T-Online Netzausweis

Identity Management in practice

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Identity Management in practice.
Agenda.

- Starting situation and solution „Netzausweis“
- Strategy and putting it into practice
- Challenges and Lessons learned
- Outlook and Conclusion
Starting situation and business challenge to solve.
T-Com’s response to the increasing demand for Identity Management in the online mass market.

In 2002, T-Online expanded its business area to include value-added services and paid content such as VoD for the online mass market.

New products connected to internal services and third-party applications were successfully offered.

This resulted in new challenges for a user-friendly login and access control based on individual subscriptions.

“Netzausweis”, an Identity Management solution based on a centralized AAA architecture, was introduced in 2005.
Identity Management solution for the online mass market. "Netzausweis": Enabling services for simplified Internet usage – more than just Single Login/SignOn.

One Login for the whole Internet – independent of supplier

Easy and secure fill-in of web based forms

Single Login / SignOn

Overview

Account aggregation and starting point for traffic feeding

Data Vault

Age Verification

Law-abiding access to age restricted content and services *

* The possible integration into Netzausweis for 3rd party usage is currently in legal examination and certification process.

„With one Login... ...everything is just a mouseclick away!“
Strategy in Identity Management.
IDM standardization and solutions used at T-Com.

Compliance with convergence-oriented standards supports fast, competitive
development and maximum compatibility of an IDM infrastructure.

All-in solution for the online mass market has only reached a low level of
market penetration to date whereas the Liberty Alliance standards are
gradually becoming state-of-the-art.

Federation must be enhanced in order to be compatible with internal and
third-party services alike. Customer confidence and compliance with legal
restrictions continue to be guaranteed.

This resulted in complex requirements in terms of identity management.
These can, however, be met with an adjusted and reusable ID Management
infrastructure.

Consequently, T-Com concentrates on in-house IDM components while
incorporating standards, such as Liberty Alliance.
Putting the standards into practice.
Roadmap.

Membership in Liberty Alliance:
- Associate Member since January 2004
- Sponsor Member since December 2005

- SOAPE/XML ... by 2004
- ID-FF 1.2 2005
- Enhancing Netzausweis IDM functionalities from 2006 ...

- Recognized for Excellence in Digital IDM
- Integrating ever more external partners
- Integrating international subsidiaries

- Adding interfaces compliant with Liberty Alliance
- Launching Netzausweis
- Gaining experience by integrating own services

- Existing T-Online AAA platform
- Integrating over 100 services
Challenges for implementation.
Case studies at Deutsche Telekom AG.

Login @ “T-Pay”

Login @ “Meine T-Mobile”

Login @ “T-Com Rechnung Online”

The “Netzausweis” enables company-wide login with a Single Login and Single Sign-On.
Challenges and Lessons learned.
Simplified access to all services in a dynamic environment.

Potential partners assume that connecting to “Netzausweis” requires considerable outlay.

Innovative and cross-network services place additional demands on new service features of IDM platforms – not only in terms of security (additional ID services, authentication methods, interfaces to other enabling services, etc.).

Gain experience in the area of new technological enhancements with a view to standards (Liberty Alliance) and customer-oriented solutions (MS Card Space).

Time to market: User-oriented platforms lead to rapid establishment of profile-oriented identities, the management of which can prompt changes in ID Management.
Outlook.
Next steps in Identity Management.

Recognized for Excellence in Digital Identity Management with IDDY2006 ...

... a further impulse for future development to put Identity Management into practice for our partners and customers.

- Introduction of “Netzausweis” in further services and business units of Deutsche Telekom AG.
- Integration of additional third-party services to expand business models, which provide identities and features.
- Logins are becoming “more seamless” based on the new authentication methods and intelligent combinations of them.
Identity Management in practice

Find out more at:

www.netzausweis.info