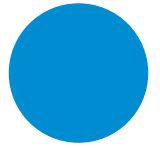




B.BEST
Solutions



2016

INFORMATION BULLETIN

ANNUAL ISSUE / 2016



Dear readers!

B.EST Solutions has the great pleasure to present its annual corporate newsletter for 2016 to you. With this newsletter you can get information about our activity for the past year as well as familiarize yourself with the Asan İmza (Mobile ID) service, developed and operated by our company.

We are also glad to inform you that in the coming period we will put at your disposal the analytical-statistical reference of Asan İmza (Mobile ID) which will be published at www.asanimza.az.

We hope you will enjoy reading our news and will be challenged to be the part of innovative Azerbaijan!

With best regards,
B.EST Solutions



B.EST
Solutions



ASAN
İMZA



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Asan Imza is integrated to “Azexport.az”

The innovative Mobile e-signature service “Asan Imza” is integrated to www.azexport.az portal which supports the export of products, produced in Azerbaijan.

It should be noted that the presentation of portal held on December 20, participants were widely informed about the opportunities of the portal, as well as procedures of different products’ and services registration on it.

The integration of qualified mobile e-signature service - Asan Imza to the portal gives a wide opportunities to entrepreneurs, who want to register their products and services at www.azexport.az. Entrepreneurs who will use Mobile ID get an easiest way of authorization without any additional registration to add all detailed description of the relevant product or service at the portal.

Besides, “Asan Imza” is completely secure and this technology prevent unauthorized usage of personal data, thus the information provided by the service is available to the unique user only.

The integration of “Asan Imza” to www.azexport.az portal is an innovative solution and creates a favourable potential for entrepreneurs to get an instant access to the website and further present relevant products and services not only to audience of Azerbaijan, but also out of our country by means of the portal which is technically linked to such electronic trade platforms as “eBay”, “Alibaba”, “AllBiz”.

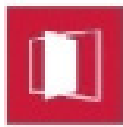
It is worth to note that “Asan Imza” is also has registered at “Azexport.az” as an innovative service and “Made in Azerbaijan” brand. So, now it’s easier to international parties interested in “Asan Imza”, to obtain detailed information about the technology and further to start negotiations on implementation of this service in their countries.

“Asan Imza” mobile e-signature - is a secure technology enabling using of a mobile phone as a digital identity and e-signature tool. “Asan Imza” is a system that provides a secure access to e-services of public and private organizations and enables to digitally confirm personal ID and sign required operations in the electronic environment. The main advantage of “Asan Imza” technology is no requirement of using additional devices and software for reading a smart card. It should be noticed that with its attractive export potential “Asan Imza” is regularly presented at various prestigious conferences and exhibitions under the brand of “Made in Azerbaijan”. Mission of “Azexport.az”, managed by the Center for Analysis of Economic Reforms and Communication is to provide information about products of Azerbaijani origin and becoming the beneficial platform for their sales in foreign and domestic markets.

Central depository and clearing-settlement system of National Depository Center integrated with **Asan Imza**

The central depository and clearing-settlement system of National Depository Center of Azerbaijan Republic integrated with the “Asan Imza” mobile e-signature service.

Using “Asan Imza” (www.asanimza.az) employees of investment companies, representatives of legal entities being issuers of securities as well as representatives of private and institutional investors can benefit from the services of the central depository and clearing-settlement system.



**AZƏRBAYCAN RESPUBLİKASININ
MİLLİ DEPOZİT MƏRKƏZİ**



**ASAN
İMZA**

It is worth to mention that the central e-platform (CETA) has been developed with the support of Korean Stock Exchange under the State Program for development of securities market for 2011-2020 and incorporates trading, post-trading and control functions on the securities market.

“Asan Imza” is the technology that provides citizens with the opportunity to use a mobile phone as a e-signature tool, use the online electronic services of government and private structures, as well as enables to sign different documents. In accordance to legislation of Azerbaijan Republic “Asan Imza” is equal to handwritten signature.

The main advantage of “Asan Imza” technology is no requirement of using additional devices and software for reading a smart card. A mobile phone and a SIM card storing authentication and e-signature digital keys are sufficient for starting using Asan Imza.

Asan Imza technology was presented to the delegation from Afghanistan

The delegation from Islamic Republic of Afghanistan that visited Baku from November 27th up to 30th recently got familiarized with the innovative mobile qualified electronic signature technology of “Asan Imza”.

The Afghani delegation was represented by the head of “ASAN Khedmat” of Afghanistan, the deputy minister of internal affairs and other high rank officials from different government and private sector structures. The officials came to Azerbaijan to get more information on electronic services and innovative technologies implemented to the processes of delivery of public services.

During the visit of the delegation a range of meetings in the State Agency for Public Service and Social Innovations under the President of the Republic, as well as in other government and private sector structures, were held.

During the presentation the delegation got detailed information about the characteristics of innovative technology of “Asan Imza”. It was stated that the mobile electronic signature is a completely new technology that offers the citizens a very wide range of opportunities in the field of electronic services of various government and private sector structures. Today, mobile e-signature is used in over 500 e-services in Azerbaijan. Last year “Asan Imza” was presented in Kabul, Afghanistan, and attracted a great interest. Innovative technology “Asan Imza” completely fits provision of strong e-signature service to Afghani citizens.

This technology is able to work in areas with different levels of internet access including rural areas, can be used in all types of mobile phones and easy-to-use for the customers with different computer skills level.

Innovativeness, high security level and facility in use make “Asan Imza” attractive for all the countries, where this technology was presented. Currently, the work on this service export is in progress. “B.EST Solutions” and ISESCO signed a contract on implementation of the first-ever cross-border digital signature and workflow platform on the basis of Azerbaijani mobile ID and e-signature technology for this organization this November. “Asan Imza” was presented under “Made in Azerbaijan” brand as in various international platforms before.



The high rank officials were informed of the details of implementation of “Asan Imza”, and it was noted that the mobile signature system was integrated to the call centers of various government and private structures and submission of e-tax declarations, declaration of goods and transports in custom service, registration of labor contracts, online registration of students’ admission to the universities, as well as to various internet and mobile bank systems operating via “Asan Imza”.

At the final stage of the presentation the members of the delegation highly evaluated the mobile ID and e-signature model and emphasized the necessity of cooperation in the field of e-services and innovative solutions between the two countries.

“Asan Imza” mobile e-signature - is a secure technology enabling using of a mobile phone as a digital identity and e-signature tool. The main advantage of “Asan Imza” technology is no requirement of using additional devices and software for reading a smart card. A mobile phone and a SIM card storing authentication and e-signature digital keys are sufficient for starting using Asan Imza. Digital certificates used in “Asan Imza” technology are issued by Asan Certification Services Centre (ASXM) of Ministry of Taxes. ASXM, established jointly by State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan and Ministry of Communications and High Technologies and accredited at Ministry of Communications and High Technologies, is empowered to issue qualified certificates to the employees of state and municipal authorities, legal entities and individuals.

Asan Imza presented in Cannes

Mobile ID and strengthened signature system “Asan Imza” was presented at “TRUSTECH 2016” conference held on November 29th - December 1st of the current year in Cannes, France.

The latest innovations and approaches in the electronic identity and e-government sphere, as well as data management, the future of e-payment, block chain technologies, trust based services, financial technologies (fintech) were the main discussion topics of the conference which took place at “Palais des Festivals de Cannes” complex and comprised over 250 speakers, and 18.000 participants from more than 130 countries.

The main aim of the conference is to familiarize the participants with trust-based technologies, present innovative solutions, carry out discussions, exchange with experiences and best practices in ICT sphere.

The strengthened mobile signature technology “Asan Imza” was also presented to the audience by Jana Krimpe, founder

of B.EST Solutions Company, operator of “Asan Imza” service in the Republic of Azerbaijan. Mrs. Krimpe described the innovativeness of Mobile ID in establishment of e-government in Azerbaijan, and presented “Asan Imza” as an easy to use and secure technology. Today “Asan Imza” is used in over 500 e-services and the number of services with the implementation of mobile identity system is increasing on a daily basis.

“Asan Imza” technology completely averts unauthorized usage of personal data, thus the information provided by the service is available to the unique user only. It was also noted that “Asan Imza” is regularly presented at various prestigious conferences and exhibitions under the brand of “Made in Azerbaijan”.

Currently, the work on export of “Asan Imza” solution is in progress and implementation of mobile e-signature service in Ukraine based on Azerbaijani “Asan Imza” technology has been already completed.

TRUSTECH
PAY | IDENTIFY | CONNECT & SECURE
Incorporating **CARTES**
SECURE CONNECTIONS

ASAN IMZA

29 NOV. > 01 DEC. 2016
PALAIS DES FESTIVALS CANNES
FRENCH RIVIERA

The successful cooperation between “B.EST Solutions” and IS-ESCO is on the stage of implementation of the first-ever cross-border digital signature and workflow platform.

The participants were informed of the broad opportunities of “Asan Imza” in numerous fields such as education, customs, taxes, finance etc.

It was stated that the mobile signature system was integrated to the call centers of various government and private structures and submission of e-tax declarations, declaration of goods and transports in custom service, registration of notifications on labor contracts, online registration of students to the universities, as well as various internet and mobile bank systems operate via “Asan Imza”.

“Asan İmza” was also presented to the governmental representatives from around the globe in the European practices session of the meeting organized by “Secure Identity Alliance” under “TRUSTECH 2016” conference.

“Secure Identity Alliance” is dedicated to supporting sustainable worldwide economic growth and prosperity through the development of trusted digital identities and the widespread adoption of secure e-services. Among the founders and members of this organization there are worldwide famous companies in the field of delivery of means of e-identity and technologies such as “Gemalto”, “Morpho” (Safran Group), “Oberthur Technologies”, “Emirates Identity Authority”, “German Federal Ministry of the Interior” (BMI), “The International

Association Connecting Technology for Citizens” (Interact4c), “National Office for Identity Data Ministry of the Interior and Kingdom Relations (BZK) of the Netherlands and etc.

It is worth to note that attractive export potential makes the technology of “Asan İmza” popular at various international industry events, where the system is presented under the brand “Made in Azerbaijan”.

Nowadays, “Asan İmza” mobile ID service successfully operates within the single e-government concept and widely used in electronic systems of private service providers such as banks, insurance companies, online payment portals etc.

Agreement on cooperation signed between B.EST Solutions and ISESCO

On 17th November 2016, Azerbaijani company “B.EST Solutions” - the provider of National Mobile-ID (Asan İmza) service in Azerbaijan, and Islamic Educational, Scientific and Cultural Organization (ISESCO) signed a contract on ISESCO BESTDOC PORTAL pilot phase project in Rabat, capital of Kingdom of Morocco.

The main subject of the contract is the cooperation of the parties in development and implementation of the advanced cross-border eID and e-workflow platform for ISESCO.

The portal, titled “ISESCO BESTDOC PORTAL”, will be functioning on the basis of a unique digital identity tool - ISESCO ID, designated specially for ISESCO based on the Azerbaijani technologies of electronic and mobile identity - “Asan ID” and

“Asan İmza”, and will provide an opportunity to all 52 ISESCO member states to interact within single e-environment aiming to improve the process of document workflow. The system will support such functionalities as strong authentication and validation of electronic digital signatures of the users via ISESCO ID & m-ID, e-signing, storing and sharing of documents.

