



A Market Solution to Online Identity Trust

Commerce Requires Trust



Verification via PIN Number, Zip Code, Photo ID, etc.



Ways the Service Provider can "Trust" the customer is who he says he is.



Online/eCommerce Requires Trust



Much more difficult for the Service Provider to "Trust" the customer is who he says he is.

Online/eCommerce Requires Trust

Thus the requirement for "Jurassic" logins...



Good for Service Provider



Bad for the Customer

Online/eCommerce Requires Trust

“We need a cyber world that enables people to validate their identities securely, but with **minimal disclosure of information** when they’re doing sensitive transactions (like banking) – and lets them stay anonymous when they’re not (like blogging).

We need a vibrant marketplace that provides people with choices among multiple accredited identity providers – both private and public – and choices among multiple credentials.”

– White House Cybersecurity Coordinator
Howard Schmidt



Online/eCommerce Requires Trust



“The Internet will not reach its full potential until users and consumers feel more secure and confident than they do today when they go online. A coordinated national strategy to significantly improve online trust will put e-commerce on stronger footing.”

– Commerce Secretary Gary Locke (Jan 2011)

Online/eCommerce Requires Trust

National Strategy for Trusted Identities in Cyberspace



NSTIC is rallying **government, tech companies, and standards bodies** to create what the administration is calling "**the identity ecosystem**," a loosely coupled set of **interoperable identity technologies and standards** that serve as the next-generation platform for online identity authentication.

"To accomplish this, **we need the private sector's expertise and involvement** in designing, building, and implementing this ecosystem."

– Commerce Secretary Gary Locke (Jan 2011)



***Enables the Building
of Online Trust***

Tapping the private sector's expertise is the Open Identity Exchange (OIX)

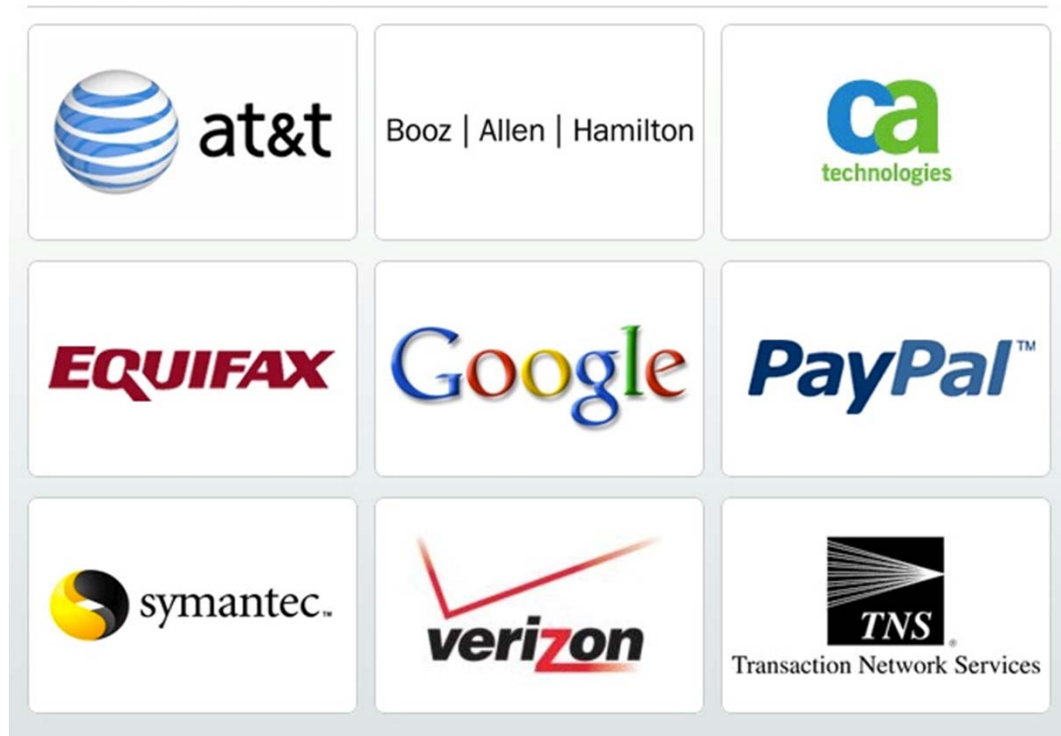
***OIX is an Internet-scale solution to the problem of how
digital identities can be trusted online***

Open Identity Exchange Launches at RSA

Washington, D.C. and San Francisco — March 3, 2010 — Industry leaders **Google, PayPal, Equifax, VeriSign, Verizon, CA, and Booz Allen Hamilton** today announced at the RSA Conference 2010 the formation of the Open Identity Exchange (OIX) www.openidentityexchange.org, a non-profit organization dedicated to building trust in the exchange of online identity credentials across public and private sectors. With initial grants from the OpenID Foundation (OIDF) and Information Card Foundation (ICF), OIX has been approved as a trust framework provider by the United States Government to certify online identity management providers to U.S. federal standards for identity assurance.

