

Welcome to IDer

IDer is an innovative solution that simplifies access to services, eliminating the need to use usernames and passwords by integrating multifactor authenticator security. With a single app installed on the smartphone, users can create their digital identity in seconds and use it to register for an unlimited number of services with complete security.

At the same time, partners who integrate IDer to provide access to their services gain 360-degree customer management, taking advantage of numerous opportunities. With IDer, companies can improve the effectiveness of their promotional campaigns and optimize communication with their target audiences.

IDer makes the user experience smoother and more secure, offering benefits to both users and business partners. Download the IDer app and discover a new way to access digital services.

One year after its launch, IDer has secured millions of accesses to nearly 100,000 unique users in Italy.

Are you a user? Here are some benefits!



Quick and easy access

Access services in an instant without having to remember credentials or tedious registration procedures. Enter your information once and reuse it to access all circuit partners with a single click, greatly simplifying the experience and reducing complexity.



Data security and control

Manage and personalize your data with total security. Protect yourself from identity theft and phishing with advanced encryption and multi-factor authentication. Data is sent only when authorized by you, ensuring that your personal information is always under your control.



Customized offers and communications

Receive exclusive information, offers and discounts directly in the app via push notifications. You have total control over access and communications, with customizable options that allow you to choose what information you receive and from which partners, enhancing your experience.

Do you have a business? Become a Partner too!

03



Acquire more customers

Eliminate barriers to entry and get qualified customers by simply scanning a QR code. Users can register for your services in a snap, directly from their smartphones via a smooth and simple interface.

Login with IDer

Allow users to log in to your website securely and without having to remember username and password. You can integrate login with IDer in moments using available plugins for WordPress, Joomla, PrestaShop, Magento and other common CMSs.

QR code where you want it

Place QR codes inside the point of sale, in your restaurant, in a newspaper or trade journal, in the commercial, directly on a product you produce or on the purchase receipt. Wherever you place them, they will help you acquire customers and communicate effectively with them.



Get to know your customers

You can ask customers for the data you need to effectively interact with them by increasing their engagement with dedicated offers. In addition to the most common information such as first and last name, you can collect more specific details such as shoe size, favorite dish, and many others.

Give them the best possible loyalty

By selecting information such as gender, age, and nationality, you can create targeted promotional campaigns for specific user groups, increasing their engagement with personalized and relevant offers.

Everything under control

You will have all the information and tools you need to develop new marketing strategies, even without computer skills, while being able to rely on complete control and effective management of your campaigns.





Promotional push notifications

Forget massive email blasts that end up in spam or expensive SMS packages. With IDer, you can send push notifications directly in the app, reaching your customers effectively and immediately, at no extra cost.