It is worth to note that implementation of such internal digital identity tool within an international organization is the first-ever innovative project of such kind globally.

The presentation of ISESCO BESTDOC PORTAL project took place during 36th session of Executive Council and 12th session of General Conference of ISESCO held in Baku, Azerbaijan in November last year.



Financial Times and Google list [Asan Imza](#) project head among top-100 innovative leaders of Europe

The “2016 New Europe 100” international changemakers rating has recently been announced – the list of innovative leaders from Central and Eastern Europe, combining talented persons who contribute to the development of the society and business in Europe. This year’s rating also lists the founder of Azerbaijani IT company “B.EST Solutions” and “Azerbaijani women in ICT” - FEMMES DIGITALES Club as well as the head of the Azerbaijani mobile ID & e-signature service “Asan Imza” Mrs. Jana Krimpe, as mentioned on the website of Financial Times with reference to the page of “NE 100” project.

Mrs. Krimpe has been included in the above-mentioned list as “the true ambassador to Azerbaijan” for her contribution to the development of the country. NE100 challengers create apps, run social initiatives, invent projects and technologies useful for people in Europe and around the world. They share creative approach both to their projects, and the region in which they work - Central and Eastern Europe. Autonomous driving software for self-driving cars, telemedicine company supporting women during pregnancy, animated sign language messenger, innovative mobile ID and signature service - these are only some of the finalists of the third edition of the New Europe 100 list. The final one hundred was chosen from nominations submitted by Nominating Partners and general public. This year, the largest group of finalists represent individuals and teams working in business (54%), for society and in politics (29%). Other categories include science (10%), media and culture (7%).

NEWS CHALLENGERS NOMINATE **NEUROPE100** ORGANIZERS ABOUT

Jana Krimpe
Founder & CEO, B.Est Solutions
 Age 39, Azerbaijan
 for being a true ambassador to Azerbaijan

Contact Jana Krimpe
 LinkedIn
 www.asanimza.az

STARTUP ECOSYSTEM STARTUP E-GOVERNANCE

“It is a big honor to be represented in such an influential list of the most talented people from Europe. And, no doubt, this is not only my achievement, but also of all members of our team and of the whole Azerbaijan. For me it is a kind of interim result of my 10-year activity in the beloved country of Azerbaijan. The time has already come to accept global challenges and present innovations of Azerbaijan abroad. I feel great joy hearing world-known experts citing our technology of “Asan Imza” as an innovative example in various venues around the globe”, - notes Mrs. Krimpe.

“We want to tell a story of inspiring, creative and socially engaged innovators from Central and Eastern Europe. Our region can be proud of developers, business owners, scientists and cultural managers, who are now the driving force behind the innovation for the future” - says Wojciech Przybylski, president of the Res Publica foundation, initiator of the project. “It is great to see there are more and more cases of successful and innovative businesses that were born in Central and Eastern Europe. It shows how immense potential exists in our region and how new technologies and digital economy became not just a challenge, but rather a great opportunity for outstanding scientists, ambitious entrepreneurs and creative activists to transform their plans and ideas into reality” - said Marta Poślad, Head of Public Policy & Government Relations CEE Google. New Europe 100 aims to support innovation in Central and Eastern Europe by identifying leaders of positive change. This is the third edition of the project, organized by Res Publica, Google, the International Visegrad Fund and the Financial Times, in collaboration with many other institutions from Central and Eastern Europe. Past editions of the project included such prominent political and business figures as the former President of Estonia Toomas Hendrik Ilves, president of Slovakia Andrej Kiska, as well as one of the founders of Skype, founder of the world’s second largest mobile app store and many others.

Asan Imza presented at ISSE Conference in Paris



15th - 16th November 2016 at Innovation Campus Issy-Les-Moulineaux Paris

On November 15th - 16th this year the 17th international exhibition and conference “Information Security Solutions Europe - ISSE 2016” took place in Paris, France, under the organization of European Association for e-Identity and Security (EEMA) and support of European Commission.

Being the Europe’s leading independent interdisciplinary security event, ISSE conference this year gathered over 300 delegates from around the world which mainly discussed such topics as trust services, eID and cloud security, mobile security, critical infrastructures, management of privacy and data protection, biometric applications, regulations and policies etc.

Among participants were such world-known companies as Microsoft, Blackberry, Gemalto, Adobe, PwC, Gluu, SAP, Verizon Enterprise Solutions and others. During the conference, “B.EST Solutions” company presented the Azerbaijani Mobile ID project consortium - “Asan Imza”. Presenting the topic of “Mobile ID - future of secure identity”, the founder of “B.EST Solutions” and head of the “Asan Imza” project Mrs. Jana Krimpe demonstrated to the audience the mobile e-signature service and spoke about the advantages of this technology. She shared with the audience the information about the current situation of e-services in Azerbaijan and mentioned the key role of mobile ID within the concept of e-government in the country.

During her speech, the audience was familiarized with the practice of various government institutions of Azerbaijan in the field of application of e-services along with the mobile authentication and signature tool. It was stressed that thanks to the integration of such innovative solution like “Asan Imza” today public and private enterprises are able to raise the quality and efficiency of e-services provided to their users. As a result of the systematic works implemented in Azerbaijan, currently citizens can take use of over 500 e-services via “Asan Imza” mobile e-signature among which include services of tax, customs, education and financials spheres. Special interest of the conference participants were drawn by such e-services as electronic tax and customs declaration, online registration of a legal entity, online opening a corporate bank account, e-registration of labor agreements, e-registration of the fact of admission to higher schools, integration of mobile identity with call centers of various organizations, internet- and mobile banking etc.

During the event there also took place bilateral meetings, which discussed the future participation of the “Asan Imza” technology in global projects. Another topic of discussion was the establishment of an international federation of mobile ID operators with the representatives of EEMA.

It is worth to mention that in light of attractive export potential, the technology of “Asan Imza” is constantly presented at various international industry events under the slogan “Made in Azerbaijan”.

“B.EST Solutions” actively participates at such events worldwide with an aim of presenting the achievements of Azerbaijan in the field of exploitation of the advanced mobile identity and signing tool as well as its interaction with various public and private e-platforms.

A delegation from Ukraine visited Baku for familiarization with **Asan Imza** technology

On November 10-11th a delegation from Ukraine, comprised of the representatives of the Ukrainian State Agency for e-governance, Ministry of Justice and “Kiyvstar” mobile operator company, was on a visit in Baku with the aim to get familiarized with the experience of Azerbaijan in the sphere of e-services and advanced technologies applied in the process of provision of services to citizens.

During the visit, the delegation held meetings at Azerbaijani Ministry of Taxes, State Agency on Provision of services to citizens and social innovations under the President of Azerbaijan Republic and “Azercell Telecom” and “B.EST Solutions” companies. Special attention in the course of the meetings was focused on issues related with mobile strengthened e-signature “Asan Imza”.

Among the items discussed were such topics as overall architecture of the Azerbaijani mobile ID ecosystem, interaction between the components of the system based on public-private-partnership model, innovative e-services available via mobile e-signature etc.

It is worth to mention that the visit is the continuation of cooperation between two states in the field of digital identity and trust services. Recently the analog of Azerbaijani “Asan Imza” technology has been introduced in pilot regime in Ukraine with the technical support of “B.EST Solutions”, which is the operator of “Asan Imza” service, and Asan Certification Services Centre under Ministry of Taxes of Azerbaijan.



Thanks to this cooperation, it is currently possible in Ukraine to issue national mobile ID certificate based in Azerbaijani mobile ID and signature technology “Asan Imza”.

It is worth to mention that at present the “Asan Imza” service successfully functions within the single e-government concept in Azerbaijan and is being more widely used in the electronic systems of private service providers such as banks, insurance companies, online payment portals and etc.

Benefits and strengths of **Asan Imza**

Asan Imza is convenient:

- You don't even need a computer to use Asan Imza; your mobile phone is enough to take all its advantages.
- Both smart phones and regular phones are compatible for using Asan Imza.
- You can use it in any place with mobile reception both in Azerbaijan and abroad.
- Asan Imza lets you carry out various operations even faster than with smart-card based e-signature.

Asan Imza is simple:

- The only thing you need to use is your mobile phone that you have with you most of the time.
- Use Asan Imza in your mobile phone without a card reader, smart-card or any software.
- To use Asan Imza you just need to remember your PIN1 and PIN2 codes.

Asan Imza is secure:

- Asan Imza is nationally recognised - you can use it to confirm your personal identity in e-services.
- Asan Imza is issued and functions in full compliance with the Law of the Republic of Azerbaijan on E-Signature and E-Documents and Law on Personal Data.
- Using Asan Imza is secured by PIN codes which are known only the Asan Imza user.
- Your Asan Imza signature is legally equal to your hand-made signature.
- Data exchange between your mobile phone and the e-service environment is performed over an encrypted mobile connection which cannot be hijacked.



How and where to use “**Asan Imza**”

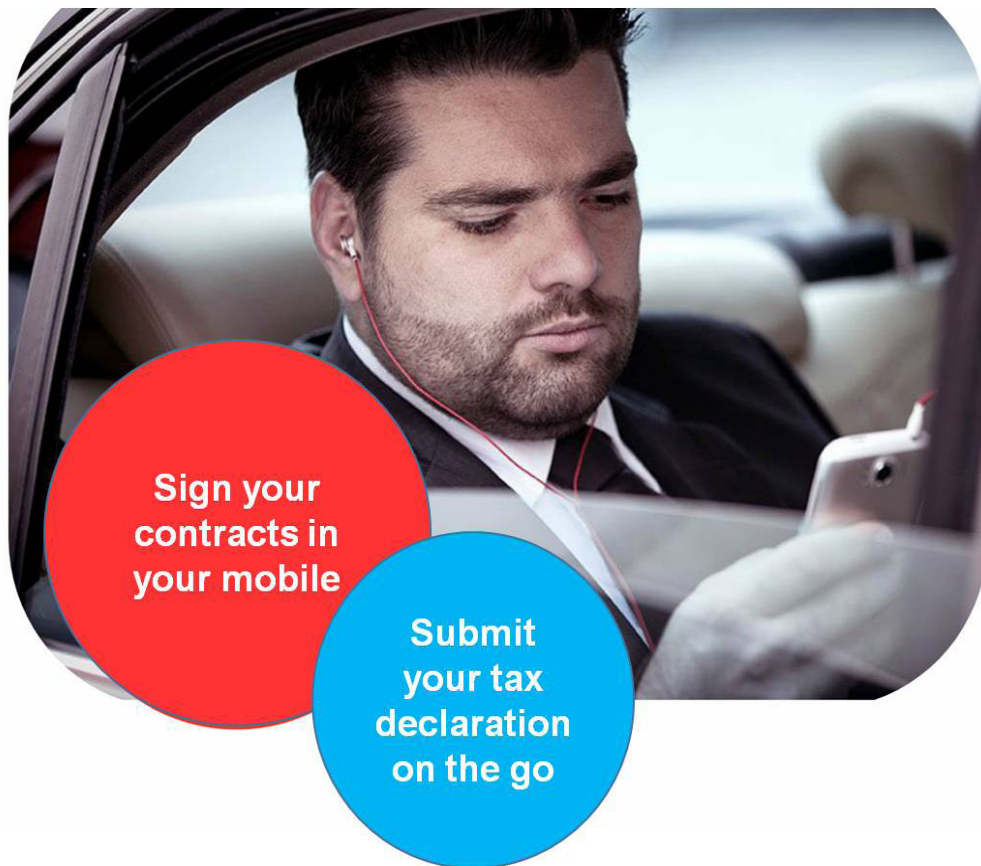
Asan Imza is operated with the help of special Asan Imza PIN1 and PIN2 codes which are known only to the person using the Asan Imza service. PIN1 is used during authentication to an e-service whereas PIN2 is required when the Asan Imza user wants to electronically sign a document or confirm a transaction in the e-environment. Asan Imza PIN codes are contained on the Asan Imza SIM card.