Open Identity Exchange (OIX) founders include:

Executive Members



Why OIX is uniquely qualified to Lead/Drive the Efforts...

Non-profit

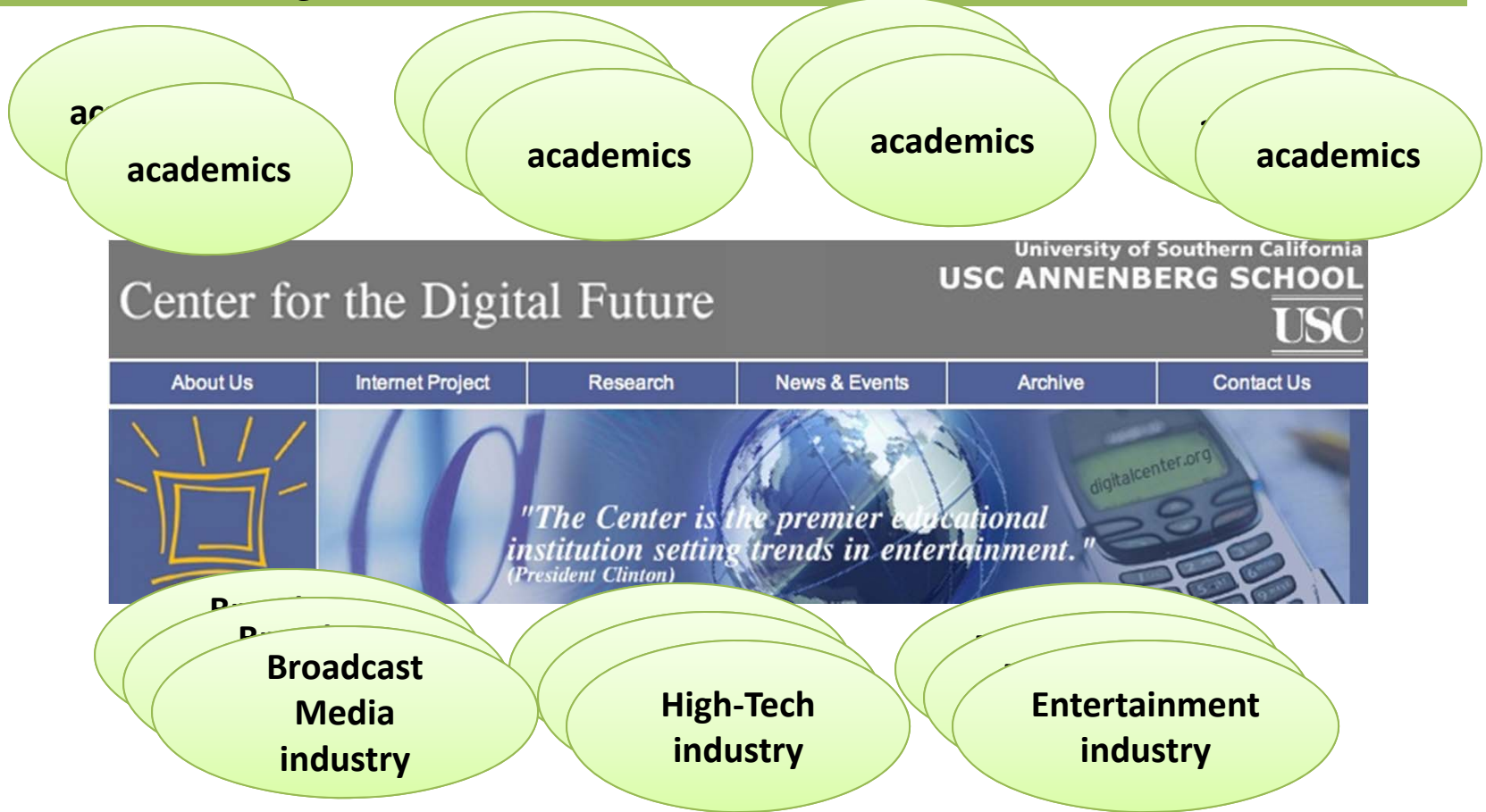
Technology Agnostic

Multi-Tenant
Many trust frameworks

