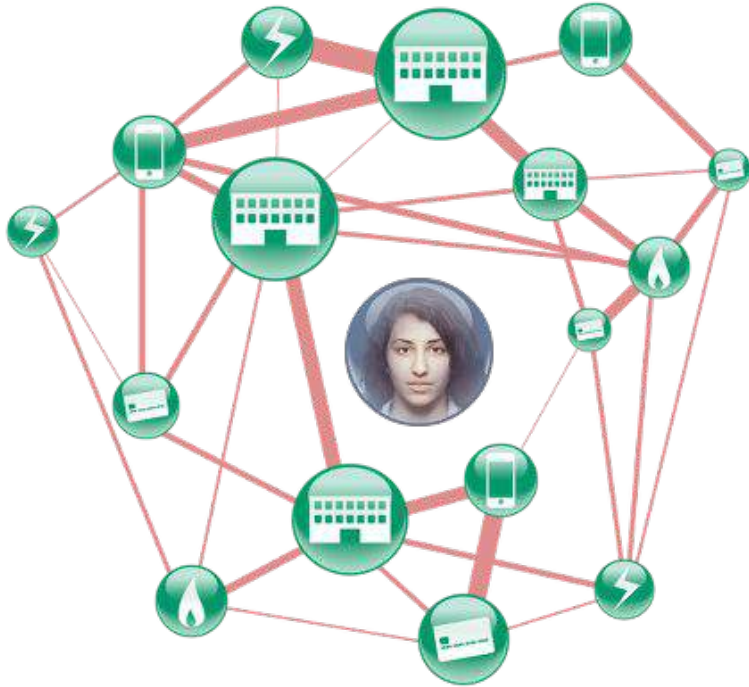
Vision Statement

David Alexander, CEO, Mydex CIC

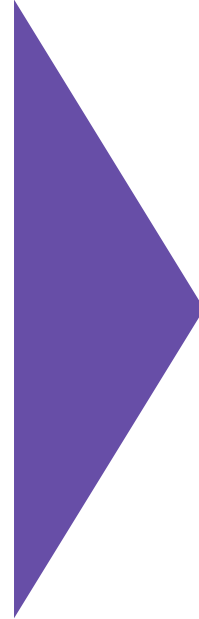
27th August 2020

Paradigm Shift - new options

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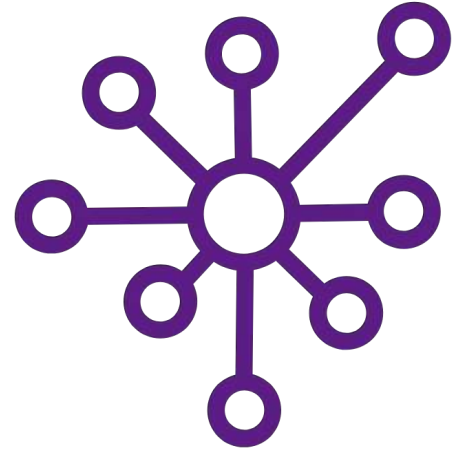
Today - Crown of Thorns



Happening now - Halo of Trust

Citizens need to work across many domains

- ◉ Public services e.g. benefits applications
- ◉ Advice services - debt, consumer
- ◉ Health and Social care services
- ◉ Housing
- ◉ Two-way citizen engagement
- ◉ Personalised notifications