Currently more than 500 public and private services are available to citizens via Asan Imza. Most of those services are located on E-Government portal of Azerbaijan at www.e-gov.az. Moreover, there are plenty of private service providers such as banks, insurance companies and payment portals who use Asan Imza while providing own services to their users. As of today, many leading Azerbaijani banks have Asan Imza integrated with their Internet and mobile banking platforms.

What can you do with **Asan Imza**

With Asan İmza you can:

- file your tax declarations to tax authorities and pay taxes online
- register a company online
- register labour agreements with your employees electronically (for employers)
- access your labor agreements online (for employees)
- sign and submit your financial reports to central treasury (for government-financed organizations)
- generate employment reference and submit it electronically to banks (for applying for loans etc.)
- learn about your administrative fines and penalties and pay them online (such as traffic fines etc.)
- take use of online banking and insurance services
- make payments for wide range of services (public utilities etc.) on online payment platforms
- sign your documents and contracts electronically



How to apply for “**Asan Imza**”

You can get your Asan İmza at your mobile operator’s customer services centers and sales points. After being provided with Asan İmza SIM card by the mobile operator, you will have to apply for getting your digital authentication and signature certificates to Asan Certification Services Centre of Ministry of Taxes of the Republic of Azerbaijan. From the time you receive your certificates, you can start using Asan İmza in your online operations and for e-signing your documents during the next three years.

For the convenience of citizens, Asan İmza can also be obtained in ASAN Service centers throughout the country as well, where the same mobile operators provide services to their customers and branches of Asan Certification Services Centre functions.

You can reach more information on the procedure of getting Asan İmza at www.asanimza.az or by contacting 195 Call Center.

Asan Imza presented at AICT 2016 conference in Baku



On 12-14 October of this year Baku hosts the 10th IEEE International Conference on application of information-communication technologies - AICT 2016, co-organized by Ministry of Communication and High Technologies, Ministry of Education, Caucasus University, Baku State University, Baku branch of Moscow State University, Baku Higher Oil School and other organizations.

AICT 2016 is expected to be one of the most significant international academic conferences in the field of ICT implementation, which draws together scientists, practitioners and students from around the world to exchange, reveal and promote latest advances and technologies in regard to application of ICT in education and research, business and administration, industry, governance, health care and etc.

During three days of the conference researchers, practitioners and distinguished speakers will present their proposals of original research addressing business and technical issues, challenges, solutions and technologies building applications, turnkey solutions and ICT-based services.

The main topics of the conference are big data management and application, cybersecurity issues, data mining and data engineering, communication, network, hardware etc.

The event are attended by the representatives of public and private sectors of such countries as Azerbaijan, Italy, UK, Australia, Canada, Turkey, Kazakhstan, China, Spain and others. Over 80 delegates from 22 countries take part at the conference in general.

The founder of Azerbaijani company "B.EST Solutions", Mrs. Jana Krimpe also joined the conference where she delivered

a speech about the Azerbaijani technology of mobile strengthened e-signature "Asan Imza". She mentioned the important role of the mobile ID technology in the process of formation and development of e- and m-government in the country.

According to her, usage of "Asan Imza", which is the secur-est e-identity technology in the world, prevents any cases of unauthorized access of personal data of mobile ID users in the electronic environment, since all data required for activating any service via mobile ID is known only to the mobile ID user.

She also informed about her company's activity towards popularization of the Azerbaijani mobile ID & strengthened e-signature service - "Asan Imza" globally by means of participation at influential conferences and exhibitions around the world under the innovative brand of "Made in Azerbaijan".

According to Krimpe, it is time for active export of Azerbaijani innovative solutions to neighboring countries and "Asan Imza" team has already started intense works in this direction. Thus, a project on introduction of mobile e-signature based on Azerbaijani "Asan Imza" in Ukraine has been lately completed and announced, which is expected to create new opportunities in terms of launching cross-border e-services between these two states. The conference participants were informed about completed and ongoing projects of integration of "Asan Imza" service with the tax, customs, finance and education spheres.

It is worth to mention that at present the "Asan Imza" service successfully functions within the single e-government concept in Azerbaijan and is being more widely used in the electronic systems of private service providers such as banks, insurance companies, online payment portals and etc.

First ever e-document signed with **Asan Imza** mobile e-signature between Ukraine and Azerbaijan

3rd international “PKI Forum Ukraine 2016” ends today in Kiev, Ukraine, which is the information venue for discussion and exchange of best practices in the spheres of PKI, e-ID and trust services between international experts and representatives of government sector, business and public unions.

The audience of the forum consists of the representatives of public authorities, cybersecurity specialists, e-ID and signature developers, mobile network operators and providers of online payment services as well as private investors.

Azerbaijan was represented at the forum by Mrs. Jana Krimpe, head of “B.EST Solutions”, company-operator of mobile strengthened e-service “Asan Imza”. In her presentation which took place under “From digital Ukraine to single digital market” plenary session, Mrs. Krimpe presented the Azerbaijani mobile ID technology «Asan Imza» and spoke about the advantages and benefits of using this solution in various spheres of public and social life in the country.

Sharing the experience of Azerbaijan in the sphere of introduction of e-government and establishment of e-society, she mentioned the rapid growth of digitalization of services rendered by the public and private sectors, which are accessible to citizens via the one-stop-shop model of E-Gov Portal and multiple corporate online platforms mainly of the financial sector. It was noted that all these e-services are available via “Asan Imza” mobile e-signature which represents a PKI-based convenient, ubiquitous and secure solution for online identification and accessing e-services. Mrs. Krimpe also stated that implementation of mobile strengthened e-signature provides

for evolution of e-government towards mobile government since all services can be available by means of a mobile phone with mobile ID service in it.

During the presentation, the principal statistics on usage of “Asan Imza” service were also demonstrated. The participants of the forum were familiarized with the innovative services available with “Asan Imza” of such Azerbaijani public institutions as Ministry of Taxes, State Customs Committee, Ministry of Labor and Social Protection of Population, e-Government Portal and “ASAN Payment” portal as well as the financial sector of Azerbaijan. During the forum the integration of the system of “Asan Imza” mobile strengthened e-signature with the accredited national certification center under Ministry of Justice of Ukraine was demonstrated, which will serve as a technological basis for cross-border interaction of the Azerbaijani and Ukrainian e-signature ecosystems. Thus, for the first time in the world a memorandum of cooperation was signed electronically by means of mobile e-signature with the national certificate of the Ukrainian citizen based on “Asan Imza” technology on one side, and with “Asan Imza” mobile e-signature of the Azerbaijani citizen on another side.

Also, the pilot version of the Ukrainian mobile e-signature (based on “Asan Imza”) functioning with the Ukrainian certificate was introduced with the support of the national root certification center of Ukrainian Ministry of Justice, “Asan” certification services center of Azerbaijani Ministry of Taxes and the integrator of “Asan Imza” service - “B.EST Solutions” company.



Another novelty from Mobile ASAN Service – now **Asan Imza** can be booked to the address

The list of bookable services rendered by Mobile ASAN Service extends with the addition of the new service of getting “Asan Imza” mobile e-signature certificates.

Thus, citizens are now able to connect to “Asan Imza” service at their home or workplace by means of applying to Mobile

ASAN Service.

At the current phase, two mobile operators - “Azercell” and “Bakcell” will be offering “Asan Imza” service via bookable Mobile ASAN. The service can be booked by calling 9-108 Call Centre.



VTB Online internet bank integrated with **Asan Imza**

New service of Bank VTB (Azerbaijan) - VTB Online internet bank has been integrated with «Asan Imza» mobile ID & e-signature.

The principal advantage of the service is the possibility of implementing authorization and signing in the online environment simply by means of a mobile phone, without a need of any other device. Digital keys required for these operations are stored in SIM card.

Usage of «Asan Imza» mobile ID & e-signature will enable the customers of VTB Online internet bank to carry out financial transactions in a quick, convenient and secure manner.

VTB Online allows private and corporate customers of Bank VTB (Azerbaijan) to manage their accounts over the Internet at any place and any time.

One of the distinguishing features of VTB Online is the function of personalization using which each customer can adjust the system based on his/her personal needs and interests.

For connecting to the service the customer of Bank VTB (Azerbaijan) need to visit a bank's branch office and conclude an agreement on joining the bank's remote service system. Internet bank service is provided to the customers of Bank VTB (Azerbaijan) free of charge.

Asan Imza at French Smart Security Week



Azerbaijani mobile ID & signature technology “Asan İmza” continues drawing attraction of the global e-ID and trust services community - this time “Asan İmza” was presented at Smart Security Week 2016 - one of the prestigious events dedicated to the topics of e- & m-ID, contactless services, smart infrastructure solutions and cyber security, which took place on September 26-28, 2016 in Marseille, France.

It is worth to mention that the conferences which took place during the French Smart Security Week 2016 were attended by over 400 delegates from around the world including 80 speakers represented by global leaders and experts in e-ID, cyber-security, Internet of Things, machine-to-machine communications, big data and etc.

The founder of Azerbaijani company “B.EST Solutions”, Mrs. Jana Krimpe also joined the event and delivered a speech on the topic of “ Mobile ID - your mobile passport in the new generation government” at “World e-ID & Cybersecurity” conference held within the Week. Her speech took place under the plenary session titled “Worldwide deployments and use-cases” where along with the experience of Azerbaijan, the models of such countries like Japan, Canada and France were reviewed.

During the presentation of Mrs. Krimpe the audience was informed about the mobile ID and signature solution “Asan İmza” used in Azerbaijan. It was mentioned that this solution functions based on PKI infrastructure, which is the most advanced architecture for deployment of mobile ID technology in the world.

The participants were also presented with the brief survey of the e-government in the Republic of Azerbaijan as well as the works implemented towards simplification of public services delivery process in the country via the innovative concept of ASAN Service first time ever applied by the Azerbaijani government. The key importance of the mobile ID solution “Asan İmza” in the process of transition from e- to m-government was noted. The audience highly valued such advantages of “Asan İmza” as easiness of implementation for e-service providers, accessibility and ubiquity for the population and highest security of transactions conducted in the e-environment.

During her speech, Mrs. Krimpe also spoke about the innovative services available with “Asan İmza” of such Azerbaijani public institutions as Ministry of Taxes, State Customs Committee, Ministry of Labor and Social Protection of Population, e-Government Portal and “ASAN Payment” portal as well as the financial sector of Azerbaijan.