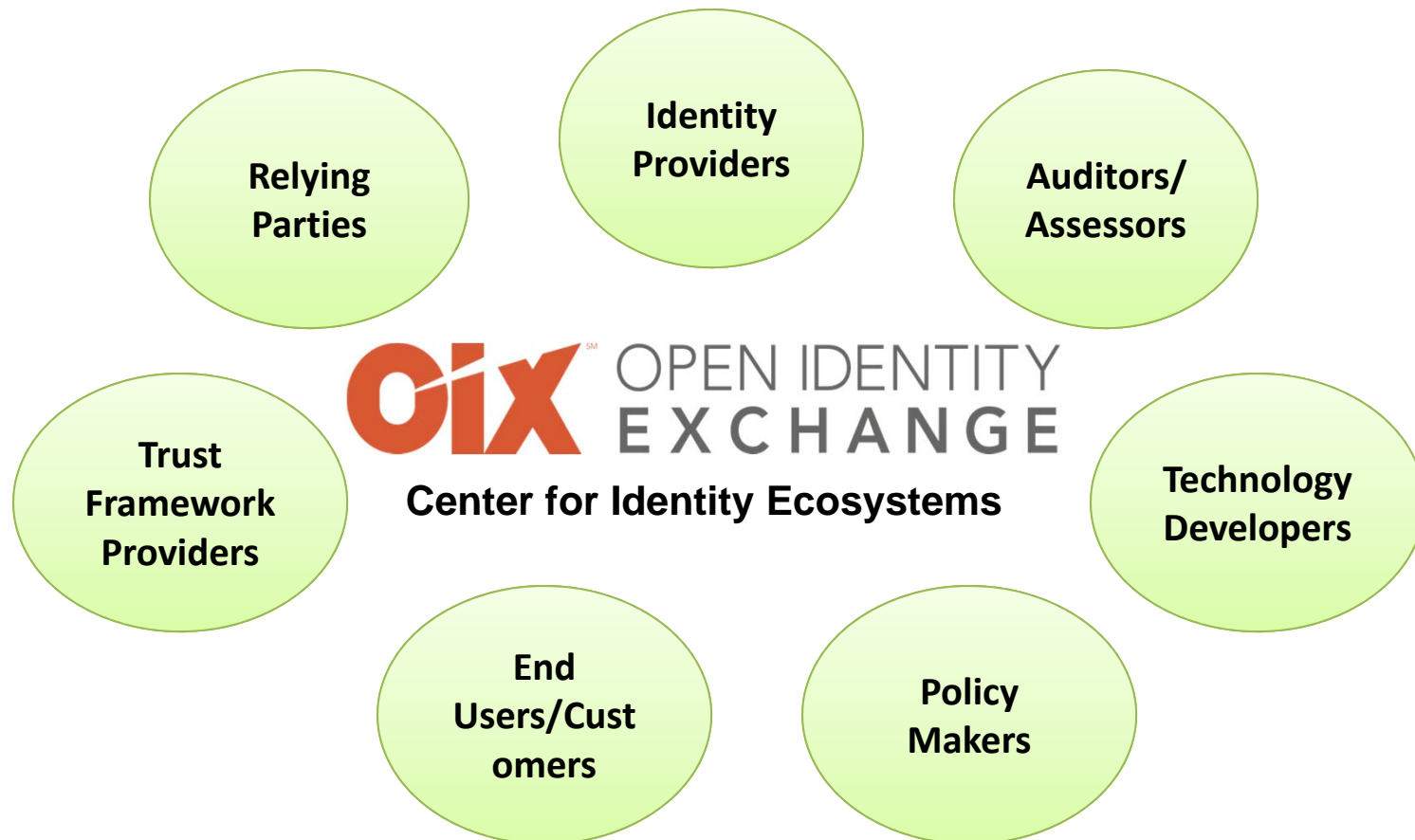
Multi-Channel
Internet & Telco

Spans international jurisdictions

Example: This Center draws people & experts from all over the world...



Similarly, OIX draws people & experts from all over the world...