Citizens in control reduces



Friction



Effort

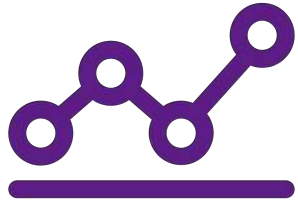


Risk



Cost

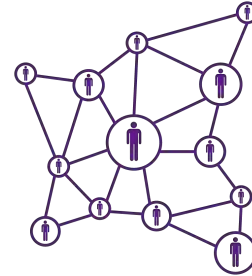
Citizens in control improves



Outcomes



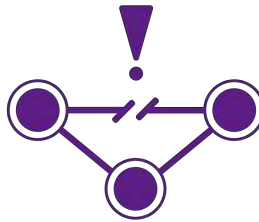
Access



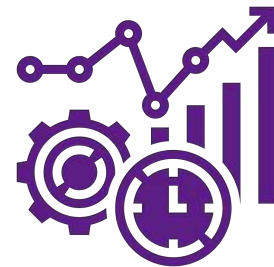
Social Value



Experience

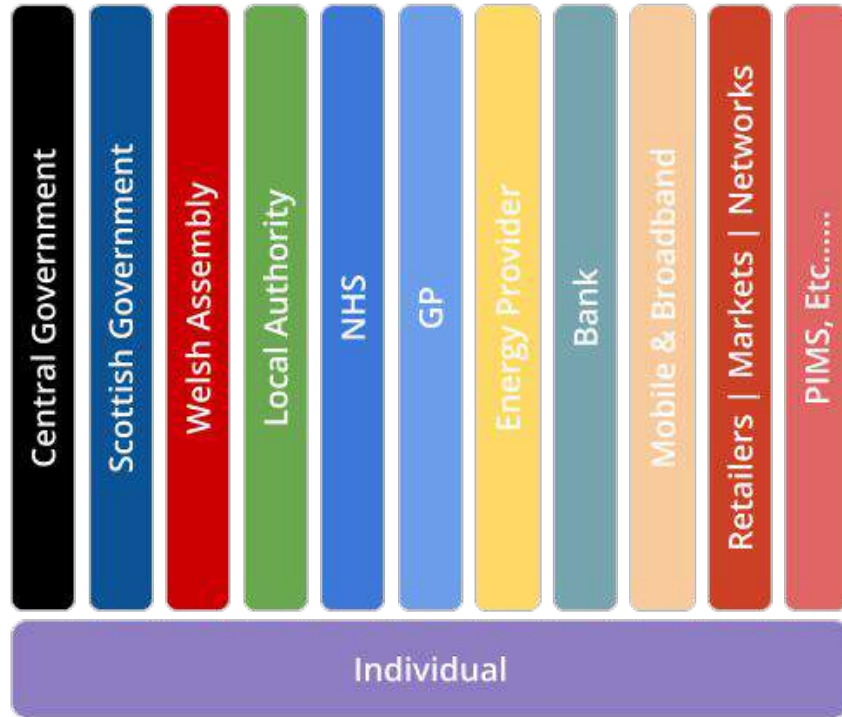


Resilience



Efficiency

Current silo model



Repetitive Tasks for individuals

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

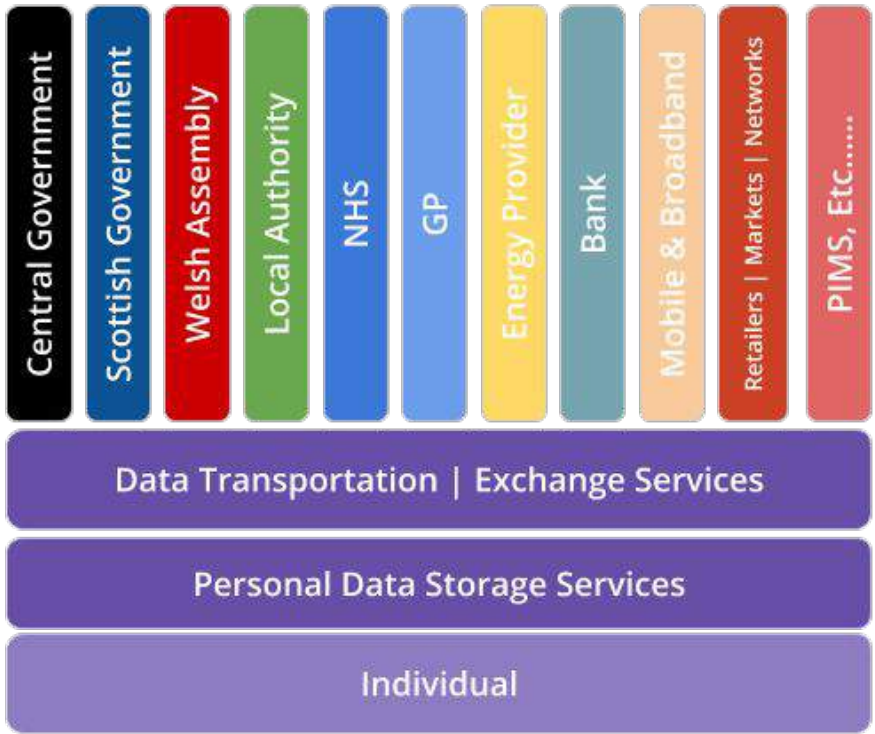


Current Issues for all

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

Data sharing between silos inside and across organisation complex, with risk and compliance issues

Future includes a neutral personal data layer [↑]mydex



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



Individual acts as the point of integration connecting and exchanging data across different silos

This is happening now

Thank you