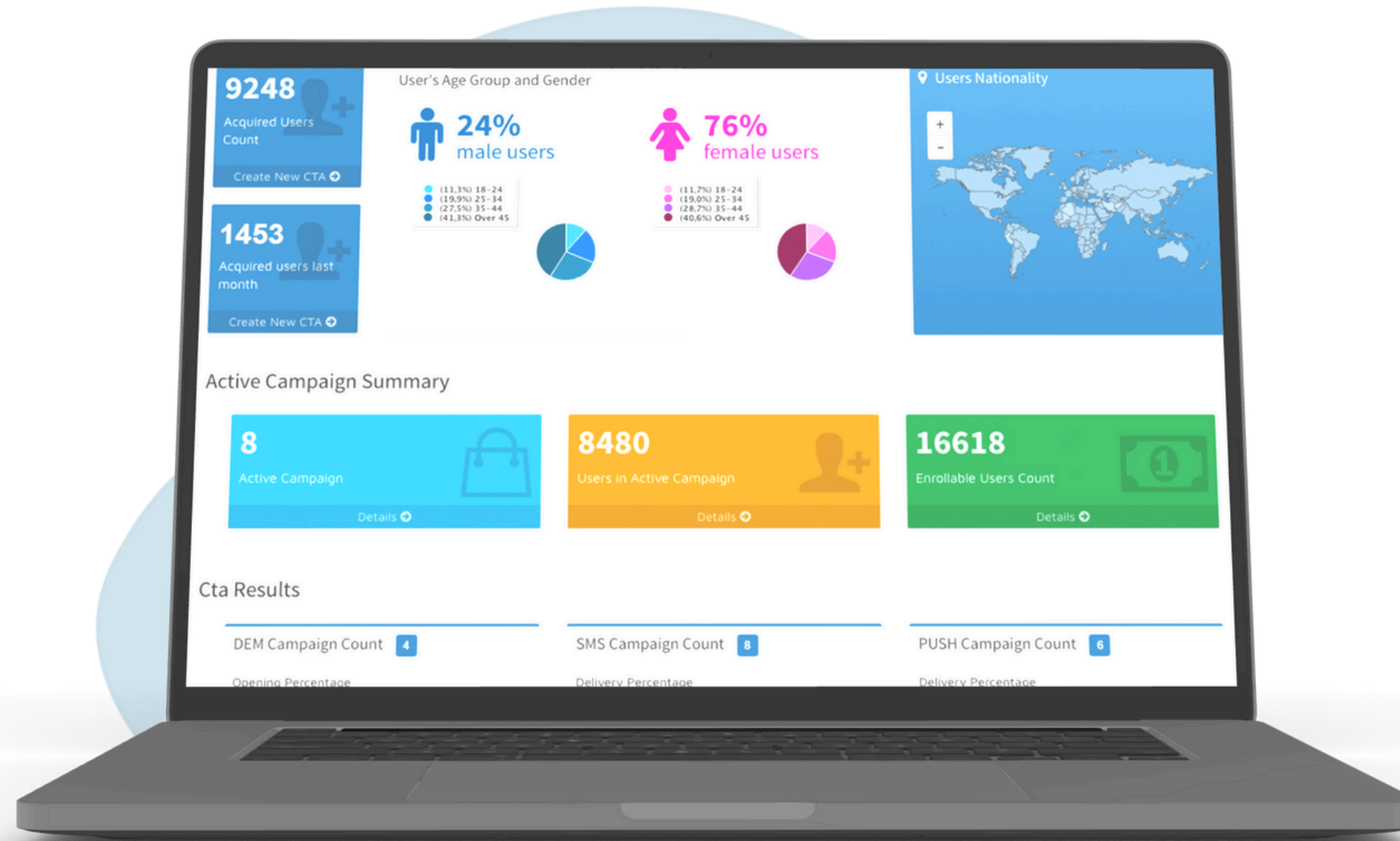
Measure performance

Monitor when, how many and which visitors have accessed your services. Find out how many recipients have received and read your push notifications, allowing you to measure the effectiveness of your campaigns in real time and optimize your strategies.

A customized QR code

Create custom QR codes for each category of product or service you offer. With the same user experience, you can get detailed information and recognize which products or services have attracted the most attention, improving your marketing strategy.





The Dashboard

One tool, many features

IDer's dashboard is designed to help you better understand the market and optimize your strategies. Through this platform, you can collect and analyze essential data, always respecting customer consent, and observe data trends in real time. This allows you to quickly adapt your promotional actions and direct communications to actual needs.

In addition, IDer facilitates the personalization of offers based on user preferences and characteristics, improving the effectiveness of your campaigns and increasing customer engagement and loyalty. In addition to data collection and analysis, the dashboard offers powerful marketing tools that allow you to send commercial push notifications with just a few clicks, simplifying communication with your customers.

This strategic approach opens up new opportunities to capture valuable data, allowing you to continuously refine your marketing and communication strategies.



A rewarding experience



The user scans a QR code from the phone, opening the mobile browser at the specified address. He then fills out a form with the data to register and authenticate himself by username and password. If the site requires a second authentication factor, such as a 6-digit code, he will have to connect software that generates it (e.g., Google Authenticator). Credentials should be remembered or kept in a safe place for future access

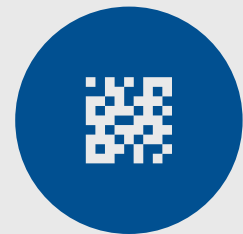
The use of the common QR code does not offer relevant user benefits, as it is limited to mobile platforms and serves only as a redirect to a web page. Problems such as incorrect data entry, slow registration and login, as well as lost or stolen credentials increase security risks and encourage abandonment of the registration process.



By scanning an IDer QR code with the phone, the browser automatically opens at the given address, with authenticated access via the IDer app. No credentials or a second authentication factor is required, as it is built into the system. The risk of credential theft or phishing is eliminated by digitally signing the QR code. All logins and registrations are verifiable from the app, which also allows access to partner features and to receive communications and discounts via push notifications.

The QR code IDer offers significant benefits, combining high security with advanced functionality for users and partners. It is an effective tool for recognition, authentication and communication, usable on desktop and mobile platforms.

Don't settle for the usual QR code



Traditional QR

Common QR codes provide access to information, websites or services by scanning them with a smartphone. However, they serve as simple links to static websites or information and offer no protection against manipulation or counterfeiting.

They can be easily copied and used for fraudulent purposes, such as phishing, exposing users to security risks and data theft.



IDer's QR

IDer's QR code is designed with advanced security and reliability measures. Equipped with a digital signature, it ensures the integrity of interactions and verifiability of content, preventing any manipulation or counterfeiting attempts.

Each scan of the IDer QR code reveals the destination of the data transparently, eliminating the risks of fraud and phishing. In addition, IDer's QR code contains no sensitive data and uses an encrypted system to ensure information security.

In addition to ensuring security, IDer's QR codes allow users to register for services in a flash, without having to fill out tedious forms or deal with complex captcha codes. They are highly customizable for promotional campaigns, specific products and various touchpoints on which they will be used.

Contacts



www.ider.com



info@ider.com



IDer is a patented system with relevant certificate issued by the Ministry of Economic Development No. 102017000044688

"PASSWORDLESS AUTHENTICATION AND IDENTITY MANAGEMENT SYSTEM BY MEANS OF DISPOSABLE QR CODE AND RELATED METHOD"