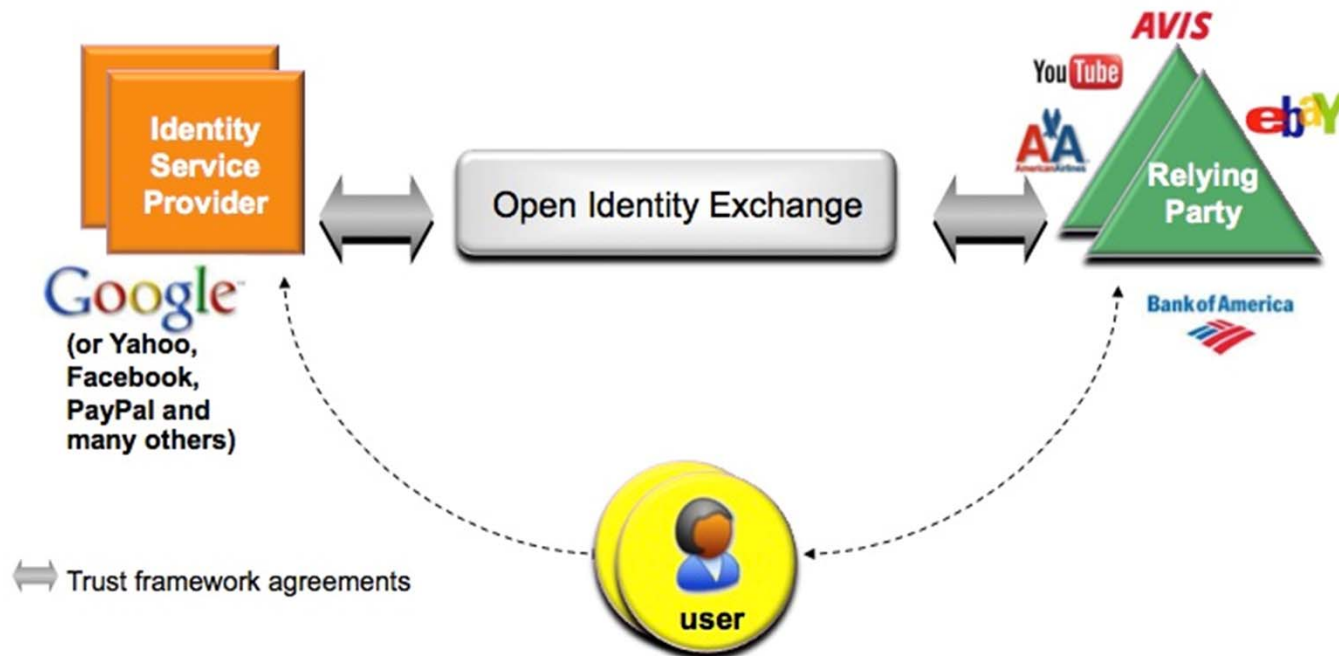


- **Helps Build Trust Frameworks**
 - “Telecom Data Working Group”
 - “Email Attribute Working Group”
- **Offers Valuable Resources**
 - OIX Knowledge Center for best practices learning and discussion
 - OIX Technical Center for technical interoperability
 - Thought Leadership
- **Certifies Compliance**
 - Directly for “US Government ICAM Framework”
 - And with others like Kantara, and iScheme

Defined:

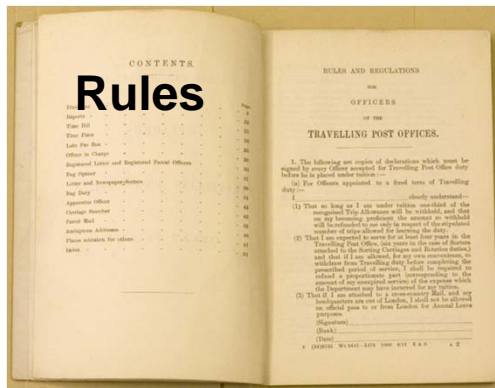
- **Open:** participation is opt-in, market driven, and transparent
- **Identity:** authentication is a critical requirement for market growth and new web services
- **Trust:** results from reliable and repeatable transactions
- **Frameworks:** are systems for technical and policy interoperability

Defined:



Benefit: Interoperable digital identity eases user experience (one sign-in), increases user confidence and strengthens privacy

Consists of:



Policy “Rules” are specific legal duties like privacy protection.



Assurance includes assessment & certification procedures



Technology “Tools” are specific protocols like the OpenID 2.0 standard.

Let's put OIX in context.

- OIX is at the core of the **Center for Identity Ecosystems**.
- Also at the core are the **Knowledge and Technical Centers**.
- And, **Thought Leadership**.