The highest assessment of the audience received, in particular, the Azerbaijani systems of e-tax and e-customs declaration and the unparalleled project of integration of “Asan İmza” mobile ID solution with the Call Center of the Azerbaijani Taxes Ministry thanks to which taxpayers are able to declare their taxes remotely and without using PC and Internet by calling the call center. The “Asan İmza” service attracted special interest of the representatives of World Bank with which a partnership is planned in the sphere of global presentation of the best practices and experience of Azerbaijan related to mobile ID technology.

It is worth to mention that in light of attractive export potential, the technology of “Asan İmza” is constantly presented at various international industry events under the slogan “Made in Azerbaijan”. “B.EST Solutions” actively participates at such events worldwide with an aim of presenting the achievements of Azerbaijan in the field of exploitation of the advanced mobile identity and signing tool as well as its interaction with various public and private e-platforms. At present, the “Asan İmza” mobile ID service successfully functions within the single e-government concept in Azerbaijan and is being more widely used in the electronic systems of private service providers such as banks, insurance companies, online payment portals and etc.

ADA University becomes the first higher school integrating **Asan Imza**

ADA University, for the first time in the education sphere of Azerbaijan, has recently integrated “Asan Imza” mobile ID & e-signature in its activity. Thus, this year’s newlyadmitted master students of the university are granted an opportunity to electronically register their admission to ADA using their Asan Imza on the “ADA Asan Imza” portal which has been specifically designated for this purpose.

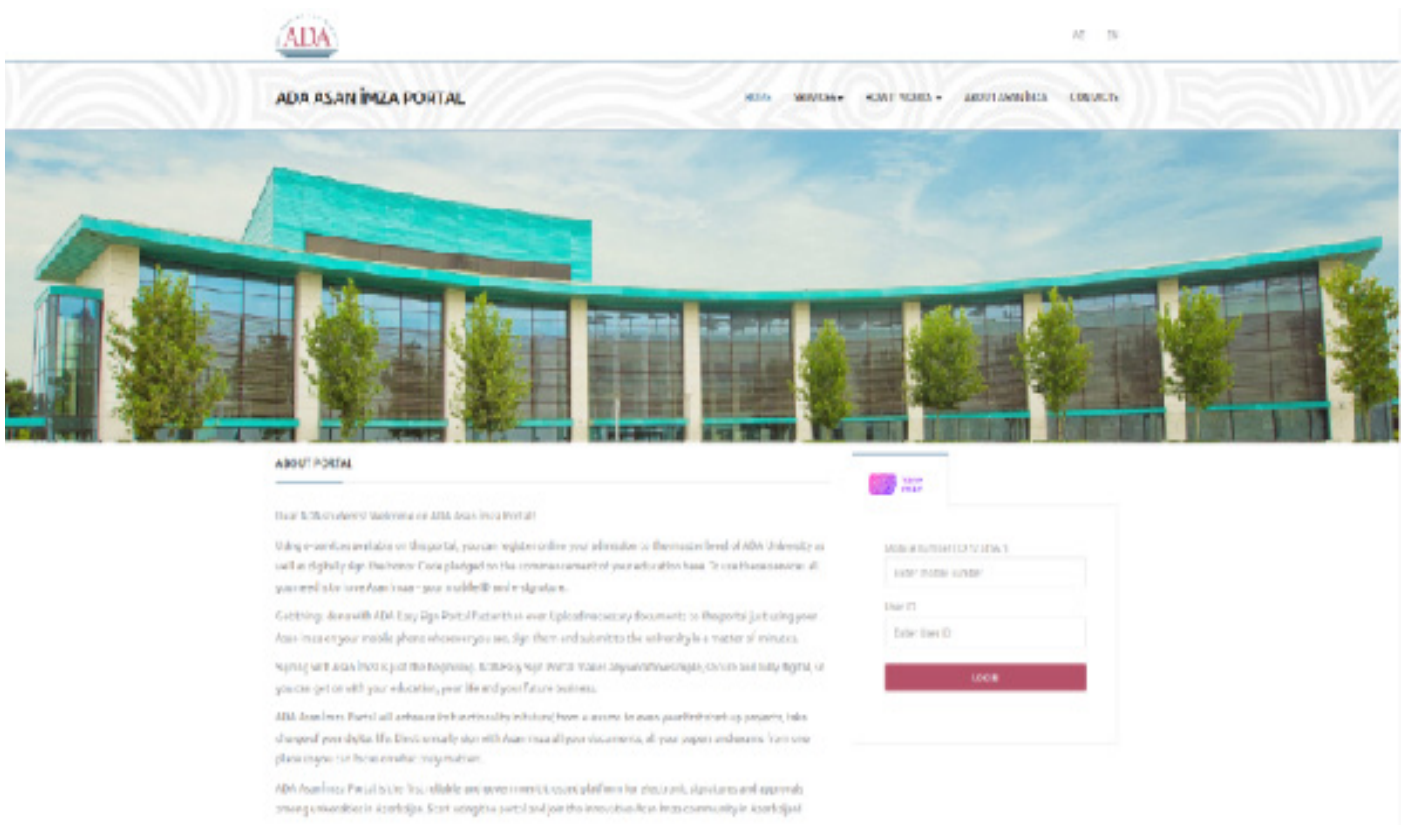
So far, the mentioned process used to be implemented by means of presenting necessary documents to the university in paper, which required the students to visit the university in person for performing this operation.

Digitalization of registration of admission of students to the university will facilitate efficient organization of this process, thus creating new opportunities for introduction of innovative solutions in the education process. The newly launched innovation especially favors ADA’s newly admitted students living in the regions of the country who will no longer need to come to the university just for registering their admission.

Another novelty, possible via “Asan Imza”, is e-signing of the Honor Pledge of ADA University which is the mandatory step for all students of this higher school. At a ceremony that took place at ADA University on September 15th, the newly-admitted master students of the university signed the pledge with their Asan Imza.

“ADA Asan Imza” Portal represents a unique digital environment to combine existing and future e-services of ADA University. Developed by “B.EST Solutions” company, this portal currently incorporates e-services on registration of admission to the university and e-signing of Honor Pledge.

The portal can be accessed only by students who have been admitted to the master degree of ADA University this year as well as relevant officers of the university. The authentication tool for logging in to the portal is “Asan Imza” mobile ID & e-signature.





Asan İmza presented in Tashkent

On September 19-23 of this year the capital of city of Uzbekistan, Tashkent hosted the “ICTWEEK Uzbekistan 2016” - an information-communications technologies week uniting a series of specialized events within a single format.

At one of such events, namely the Internet Forum, the “B.EST Solutions” company presented the Azerbaijani mobile ID & e-signature technology - “Asan İmza”. During the forum the head of “B.EST Solutions” Mrs. Jana Krimpe delivered a speech on the topic of mobile identity in the course of which she spoke about the advantages and opportunities of the mobile e-signature technology and familiarized the audience with the current situation in the sphere of development of e-services and innovative solutions with the implementation of mobile ID tool.

It was mentioned that mobile identity is the most flexible and

efficient solution providing ubiquitous access to e-services of public and private institutions which strive to improve interaction with their users and raise the quality of rendered services. Mrs. Krimpe noted that thanks to innovative character and easiness of “Asan İmza” service, there are hundreds of e-services provided via this technology in Azerbaijan and those services can be accessed only by means of a mobile phone and an Asan İmza SIM-card which is unique for all three mobile network operators functioning in the country.

Particular interest of the audience attracted such e-services supported with “Asan İmza” as e-tax and e-customs declaration, online registration of legal entities, online opening of bank accounts, e-registration of labor agreements, e-registration of admission to higher schools, integration of mobile ID technology with call-centers, internet and mobile banking etc.



During the event there were bilateral meetings dedicated to the discussion of issues on possible cooperation in the sphere of introduction of mobile ID & e-signature technology in Uzbekistan based on the Azerbaijani model of “Asan İmza”.

This year’s “ICTWEEK Uzbekistan” event gathered entrepreneurs, managers and specialists from Russia, Great Britain, United States, South Korea, Belgium, Kazakhstan, Azerbaijan,

Israel, China, Switzerland and other countries. In general, the event was attended by over 400 participants including official persons and government representatives, heads of organizations and companies acting in ICT sector, international experts and analysts, representatives of large local and foreign IT enterprises etc.

Asan İmza wins Russian “PKI-Forum 2016”

Azerbaijani technology of mobile ID and e-signature - “Asan İmza” won the 1st place at Russian PKI-Forum 2016 Award, which took place on September 14th under the international conference “PKI-Forum 2016” happening now in Saints Petersburg city of Russian Federation.

Presented to the award by “B.EST Solutions” company, the technology of “Asan İmza” was elected the winner of the

award in the category “For substantial contribution to the development of PKI technology» among other similar PKI-based e-ID solutions representing various countries.

The main innovation of “Asan İmza” solution relates to its functioning on the principle of public-private partnership. Thanks to active involvement and significant contribution of Azerbaijani Taxes Ministry and State Agency for Provision of



Services to Citizens and Social Innovations under the President of Azerbaijan Republic (“ASAN Xidmət”) as well as innovative approach of “Azercell”, “Bakcell” and “Nar” mobile operators, today “Asan İmza” represents a unique mobile authentication and signature platform granting access to over 500 public and private e-services in Azerbaijan.

The award and diploma of the winner were presented to the head of “B.EST Solutions” company Mrs. Jana Krimpe, who were attending the award ceremony, by the deputy minister of telecom and mass communications of the Russian Federation Mr. Oleg Borisovich Pak. In her turn, Mrs. Krimpe highlighted the particular role of Azerbaijani Taxes Ministry and “ASAN Xidmət” in this success and mentioned that it would be impossible to achieve such a recognition without public-private partnership approach and purposeful reforms under the leadership of the President of Azerbaijan Republic H.E. İlham Aliyev.

“Each new e-service, be it opening a company online, filling in customs e-declaration or electronic registration of labor agreements, creates favorable conditions for attracting investments and new business opportunities to Azerbaijan and considerably increases transit potential of the country towards becoming a digital hub of the region.

We have achieved this success thanks to the supreme political will in the field of introduction of innovative technologies in our country, and of course, thanks to our “Asan İmza” users who made it possible”, - mentioned Mrs. Krimpe at the award ceremony.

It is worth to mention that over 300 delegates are attending the conference from Belarus, Kazakhstan, Azerbaijan, Poland, Russian Federation, Uzbekistan and other countries.

Asan İmza presented at Azerbaijani-Korean forum in Baku

Azerbaijan-Korea Cooperation Forum on Public Administration organized by State Agency on Public Services and Social Innovations under the auspices of the President of the Republic of Azerbaijan and Ministry of the Interior of the Republic of Korea was held in Baku on August 19th 2016.

The main topics of the forum were discussion of advanced models of rendering of public services in two countries, innovative channels of provision of such services, identification of perspectives for efficient cooperation in the sphere of public administration etc.

Opening speeches of the forum were addressed by the chairman of State Agency on Public Services and Social Innovations Mr. İnam Karimov, minister of the interior of the Republic of Korea Mr. HONG Yun-sık and the ambassador of the Republic of Korea to the Republic of Azerbaijan Mr. KIM Chang-gyu.

The forum was attended by the high-ranking officials of the public bodies of two countries, representatives of international organizations as well as delegates from the business sector both from Korea and Azerbaijan.

