



Mobilink



arcanaINFO

Delivering IT brilliance

# Mobile Connect for Mobilink:

*Reshaping the online experience for  
33 million people\**

\*Source: PTA Annual Report 2014-15.

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# Project Overview

The largest telecom operator in Pakistan to bring mobile integration solutions to its subscribers

Mobilink PMCL has a subscriber base of over 33 million people\*. These millions of people have access to the internet and create billions of possibilities where mobile integration could play an integral part.

Considering the importance, Mobilink asked Arcana Info to offer a mobile integration solution which would offer all its users free-of-cost password-less entry for their online IDs.

Arcana's Software & Apps division deployed Mobile Connect, a mobile technology that enables each mobile number to represent a single unique ID for the web. The result? *Millions of login attempts each day avoid passwords without compromising on security one bit.*

Mobile Connect is the latest standard in 2-factor authentication and passcode-less access to online identities. Whether you're shopping, applying for a job or simply logging into a social media channel, this technology can help completely avoid passwords with simple one-time integration.

Our team spent over 1,200 man hours to successfully deploy the complete solution.

\*Source: PTA Annual Report 2014-15.

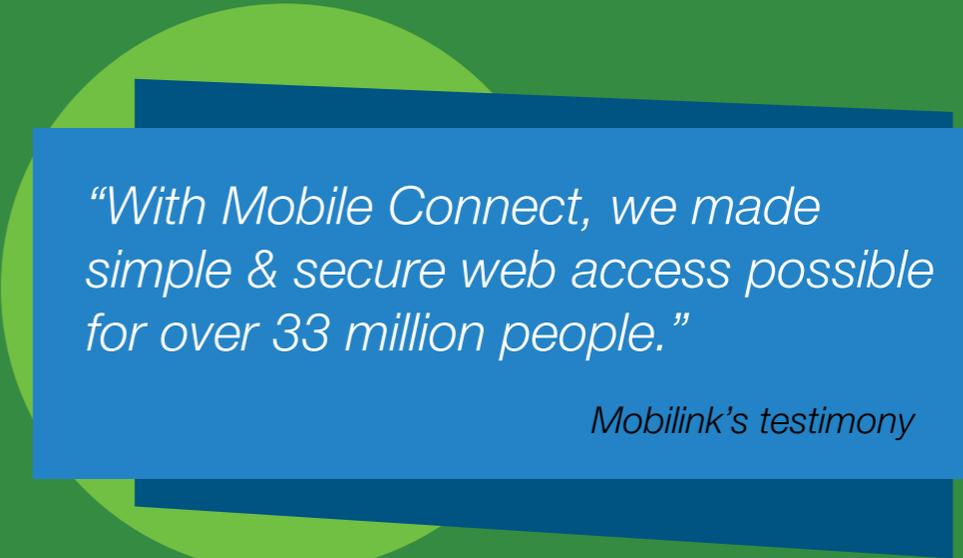
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# Solution Overview

Mobile Connect enables Mobilink's **33 million+ subscribers\*** to use their number to create safe, secure and unique user IDs for the web.

Gone are the days when you needed to remember email IDs and confusing passcodes to log in. With decreasing patience for latency, user registration and retention was a big challenge for websites and online stores that was keeping them from harnessing the true potential of mobile and social technologies.

Mobile Connect enables Mobilink users to use their phone caller ID as their log-in credentials. Suppose you need to buy something online. Instead of remembering your email-based user ID and password or requesting a new one because you forgot yours, simply log-in using your Mobilink number.



*“With Mobile Connect, we made simple & secure web access possible for over 33 million people.”*

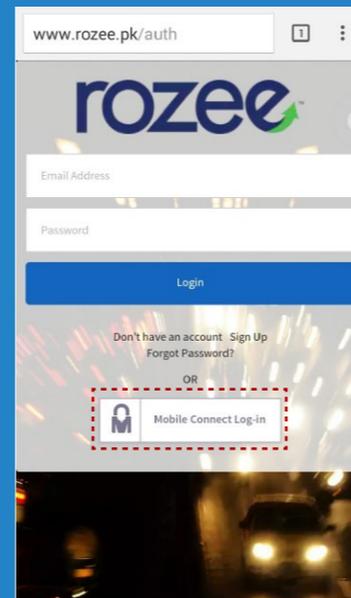
*Mobilink's testimony*

*\*Source: PTA Annual Report 2014-15.*

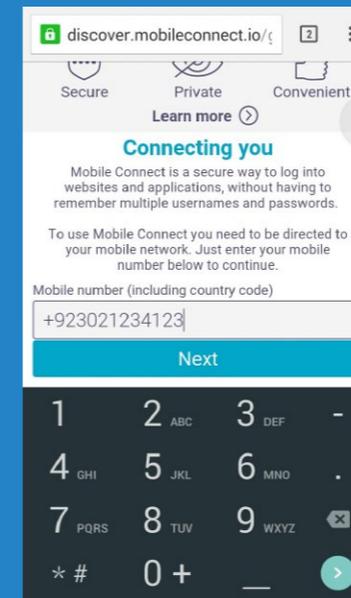
# Rozee on Mobile Connect

See how Mobile Connect will enable Pakistan's leading job portal, Rozee, to make password-less access possible for job seekers.