OIX Technical Center

Listing Service

Technical Repository



OIX Knowledge Center

Information
Repository

Public Forum

- **Technical Repository** is a single source for
 - Technical standard documentation
 - Identity scheme documentation
 - Certified product listings
 - Auditors and assessors
- **Listing Service** contains the meta-data descriptions of
 - Identity Providers
 - Relying Parties
 - Trust Framework Interoperability details



OIX Technical Center

Types of queries:

- Which standard applies to the framework my group is creating?
- What software should I use? Which revision?
- Who can assure my TF compliance ?
- What identity providers support my TF?

Slide 19

RJM1

To replace the previous slide.

Ryan J Maley, 2/4/2011



OIX Knowledge Center

- **Information Repository** holds content discussing and describing the rules portion of Trust Frameworks including
 - Liability, fair information practices and privacy policies
 - Policy and legal standards
 - Analysis
- **Public Forum** provides a place for all stakeholder to
 - Discuss
 - Debate
 - Develop consensus and derive solutions for trust-related problems



OIX Knowledge Center

Types of queries:

- Which standard is being used by the U.S. Government ICAM Trust Framework?
- Why was that standard chosen?
- How do I set up an Open Identity Trust Framework?
- What are the legal ramifications?

Slide 20

RJM2

To replace the previous slide

Ryan J Maley, 2/4/2011

- Provide a place to address gaps on Trust Framework marketplace
 - Support development of new Trust Frameworks (working groups)
 - Develop certification programs
- Promote the position of OIX as an industry leader
 - Proactive identification of new work areas
 - Publicize OIX activities

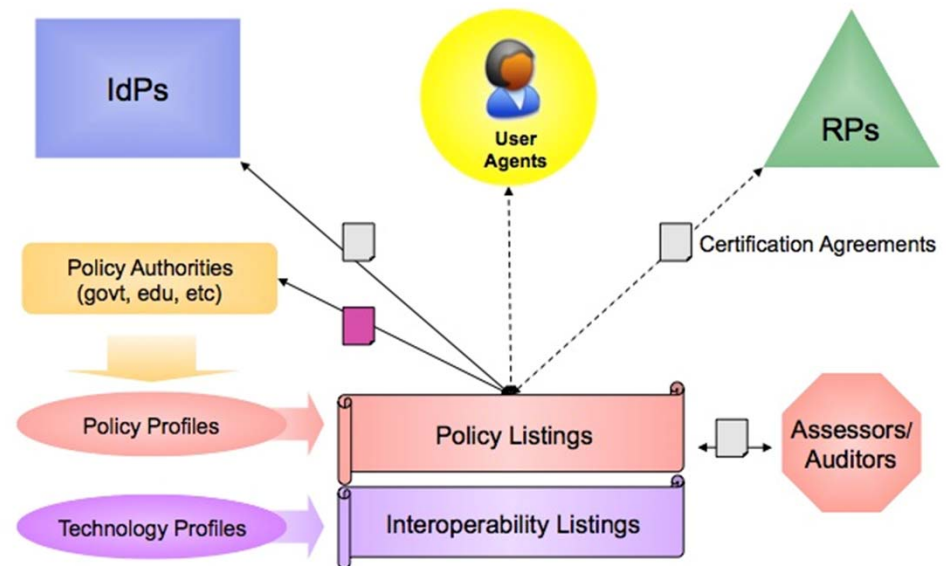


"OIX is the organization where different parties across verticals such as federal, Telco, and healthcare, can come together to address policy challenges through the creation of vertical trust frameworks."

- Nico Popp, VP Identity and Authentication Services,
Symantec
OIX Founding Board Member

Who Should Join OIX?

- ✓ All organizations engaged in the digital identity market who want to become certified identity providers, relying parties, or assessors.
- ✓ Governments, professional associations, non-profit networks, and other communities who want to develop their own trust frameworks.



- ✓ **Access** to a worldwide network of leading organizations and individuals in the identity assurance industry.
- ✓ **Ability to lead** in developing trust frameworks, advisory committees and working groups
- ✓ **Achieve a level playing field** with the global players in the market
- ✓ **Influence** the strategy, direction and policies of OIX



Why do this together?

- **Cost efficiency**
 - ✓ Lowers legal, design, and operations costs
 - ✓ Lowers overhead for assessors, IdPs, and RPs who need to be certified
- **Process efficiency**
 - ✓ Single entity for negotiation of MOAs with trust communities
 - ✓ Will attract other trust communities
- **Effectiveness**
 - ✓ $1+1=3$



Are you interested in getting involved in the OIX community to help shape the future of digital identity?

**Go to the website to learn more:
<http://openidentityexchange.org>**