Participating at the forum as a keynote speaker, the founder of “B.EST Solutions” company Mrs. Yana Krimpe provided de-

tailed information about “Asan İmza” mobile e-signature, operated by her company, and spoke about the mechanisms and advantages of this service.

She shared with the experience of “B.EST Solutions” in the sphere of provision of innovative solutions in the implementation of the e-government concept in the Republic of Azerbaijan. Introduction of the innovative service of “Asan İmza” based on the latest international standards is a successful example of the public and private sectors cooperation in Azerbaijan.

Such a model is extremely necessary for introduction of innovative technologies in the country and is widely used worldwide. She mentioned that despite the particular popularity of “Asan İmza” in rendering of public services in Azerbaijan, it opens broad opportunities for the private sector as well.

Currently over 20 companies including local banks, insurance companies, online payment platforms etc. use mobile ID solution in their systems which increases efficiency of interaction with the customer, ensures full security of data in the e-environment and saves costs and resources spent on traditional customer service channels.

B.EST Solutions and European E-Identity & Security Association to launch a cross-border mobile ID services project between Azerbaijan and Europe

Azerbaijani IT company B.EST Solutions, recently accepted to the membership of European E-Identity & Security Association (EEMA), launches a joint project on cross-border mobile identity services between Azerbaijan and Europe. The project is expected to result with recognition of the Azerbaijani Mobile ID & signature service “Asan İmza” in the European digital environment, reports the company referring to the EEMA press-release dated 25 July 2015.

According to EEMA chair Jon Shamah, through EEMA’s expansive network and capacities, “B.EST Solutions” will be able to access a unique community of influencers in Europe capable of assisting the company in realization of the mentioned activity.

It is worth to note that the company has already started studying of potential spheres for integration of mobile ID & signature service on the European market, among which are the projects “Stork 2.0” and “FutureID” aiming at secure cross-border implementation of digital identity at all levels of individual usage, businesses and governments across Europe. “The Paypers”, a Netherlands-based leading independent source of news and intelligence for professionals in the global payment

community, writes that EEMA in its turn will take advantage of B.EST Solutions’ expertise in the sphere of mobile identity.

“B.EST Solutions” mainly focuses on development of efficient solutions for e-governance systems both for public and private sectors as well as provision of services on digital identity and electronic signature. The company is one of the key players in the process of formation and development of e-government in the Republic of Azerbaijan, having implemented the technology of Mobile ID & signature “Asan İmza” in the country.

Established in 1987, EEMA is a Brussels-base independent, non-profit European think tank working with its members, government agencies, standards bodies and interoperability initiatives to promote opportunities in pursuance of a European Digital Single Market. The members of EEMA operate in the spheres of e-identity management, online authentication, RFID, smart cards, biometric technologies etc. Each year the association organizes and participates at a huge number of conferences and events convening leading experts and innovators from around the world such as “Trust in Digital World» (TDW) and «Information Security Solutions Europe» (ISSE).

B.EST Solutions became member of European E-Identity & Security Association

Azerbaijani IT company “B.EST Solutions”, which is the developer and operator of “Asan İmza” mobile e-signature service, has been elected the member of European E-Identity & Security Association (EEMA).

“B.EST Solutions” mainly focuses on development of efficient solutions for e-governance systems both for public and private sectors as well as provision of services on digital identity and electronic signature.

The company is one of the key players in the process of formation and development of e-government in the Republic of Azerbaijan.

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vide opportunities in pursuance of a European Digital Single Market.

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“Governments today need to acknowledge the importance of digital identity solutions in response to the challenges of efficiency and modernization as well as the longer-term challenges faced by states as part of the digital transformation of civil society. Mobile Identity is the most innovative, secure and user-friendly solution today on the market.



BEST
Solutions



We at B.EST Solutions are very honored to become a member of one of the biggest professional associations focused on digital identity in Europe.

Together with EEMA, we look forward to creating a network of mobile identity service providers all over the world, by setting common definitions and standards. EEMA's leadership and orientation on driving discussion of innovative identity and security issues perfectly aligns with our company's aim to build cross-border services between Azerbaijan and Europe.

Thanks to the well-established professional network of EEMA, we will be able to involve most prominent and experienced professionals to our Mobile ID Working Group and continue introducing innovations in Azerbaijan", - mentions Jana Krimpe, founder of "B.EST Solutions", commenting on admission of her company to EEMA.

The chairman of EEMA Jon Shamah comments: " EEMA warmly welcomes "B.EST Solutions" as members. We are excited to be expanding our network to the Republic of Azerbaijan, and look forward to our existing members benefiting from the specialist

expertise in mobile identity, that "B.EST Solutions" brings to our think tank.

Through EEMA's expansive network, initiatives, collaborative projects and events we are able to provide them with access to a unique community of influencers in Europe, capable of assisting them in facilitating cross-border mobile identity services between Azerbaijan and Europe".

"B.EST Solutions" will be actively using capacities of EEMA with the aim to increase international awareness on the Azerbaijani technology of Mobile Identity - "Asan İmza" as well as to raise the export-investment attractiveness of ICT sphere in Azerbaijan.

Thanks to membership in EEMA, the company plans to participate at STORK 2.0 and FutureID projects of European Commission and will continue attendance of leading worldwide conferences such as "European Identity & Cloud Conference", "World e-ID and Cybersecurity", "Open Identity Summit" and many others for active presentation of the achievements of innovative Azerbaijan.

Now **Asan İmza** certificates can be renewed at Azercell

Asan İmza - a mobile digital signature system which facilitates access of citizens, legal and physical entities involved in entrepreneurship and civil servants to electronic services was first introduced in Azerbaijan in July 2013 by means of using a cell number.

Asan İmza is a system that provides a secure access to e-services of public and private organizations and enables to digitally confirm personal ID and sign required operations in the electronic environment.

Azercell subscribers were the first to use this service in Azerbaijan since Azercell was the first mobile operator joining the system of Asan İmza. During this period thousands of Azercell subscribers obtained Asan İmza and took advantage of this service.

Since the service is active for a 3-year period, the certificates of Asan İmza, as well as cell numbers used for this service must be updated by the present time. It is required to extend the service lifetime for next three years and update the mobile ID certificates in order to continue to benefit from Asan İmza.

In order to extend the service lifetime, Azercell subscribers are required to apply customer service centers, as well as Azercell Express offices. As usual, Azercell offers an easy procedure to do this.

Thus, the owner of Asan İmza needs to provide his/her ID card at the service points and obtain SIM card. He/she will instantly join the service again after making the relevant payment. Then, it will be required to contact "ASAN Service" centers or Asan Certificate Services Center at the Ministry of Taxes in order to obtain a new certificate.

First electronic contract signed between “Azer-Turk Bank” and B.EST Solutions

Azer Turk Bank OJSC, one of the top-performing local banks occupying leading positions for implementation of innovative technologies, has implemented yet another novelty in the banking sector of Azerbaijan. Thus, for the first time in the country the bank digitally signed a contract with its partner organization by means of “Asan İmza” mobile e-signature.

The opposite party of the contract is “B.EST Solutions” company which is the developer and operator of the “Asan İmza” service. The document provides for the cooperation of the parties with the purpose of integration of “Asan İmza” mobile e-signature to the “E-bank” Internet bank platform of Azer Turk Bank. It should be mentioned that works in this direction has been successfully completed and currently the bank’s services are available to Asan İmza users online.

Using “Asan İmza” mobile e-signature while signing documents is reasonable in terms of saving of time and other material

resources as well as flexibility of operations. Implementation of such innovative solutions as “Asan İmza” especially topical given the conditions of existing challenges in the sphere of optimization of processes in the banking sector. Usage of “Asan İmza” both in Internet bank and digitalization of document workflow bears high importance for more qualitative and operational customer servicing resulting in increasing of customer satisfaction as well as highly efficient management of internal business processes. Azer Turk Bank OJSC will further continue its efforts towards integration of advanced technologies in the future.

Azer Turk Bank OJSC, which has identified financial support to the real sector of the economy as its main mission, by 75% is owned by the Government of Azerbaijan. More information about the Bank, its service network, products and services is available at www.azerturkbank.az, the Bank’s corporate pages at social networks or at (012) 945 Call Center.



Another innovation from AzerTurk Bank- internet banking services are now supported with Asan Imza

Azer Turk Bank, which always strives for convenience of its customers, offers another innovation. Thus, to provide corporate clients with modern and secure internet banking services the Bank has established “e-banking” service. By this service Azer-

Turk Bank, operating under the slogan “The address which you trust”, enables customers to carry out financial transactions faster and in more secure way. The “E-banking” product is an internet banking program integrated with “Asan İmza”

(Easy Signature) mobile e-signature. “Asan İmza” is a secure technology enabling using of a mobile phone as a digital identity and e-signature tool.

The main advantage of “Asan İmza” technology is no requirement of using additional devices and software for reading a smart card. A mobile phone and a SIM card storing authentication and e-signature digital keys are sufficient for starting using Asan İmza.

First time in the country Azer-Turk Bank applies Internet Banking service which is supported only by “Asan İmza” for authentication and confirmation. Therefore, customers don’t need to provide any additional identification information as they used to insert traditionally (user name, password, etc.). Using the “E-banking” service corporate customers and individual entrepreneurs can control their accounts through the Internet from

anywhere in the world at any time of a day. Besides, those customers can efficiently use their valuable time without coming to the Bank.

Another advantage of the service is that it is available from standard internet browsers without using special equipment or software. The application of the service based on “Oracle FLEXCUBE Direct Banking” module was implemented in cooperation with Ukraine’s “Datas Technology” company.

Azer Turk Bank OJSC, which has identified financial support to the real sector of the economy as its main mission, by 75 percent is owned by the government of Azerbaijan. More information about the Bank, its service network, products and services is available at <http://www.azerturkbank.az/>, the Bank’s corporate pages at social networks or at (012) 945 Call Center.

“IMPACT Azerbaijan” magazine published article about Asan İmza

Article “Asan İmza (Mobile ID) - crucial element of Azerbaijani digital market” has been published in 22th issue of “IMPACT Azerbaijan” magazine, the official publication of American Chamber of Commerce (AMCHAM) in Azerbaijan.

member contribution

Asan İmza (Mobile ID) – crucial element of Azerbaijani digital market



Jana Krumpal
Founder, Best Solutions Mobile ID
Director, Azerbaijan

Global trends to keep an eye on

So much is happening in the technology world in these days. It is worth to mention some key technology trends to keep an eye on.

1. Mobile – people are going mobile. The statistics show that mobile usage growth is very strong. Tablets and smartphones are showing faster than PC usage rate. And the trend continues. So the message is that anything you do, think about mobile solutions (not just web, but tablets and smartphones). User interfaces are needed for everything – from booking a hotel to paying your taxes and making an appointment with your doctor. As social media is booming, this is a channel to use to share ideas, news and market new applications.

2. Big data – big data provides better analytics. Data processing capabilities are reducing thanks to the cloud technology. It means that you have now much more capacity and opportunities to analyze the data and understand the patterns of behavior better. And this is a source of service innovation. Think – and should not forget that cyber threats are actually growing and we need to look for such solutions, which are safer and which can minimize security risks (such as password and hacking).