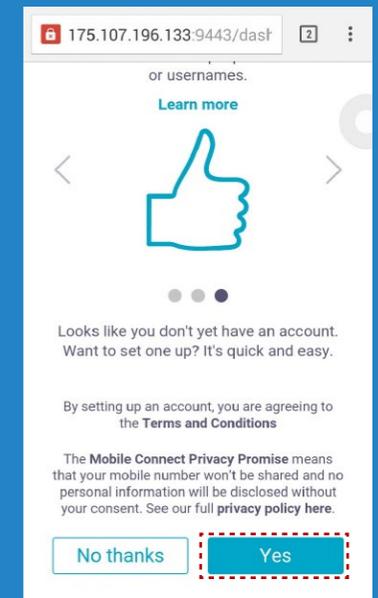
Mobile Connect is also currently available for the customers of [www.homeshopping.pk](http://www.homeshopping.pk) and [www.goghoom.com](http://www.goghoom.com).



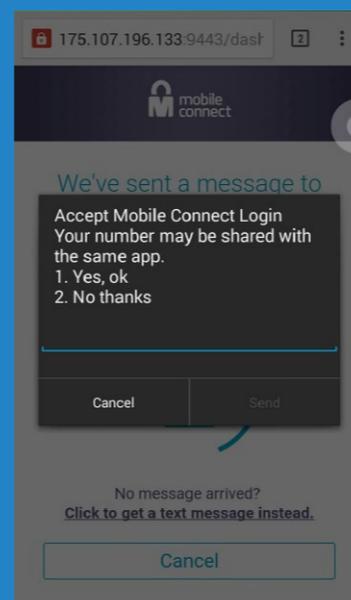
1. Choose the Mobile Connect Login option



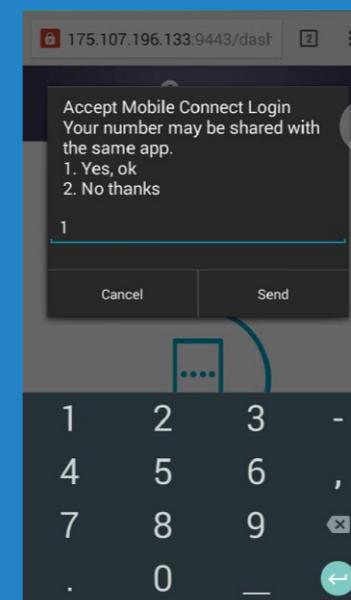
2. Input your Mobilink Caller ID



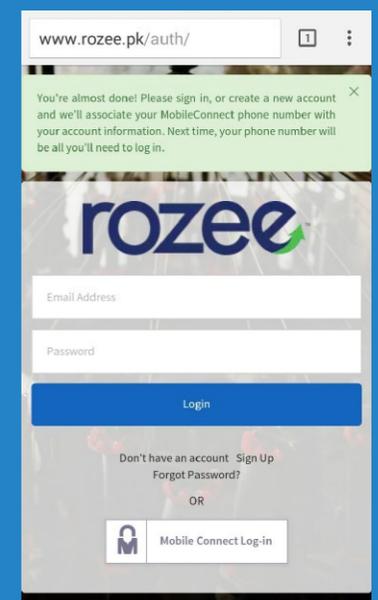
3. If you're setting up a new account, accept the Mobile Connect Privacy Policy.



4. A pop-up notification will ask you to allow Mobile Connect Login



5. Allow your Mobilink Caller ID to be shared



6. Your Mobile Connect ID is now live - integrate it with your ID for future hassle-free access

# Benefits of Mobile Connect



Single point of access  
for 33 million+ people\*



2-point verification  
for added security



Simple and secure  
with unique caller ID



One-time integration for  
future password-less access



Provide remote access to  
anyone, anytime, anywhere

*“Mobile Connect will enable us  
to bring the complete mobile  
experience to our customers.”*

*Mobilink's testimony*

\*Source: PTA Annual Report 2014-15.

# The team's verdict



“Working in a state-of-the-art environment such as Mobilink’s was a pleasure. Their team has in-depth knowledge of the latest mobile technologies and when you are on the same page as the client; it caters for an excellent experience heading the project.”

- Hameed ur Rehman, GM Software and Applications

“Mobilink’s Project Management team was in sync with our EPMO core. Because of this, the Mobile Connect project avoided communication bottlenecks and all set objectives were met.”

-Syed Aun Bukhari, Sr. Manager EPMO



“Mobilink’s technical teams have strong grip on the latest mobile technologies. They helped me and my team along the project and this contributed immensely towards its success. It was an honor implementing Mobile Connect for Mobilink.”

-Fahad Hassan, Sr. Software Developer

# The future for passwords & mobile



*Steve Jillings, CEO of Telesign, a global leader in mobile security solutions, speaks about the future of passwords and the need to have dual-authentication procedures in place. With your mobile phone, not only is logging in quicker, but safer too.*

*Video not opening? Watch it here: [www.youtube.com/watch?v=R-WXc--Pg7s](http://www.youtube.com/watch?v=R-WXc--Pg7s)*

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## About Arcana Info

Arcana Info is a systems integration, IT consulting and outsourcing firm with a focus on helping today's enterprise for a better tomorrow. Partnering with global technology leaders and banking on the decades of experience behind each team member, Arcana Info is leading the way to become a dependable value added partner for organizations of all sizes.

To know more about us, please visit [www.arcanainfo.com](http://www.arcanainfo.com) or write to [info@arcanainfo.com](mailto:info@arcanainfo.com). For further assistance, please reach us at (+92) 111 ARCANA.



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