Life is becoming more and more digital. ...

Today life is becoming more and more digital. It affects us in a way how we watch movies, book hotels, transfer money, do our shopping, buy tickets, or talk to each other.

The change is that in all these everyday aspects we use digital solutions – buying our tickets online, shopping online, using Skype or social media for talking to our family, friends and colleagues.

Yesterday, these services moved to web. Now they are moving to mobile phones and tablets. Because more and more services will be designed for – and ONLY for – mobile. Nowadays, technology of PKI based Mobile ID solution

is known to everybody. Asan İmza helps Azerbaijan to skip all 20th century online communication platforms and goes directly to the most personal user mobile. The real innovation relies on the business model – how Mobile ID has been implemented in Azerbaijan. Based on Public Key Infrastructure (PKI) model, using Mobile ID for its public services helped Azerbaijan to achieve significant results to boost the fight against corruption due to its transparency. Asan İmza connects citizens with their government.

Asan İmza (Mobile ID) is the mobile identity of a citizen with which you can confirm personal identity, when receiving electronic and digital signatures. Asan İmza (Mobile ID) enables to receive all available e-services. It is essentially a PKI based e-mobile phone connected to the Mobile ID, which constitutes a document equal to a physical ID card in the electronic environment.

Why we need e-government?

As the President of Azerbaijan Republic, Ilham Aliyev said – e-gov and e-government help us to make our government more transparent and efficient as it helps to fight corruption and bribery.

As the result of the work implemented during the past years, today Azerbaijan without exaggeration can boast of the most efficient and advanced model of e-government in the region. There are more than 500 e-services available to the citizens in the country and it is not restricted with the government sector as well – many financial institutions (such as banks), in various industries, private entities and non-profit private organizations provide their services to the customer via digital platform. And all these services have been made possible only by means of Asan İmza – a Mobile ID instrument which can be considered as the citizen’s virtual passport in the electronic environment. It is the personal mobile identity with which the citizen can confirm their identity when accessing e-services and give digital signatures which are legally equal to hand signature of a person. Asan İmza is essentially a PKI-based e-mobile phone connected to the certificate which constitutes a document equal to a physical ID-card in the electronic environment. With Asan İmza, citizens can make to prove their identity and digitally sign documents. Today all these major mobile operators in Azerbaijan provide the Asan İmza service to their subscribers. Along with the citizens, Asan İmza is a very helpful tool for the businesses

Asan Imza among finalists of European “Identity Innovation Award 2016”

Azerbaijani mobile ID & e-signature technology - “Asan Imza” has been qualified to the final of “Identity Innovation Award 2016”, conducted within the framework of the international “Trust in Digital Life” conference which will take place on June 15-16 in Hague, Netherlands.

The nominees for this year’s award are “Meeco” (Australia), “SkIDentity” (Germany), “KnowNow Information” (United Kingdom) and “B. EST Solutions” - Asan Imza (Azerbaijan). Submission will be judged on how innovative technological or business model is, success of implementation and expected future impact, privacy and security of the solution as well as end-user value for the given technology/service. Jury will consist of the respected professional working on e-ID and cybersecurity in such companies like “Deloitte”, “ABN Amro”, “NEC Laboratories”, “Trulioo” as well as high-caliber experts advising various states and corporations on digital ID issues. “We are honored to be recognized among such an exceptional lineup of innovators in the innovative identity space. This is the great acknowledgment of the quality of our product. Being qualified for the final of this award along with the leading innovative states is actually a big triumph of our young team. It is the evidence of that the innovations of Azerbaijan conform to the global standards and have a great export potential. The innovative brand of Azerbaijan - “Asan Imza” always provokes high interest at the conferences and events around the world”, - said Jana Krimpe, the founder of “B. EST Solutions” company, who is currently on visit in Hague for participation at the conference.

The founders of “Identity Innovation Award” are “IDNext”, “TDL” and European Association for e-Identity & Security (EEMA). IDNext provides a single point of entry for leading IT and business professionals throughout Europe. TDL’s mission is to create a trusted ecosystem that protects data and assets of citizens and enterprises through which industry can provide innovative and trustworthy ICT products and solutions across Europe. EEMA is an independent, non-profit e-Identity & security association working with its members, government agencies, standards bodies and interoperability initiatives to promote opportunities in pursuance of a European Digital Single Market. The award is supported by “Gemeente Den Haag” (GDH), European Commission Directorate General for Communications Networks, Content & Technology (DG CONNECT) and European Union Agency for Network and Information Security (ENISA).



Asan Imza to be presented in Hague



B.EST Solutions continues with successful positioning of “Asan İmza” technology around the world. Following last week’s XVI European Forum on Electronic Signature (EFPE 2016) in Poland, this time Azerbaijani mobile ID & -signature - “Asan İmza” will be presented at the annual international conference “Trust in the Digital World” (TDW) to be held on June 15-16 in Hague, Netherlands under the joint organization of European Association for e-Identity & Security (EEMA), Trust in Digital Life (TLD) and ID Next and with the support of Gemeente Den Haag (GDH), DG CONNECT (European Commission) and ENISAA.

TDW is the Europe’s leading independent, interdisciplinary and unbiased and conference uniting experts from around the world as well as innovators and key e-ID industry players with an aim of discussion of actual topics of e-security and digital identity. The conference also covers such themes as Evolution towards an e-society, transformative IT through agile cloud solutions, smart cities and Internet of things, cybersecurity, succeeding in business in a mobile world and etc. The event will have among the speakers the representatives from Microsoft, IBM, Deloitte, Barclays, ABNAMRO Bank, Gemalto, universities of Twente, Mannheim, Coventry, Saarland, as well as respective bodies of European Commission and European Union.

The founder of B.EST Solutions Mrs. Jana Krimpe is also invited to speak at the conference on the topic of “Mobile ID - mobile passport of a citizen in the new generation government”. During her speech, she will inform the audience about the Azerbaijani mobile ID & e-signature technology “Asan İmza”.

The participants of the conference will learn about the efficient model of implementation of mobile ID in Azerbaijan which provides ubiquitous access to public and private e-services and represents a state-granted e-ID. Thanks to mobility and easiness of the technology, “Asan İmza” is becoming more and more popular among the citizens and businessmen in the country.

The audience will also be provided with the statistical survey of the performance of the “Asan İmza” service which demonstrate the most dynamic growth globally, and informed about the innovative brand of Azerbaijan - ASAN Service, Azerbaijani e-tax and e-customs systems, E-Government portal and other innovations.

It is worth to mention that in light of attractive export potential, the technology of “Asan İmza” is regularly presented at various international industry events under the slogan “Made in Azerbaijan”. “B.EST Solutions” actively participates at such events worldwide with an aim of presenting the achievements of Azerbaijan in the field of exploitation of the advanced mobile identity and signing tool as well as its interaction with various public and private e-platforms.

“Asan İmza” mobile ID & e-signature solution generally provokes heightened interest of the international community thanks to such specifications as easiness of implementation of the technology for service providers and accessibility of the service for end users.

At present, the “Asan İmza” mobile ID service successfully functions within the single e-government concept in Azerbaijan and is being more widely used in the electronic systems of private service providers such as banks, insurance companies, online payment portals and etc.

As the operator of “Asan İmza” mobile ID & e-signature service, “B.EST Solutions”, together with locale-service providers, aims to lead Azerbaijan to the top leading position for the use of mobile ID service globally. “B.EST Solutions Company, member of EEMA since July 2016, specializes in development of platforms and services based on eID and digital signature solutions in the Republic of Azerbaijan.

Asan İmza to be presented at EFPE 2016 in Poland



EUROPEAN FORUM
ON ELECTRONIC SIGNATURE



ASAN
İMZA

On 9-10th June 2016, the Poland city Szczecin will host the XVI European Forum on Electronic Signature - EFPE 2016, which is the largest international conference in Europe dedicated to electronic trust services (including electronic signature and PKI) and electronic identification and security and has become a fixed item on the agenda of meetings of specialists involved with these topics.

This year the EFPE conference will focus on electronic identification and trust services (eIDAS) - the advantages of a single, cross-border digital market.

The purpose of this year's conference is to support the idea of developing a uniform digital market by providing conditions that foster common cross-border acceptance of the principal activators, such as electronic identification, electronic documents, electronic signatures and electronic delivery services. It is also of key importance to establish suitable conditions to promote interoperability of electronic administration services across the entire European region.

The speakers invited to the EFPE 2016 will include the representatives of European Commission, European Telecommunication Standards Institute (ETSI), Secretariat of the United Nations Commission on International Trade Law (UNCITRAL), International Association of GSM operators (GSMA), Adobe Systems etc.

In general, about 200 delegates from the government sector as well as private companies using electronic trust services, software and hardware solution providers and certification centers providing services related with electronic signature and e-authentication are expected to attend the conference.

The founder of "B.EST Solutions" LLC Mrs. Jana Krimpe will also join the event where she will take the floor to present the achievements of the Azerbaijani innovative technology of

mobile ID & e-signature - Asan İmza. Mrs. Krimpe will also speak about an e-document workflow platform for Islamic Educational, Scientific and Cultural Organization (ISESCO) as well as the pilot project on integration of "Asan İmza" solution into this environment.

The platform, titled "ISESCO BESTDOC PORTAL", will be functioning on the basis of a unique digital identity tool - ISESCO ID, designated specially for ISESCO based on the Azerbaijani technologies of electronic and mobile identity - "Asan ID" and "Asan İmza", and will provide an opportunity to ISESCO member states to interact within single e-environment aiming to improve the process of document workflow.

The platform will support such functionalities as strong authentication and validation of signatures of the users via ISESCO ID & m-ID, e-signing, storing and sharing of documents.

Mrs. Krimpe's speech will take place under the panel "Trust services: e-identification and Paperless Country - international experiences and development directions" during which the participants will also learn about the experiences of such countries as Poland, Norway, Finland, Austria, Germany, Belgium, UK, China, Ukraine and Kazakhstan.

It should be noticed that, "Asan İmza" mobile ID & e-signature solution generally provokes heightened interest of the international community thanks to such specifications as easiness of implementation of the technology for service providers and accessibility of the service for end users.

As the operator of "Asan İmza" mobile ID & e-signature service, "B.EST Solutions", together with locale-service providers, aims to lead Azerbaijan to the top leading position for the use of mobile ID service globally.

Azerbaijani B.EST Solutions and “Cybernet” take part in Mobile ID tender in Singapore

Azerbaijani IT companies “B.EST Solutions” and “Cybernet”, together with two companies from UK and Latin America, take part in international tender on introduction of mobile ID and e-signature technology in Singapore (analogue of “Asan İmza” technology of Azerbaijan).

According to tender requirements announced by Infocomm Development Authority of Singapore, bids on creating PKI-based digital ID systems are accepted for evaluation process.

Currently Singapore uses traditional usernames/passwords and one-time passwords (OTPs) which are delivered via SMS or generated by a security token used in e-banking and other e-service platforms which are substantially less safe than mobile ID technology.

Introduction of mobile ID will enable citizens of Singapore using this tool on e-platforms of all public and private service providers across the country.

The Singaporean authorities believe that the idea of mobile ID will work in Singapore, which has among the highest mo-

bile penetration rates in the world, hovering at 150 per cent, meaning each individual has at least one cell phone. Azerbaijani companies are represented in tender with a proposal based on “Asan İmza” mobile ID service.

As of today, “Asan İmza” is the most advanced and securest mobile ID & signature solution globally. During two years of existence in Azerbaijan, there were issued over 200 000 mobile ID certificates and performed around 1.5 mln. transactions via “Asan İmza”. More than 500 public and private e-services are accessible to Azerbaijani mobile ID users.

It is worth to note that as the operator of “Asan İmza” mobileID service, “B.EST Solutions”, together with locale-service providers, aims to lead Azerbaijan to the top leading position for the use of mobile ID service globally.

“B.EST Solutions Company, member of EEMA since July 2016, specializes in development of platforms and services based on eID and digital signature solutions in the Republic of Azerbaijan.



Asan İmza presented at an influential event in London

A three-day 10th jubilee SDW (Security Document World) conference & exhibition came to an end in London on May 12. The event, dedicated to the subjects of digital identity, biometric data and e-security, was attended by over 1500 delegates representing about 80 countries, including leading international experts, representatives of the world's leading solution providers, functionaires of the respected international organizations as well as government officials from different states. The head of Azerbaijani "B.EST Solutions", the operating company of "Asan İmza" mobile ID & signature service, Mrs. Jana Krimpe also took part at the conference. She joined the mobile ID plenary session where she delivered a presentation about the Azerbaijani mobile ID technology "Asan İmza".



She spoke about the experience of Azerbaijan in introducing the mobile ID technology in the process of transition from e- to m-government. It was stressed that the Azerbaijani technology "Asan İmza" had been acknowledged as the most dynamically growing mobile ID & signature tool in the world due to such advantages as easiness of implementation for e-service providers and ubiquity of the technology for citizens. During her speech, Mrs. Krimpe demonstrated the main statistical figures related to the performance of «Asan İmza» in Azerbaijan and mentioned that the "Asan İmza" service is actively used in the innovative e-services of Azerbaijani Ministry of Taxes, State Customs Committee, Ministry of Labor and Social Protection of Population, E-Government Portal and "AsanPay" portal as well as the local financial sector. The audience of the conference positively assessed the growth rate Azerbaijan demonstrated during two years of existence of its Mobile ID service. At the end of the presentation, the Azerbaijani side has been invited to share its experience at other similar events worldwide as well as to introduce this experience in other countries.

It is worth to mention that in light of attractive export potential, the technology of "Asan İmza" is regularly presented at various international industry events under the slogan "Made in Azerbaijan". "B.EST Solutions" actively participates at such events worldwide with an aim of presenting the achievements of Azerbaijan in the field of exploitation of the advanced mobile identity and signing tool as well as its interaction with various public and private e-platforms.

Asan İmza successfully develops e-society in Azerbaijan

Selection of candidates on "IT event of the year" nomination of NETTY 2016 National Internet Award completed. This year the below participants will compete under this nomination:

1. State Customs Committee of Azerbaijan Republic: electronic system of customs declaration of goods and transport means;
2. "Eurodesign" company: development of IT infrastructure of Baku 2015 - First European Games;
3. Club "Azerbaijani women in ICT – FEMMES DIGITALES";
4. Microsoft Imagine Cup 2015: a team from Azerbaijan won the 2nd place in the category "Innovations";

Additionally, the below projects were also considered during the selection process:

5. "AccessBank: CJSC: the platform of internet banking "myAccess";
6. WOWOMAN: the project "Tech Tech Xanım";
7. State Oil Company of Azerbaijan Republic: single SAP-based management platform;
8. "Caucasus" University: EQUe electromobile

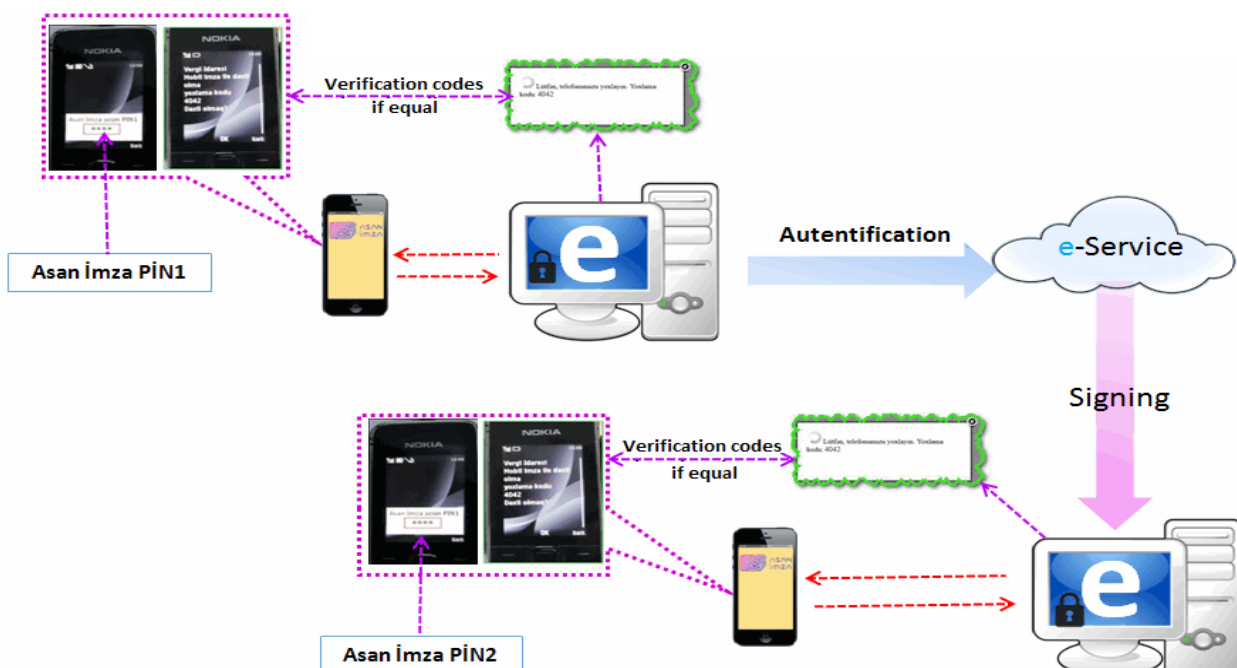
It is worth to mention that two of eight above-listed projects - electronic system of customs declaration of goods and transport means introduced by State Customs Committee and the internet banking system "myAccess" of AccessBank have been integrated with "Asan İmza" Mobile ID technology and render their services via mobile e-signature service.

With an aim to ensure the highest efficiency and transparency in the process of conveying of goods and transport means across the customs borders as well as to reduce direct physical communication between the citizens and customs authorities, the system of customs e-declarations has been recently launched in the country. Thus, since 4th of April of this year a new service of customs e-declaration of goods and transport means has been made available as a pilot project on the portal of E-Government of Azerbaijan. Using this e-service, the citizens can promptly convey imported goods and transport means across the customs borders under the institution of customs mediation, by means of the Asan İmza mobile e-signature. Introduction of the system of customs e-declaration will simplify the process of declaring the goods and transport means conveyed across the customs borders, ensure the transparency of customs services, create favorable environment for the entrepreneurs and stimulate the foreign trade.

It should be noted that successful integration of "Asan İmza" technology in the process of customs e-declaration has been possible due to efficient and fruitful cooperation with State Customs Committee and represents the striking example of innovative approach to the organization of the customs activity in the country.

The internet platform "myAccess" of AccessBank is the modern internet bank system allowing bank's clients manage their funds 24/7. At present, the "myAccess" platform supports the "Asan İmza" Mobile ID and signature service with the help of which the clients of the bank can easily and securely use necessary bank service online. "myAccess" offers such services as management of bank accounts, cards, deposits, loans, money transfer and etc.

The "Asan İmza" technology guarantees full security and integrity of personal data in the electronic environment which is the key advantage of the mobile ID technology over the traditional tools of defining the personal identity while interacting with the electronic systems. Thanks to such features, Asan İmza is the key component of the e- and m-government infrastructure and develops the e-society in Azerbaijan.



Asan İmza contributes to the development of e-banking in Azerbaijan

On 26th of April Central Bank of Azerbaijan announced the results of the contest conducted between the banks for the year of 2015 aimed at stimulation of the volume of noncash transactions as well as ensuring of wider use of modern banking technologies. According to the results, the following banks were declared the winners on the categories related with e-banking and e-commerce:

the category “The leading bank for noncash payments”

1st place - “Bank of Baku” OJSC

2nd place - “Bank Silk Way” OJSC

3rd place - “Bank Respublika” OJSC

the category “The leading bank for e-banking”

1st place - “Bank Respublika” OJSC

2nd place - “Bank of Baku” OJSC

3rd place - “Turanbank” OJSC

the category “The leading bank for e-commerce”

1st place - “International Bank of Azerbaijan” OJSC

2nd place - “Bank Respublika” OJSC

3rd place - “Unibank” OJSC

It is worth to note that the banks winning 6 out of the above-mentioned 9 leading positions use the technology of mobile

ID & signature “Asan İmza” in their online banking systems. This technology allows banks to provide maximum secure and convenient digital services to their clients and thus, help them take the leading positions in such rankings and contests.

At present, the mobile ID service “Asan İmza” is the only available technology enabling to carry out all necessary transactions electronically and sign documents with legally binding e-signature just with the help of an ordinary mobile phone. The service of “Asan İmza” guarantees the full security and integrity of personal data in the electronic environment which is the key advantage of the mobile ID technology over the traditional tools of defining the personal identity while interacting with the electronic systems. Currently about 10 banks use the “Asan İmza” mobile ID service in their e-banking platforms and their clients are able to easily and securely use such bank services as opening of accounts, applying for loans, conversion and transfer of currency, requesting information on accounts etc. anytime just with a mobile phone. It can be stated that all required bank services are in the mobile phone of the Asan İmza user and uninterruptedly accessible for using.



Access all services of Unibank with Asan İmza in your mobile phone

From now on, customers of Unibank will be able to access all services of the bank via Unibank Mobile using Asan İmza. Download to your smartphone the mobile banking application of Unibank - Unibank Mobile (<http://onelink.to/ffdbwf>) and start managing your bank accounts online via registering with Asan İmza.

Which advantages are provided to customers through Unibank Mobile and Asan İmza?

Some bank operations require the client’s signature and thus, the presence of the client at the bank’s office. Since Asan İmza

is the client’s mobile e-signature being legally equal to his regular hand signature, the customers having Asan İmza can enter Unibank Mobile from their smartphones and perform online banking transactions such as opening of current or new deposit account or ordering of loan secured with deposit.

Asan İmza (Mobile ID) is the mobile identification of the customer for accessing of e-services and digitally signing of documents. Asan İmza enables using of all existing e-services. The technology of Asan İmza provides a series of advantages allowing to expand online banking services including high convenience, reliability and security of authorization and signature



processes in the electronic environment. Therefore, the users of Asan İmza can take advantage of Unibank Mobile services in an easy, rapid and secure manner. Unibank Mobile operates under iOS and Android mobile platforms and enables customers to get all required information about his bank card, make necessary payments, manage deposit accounts and regulate current accounts using his smartphone.

With Unibank Mobile, you can locate any branch office, payment terminal or ATM of the bank, and stay informed about

daily exchange rates, bank news and campaigns.

Detailed information can be obtained via dialing (012) 117 or Facebook and twitter pages of the bank (www.facebook.com/unibank.az ,<https://twitter.com/unibank>).

Unibank Mobile - download now!

Unibank Mobile - secure, fast and convenient!

Unibank - the bank of anyone!

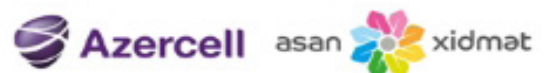
Azercell Sim-Sim subscribers will benefit from Asan İmza service

From now on prepaid (Sim-Sim) subscribers of Azercell Telecom, leading mobile operator of Azerbaijan, will be able to activate "Asan İmza" mobile e-signature service on their mobile numbers. These subscribers will benefit from the opportunities provided by "Asan İmza" service for using e-services and signing documents electronically.

The launch of this new service will serve for the convenience of prepaid subscribers. Thus, prior to that, prepaid subscribers had to obtain a postpaid number or change their numbers to

postpaid system, which made it difficult to access "Asan İmza" service. Now any Azercell subscriber can activate mobile e-signature service in his/her number without any restriction and use over 500 public and private e-services easily.

"Asan İmza" mobile e-signature - is a technology that enables using a mobile phone as a digital identity and e-signature tool. The main advantage of "Asan İmza" is its operability with no need for additional devices or software to read a smart card.



Customs e-declaration of goods and transport means enabled with **Asan İmza**

With an aim to ensure the highest efficiency and transparency in the process of conveying of goods and transport means across the customs borders as well as to reduce direct physical communication between the citizens and customs authorities, the system of customs e-declarations has been recently launched in the country.

Thus, since 4th of April of this year a new service of customs e-declaration of goods and transport means has been made available as a pilot project on the portal of E-Government of Azerbaijan (www.e-gov.az). Using this e-service, the citizens can promptly convey imported goods and transport means across the customs borders under the institution of customs mediation, by means of the Asan İmza mobile e-signature.

To do this, the declaring person should log in to the E-Government portal using his/her Asan İmza, then locate the relevant e-service there and fill in the e-declaration, and finally confirm (sign) the ready electronic declaration with his/her Asan İmza.

Introduction of the system of customs e-declaration will simplify the process of declaring the goods and transport means conveyed across the customs borders, ensure the transparency of customs services, create favorable environment for the entrepreneurs and stimulate the foreign trade. It is worth to note that the basic and required moment in the process of customs declaration of goods and transport means is the signing of the declaration by the declaring person.



Until recently, this operation had been possible at the customs borders via filling in of a paper declaration and signing of the declaration by hand. Using of Asan İmza in customs e-declaration of goods and transport means will increase the quality, convenience and accessibility of this service for the citizens.

The persons declaring their goods at the customs borders only need to have their mobile phone with inserted SIM card supporting Asan İmza to perform the whole process of customs e-declaration.

It should be mentioned that using of the e-service with Asan İmza does not require any additional devices such as a smart-card, USB card reader etc. which may require the availability of a PC or relevant software for the operation.

Asan İmza will be presented as an innovative tool for development of Islamic banking in Dubai



On 17-18 February this year Global Business Forum 2016 titled “Ancient Routes: New Opportunities” will take place in Dubai, United Arab Emirates.

The forum is organized by Dubai Chamber of Commerce and Industry under the patronage of Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and will gather over 500 attendees including top CEOs, decision-makers and industry professionals from all sectors, heads of private banks and other financial institutions as well as governmental officials and policy makers.

The forum will also be attended by Mr. Behnam Gurbanzade, Chief Executive Officer of the Azerbaijani company “B.EST Solutions”. During his speech at the forum Mr. Gurbanzade will address the topic of implementation of innovative technologies in the development of various Islamic banking models, in particular, the perspectives of introduction of the Azerbaijani mobile ID technology “Asan İmza” in Islamic banking.

B.Gurbanzade has been appointed the CEO of B.EST Solutions, the operator of “Asan İmza” Mobile ID service in January 2014. Mr. Gurbanzade is one of the respected experts in the field of Islamic finance & banking and prior to his recent appointment had worked as the head of the Islamic banking department of International Bank of Azerbaijan.

Mr. Gurbanzade has an MBA in Marketing from Moscow International Higher Business School, a CIMA diploma in Islamic Financing from the Chartered Institution of Management Accounts and Honors in International Economy Relations from the Russian Economy University G.V. Plekhanov. As part of his PhD research, he presented papers at Harvard University in 2014 focusing on Islamic banking as a solution for modern debt problems.

“B.EST Solutions” actively participates at such events worldwide with an aim of presenting the achievements of Azerbaijan in the field of exploitation of the advanced mobile identity and signing tool as well as its interaction with various public and private e-platforms.

Asan İmza integrated into Electronic Data Disclosure System of State Committee for Securities

The mobile electronic signature “Asan İmza” has been integrated into the Electronic Data Disclosure System (EDDS) of State Committee for Securities (SCS) of Azerbaijan Republic which was put into exploitation on February 10, 2016.

EDDS is the common electronic platform for acceptance, centralized storage and disclosure of information stipulated by the legislation to be disseminated by issuers securities of which are in public offer and admitted to trading on the regulated market.

EDDS has been developed with the aim of increasing transpar-

ency on the securities market, ensuring efficiency of supervision over the data, provision of accurate and detailed information to investors, centralized storage of the data disclosed on the securities market and digitalization of processes.

Disclosure and obtaining of information by issuers is carried out at www.disclosure.az in accordance with the rules on “Dissemination of information by issuers on the securities market”. Issuers can disclose their information either by applying to SCS or via registering online in the Electronic Data Disclosure System at www.disclosure.az using their Asan İmza.

Results of activity of Asan İmza service, the innovative brand of Azerbaijan, presented at V Tax Forum

On February 10th of 2016, V Tax Forum titled “The tax system of Azerbaijan: realities and perspectives” took place in Baku, Azerbaijan with the organization of Azerbaijani Ministry of Taxes.

The forum was attended by the representatives of President’s Office, Ministry of Taxes, Milli Majlis, Cabinet of Ministers, National Academy of Sciences, and other government institutions as well as the delegates from the World Bank, local banks, American Chamber of Commerce in Azerbaijan (AMCHAM), NGOs and public unions, business sphere and media. Along with the speeches delivered at the forum, the agenda of the event included also a presentation titled “Asan İmza - key of innovative Azerbaijan to e-tax services” made by Mrs. Jana Krimpe, the founder of “B.EST Solutions”, the company operating the service of Asan İmza.

During her presentation, Mrs. Krimpe talked about the uniqueness of the Asan İmza solution which is the mobile authentication and signature service actively used in the process of delivery of e-tax services in the country. She familiarized the participants with the basic statistical figures of Asan İmza service for the past two years and mentioned that currently the leading local banks and payment portals integrated their systems with this mobile ID solution. She said that the interest of private service providers in Asan İmza solution had considerably grown due to active development of e-services in the banking sphere, improvement of customer service and high competitiveness on the financial services market.

It was mentioned that the Asan İmza users have access to all public e-services existing in the country. The leaders among the e-service providers using Asan İmza in their e-services have been Ministry of Taxes (around 2.5 mln. online transactions), Ministry of Labor and Social Protection of Population and State Social Protection Fund (around 1.5 mln. online transactions in total).

It is very important to consider the number of implemented transactions when assessing the efficiency of e-services. It was stressed that during the past two years of activity of Asan İmza service, there have been implemented more than 10 mln. online transactions by means of Asan İmza, which is the highest figure compared to other similar mobile ID solutions existing in the world.

The presentation also covered the new innovative solutions appeared as a result of implementation of Asan İmza, such as submission of tax declarations to tax authorities via 195 Call Center or learning and paying administrative penalties online using the system of “Asan Payment” portal. The role of Ministry of Taxes in the development of e-services in the country was stressed in particular; this ministry actively uses e-and m-signature solutions in the process of provision of tax services to the population. The participants of the forum were also familiarized with the thoughts about how Asan İmza makes life easier of some Asan İmza users among who are the famous persons, business people and foreign entrepreneurs.



Thus, according to the Honored Artist of Azerbaijan Republic and CEO of M-Group Production company Mr. Murad Dadashov, the Asan İmza service provides maximum security, opportunities and flexibility and therefore, can be used anytime and anywhere in the world.

The representative of Microsoft Ms. Sabina Parvizi says that Asan İmza delivers a great solution to Azerbaijan businesses of all sizes by speeding up business processes. Another Asan İmza user, a foreign entrepreneur John Crawford Florey recommends Asan İmza to all foreign entrepreneurs planning to launch their business in Azerbaijan as this service enables to register a company using a smartphone, file tax returns online and use electronic financial services.

Other speakers also touched upon the advantages of Asan İmza in their speeches. The deputy director of the department of payment systems and settlements of Azerbaijani Central Bank Mr. Vahid Gurbanly mentioned successful implementation of Asan İmza service in the system of Government Payment

Portal.

Another speaker, the deputy director of a department at State Agency for Provision of Services to Citizens and Social Innovations ("ASAN Service") Mr. Fariz Jafarov stressed the increased interest of citizens in obtaining Asan İmza via ASAN Service centers. He said that one third of the overall issued Asan İmza certificates had been provided in ASAN centers.

The deputy minister of taxes Mr. Sahib Alekperov highly valued the availability of an innovative mobile ID technology in the country noting that Asan İmza guarantees the highest security and inviolability of transactions and personal data in the electronic environment and represents a vital instrument for ensuring cyber security.

Special focus was made on the export potential of Asan İmza brand under "Made in Azerbaijan" slogan. It was said that first steps in this direction had already been taken; in November last year there had been a presentation of an internal e-workflow system - ISESCO BESTDOC portal to be designed for Islamic Educational, Scientific and Cultural Organization (ISESCO) and to support mobile ID solution in its architecture.

It is worth to mention that Asan İmza service, launched as a result of joint partnership of B.EST Solutions with the ministries of taxes and communications and high technologies along with State Agency for Provision of Services to Citizens and Social Innovations under the auspices of the President of the Republic of Azerbaijan, represents a mobile ID platform providing digital identification and mobile electronic signature solutions for individuals, legal entities and public officers.

With **Asan İmza**, customers of Bank of Baku are now able to electronically transfer money between accounts at 50% cheaper price

Bank of Baku introduces one more innovation: from now onwards, the bank's customers are able to carry out transfer of money at the 50% cheaper price.

Those customers of the bank using its internet banking services will be granted discounted rates. As a result of service improvement, the customers are provided with more favorable opportunities in transfer of money between their own personal accounts, to the accounts of third parties in Bank of Baku, and to the active accounts in other banks in the country without a need to visit a bank's branch office.

Using the internet bank, the customers will not only save their

time but also conduct money transfer operations 50% cheaper than the price fixed for that type of service in the branch offices of the bank.

The current rates are described on the bank's website.

In order to be able to use this new service of Bank of Baku, the customer will be required to confirm the money transfer transaction with his/her Asan İmza.

Asan İmza - is the mobile ID of the bank's customer enabling the customer to use internet bank services 24/7. With Asan İmza the customer of the bank can easily and securely implement banking transactions online.



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