

Liberty Alliance Sponsored Pre-Conference Workshop on Identity Assurance: **Credential and Assurance Programs for Financial Services Identity Assurance Success**

The financial services sector is leading the industry in innovative new services and processes that utilize key identity information. What information is used, how it is shared and how it is protected has been the topic of much discussion and regulatory guidance, and organizations have struggled to grow their identity deployments outside of the virtual walls of the institution, impeding the growth that many have predicted would take place. The Identity Assurance Framework—a product of work from the global membership of the Liberty Alliance with heavy financial services and government sector input—builds on existing NIST assurance level standards and collaborative input from other organizations. It aims to break through the barriers of growth, providing guidance for the support of mutual acceptance, validation, and life cycle maintenance across identity federations.

**2008 TowerGroup Financial
Services Business & Technology
Conference & Exhibition
May 28, 2008**

Westin Boston Waterfront Hotel
Boston, Massachusetts

This workshop will provide attendees with a solid understanding of Identity Assurance work underway in the marketplace, tangible guidance on what other institutions are doing, and a blueprint for how to get involved. Some technical knowledge is helpful but not mandatory as the bulk of the presentations will focus on business level case studies and the accreditation process. Business line managers, directors of risk management and security, risk and compliance officers, technology strategists, product managers, and marketing officers are encouraged to attend.

1-1:30 pm	Introduction of the Liberty Alliance —Brett McDowell, Liberty Alliance, Executive Director
1:30-2 pm	Banking Industry: Trends and Identity Needs —Don Rhodes, ABA, Director, Risk Management Policy
2-2:30 pm	Introduction of the Identity Assurance Framework: Defining the Framework and Establishing Goals —Frank Villavicencio, Global Transaction Services, Citi, and Co-Chair of the Liberty Alliance Identity Assurance Expert Group
2:30-3:45 pm	Case studies on financial sector application of Identity Assurance Framework and Concepts: Citi and Fidelity —The goal of these case studies is to provide understanding of how the Framework fits into business plans/goals, marketplace alignment being achieved, and foundational guidance on getting started
3:45-4 pm	Break
4-4:30 pm	Introduction of the Accreditation Program and Program Participants —Alex Popowycz, Fidelity Investments, and Co-Chair of the Liberty Alliance Identity Assurance Expert Group
4:30-5 pm	Putting the Accreditation Program to Use: Practice and Next Steps —Roundtable Q&A
4:45-5 pm	Wrap Up/Getting Involved —Brett McDowell

For Liberty Alliance workshop attendees who would like to attend the TowerGroup Conference from May 29-30, TowerGroup is pleased to offer a discounted registration price for qualifying financial institutionals and \$1,395 (normal price \$1,495) for non-qualifying attendees. Please register at:

PRESENTERS



Brett McDowell, Liberty Alliance

As Executive Director of the Liberty Alliance, Mr. McDowell manages the strategic direction of the organization and all aspects of global operations. He works with the Liberty Alliance Management Board and all of its working groups to facilitate the development and adoption of open, interoperable, privacy-respecting network identity standards. Mr. McDowell coordinates Liberty Alliance liaison activities with numerous standards organizations and identity federations worldwide.



Don Rhodes, American Bankers Association

Mr. Rhodes is Director, Risk Management Policy. Mr. Rhodes is responsible for keeping the banking industry apprised of trends in payment system technology and electronic banking. Mr. Rhodes manages the ABA's interests in combating online fraud and in implementing stronger online authentication. Mr. Rhodes represents the ABA with the Financial Services Sector Coordinating Council, BITS, the Financial Services Technology Consortium, the Anti-Phishing Working Group, ANSI X-9, the Payment Card Industry Security Standards Council and serves as a member of the Steering Committee of NACHA's Internet Council. Mr. Rhodes is also responsible at the ABA for issues regarding credit and debit card operations and operational risk management policy issues.



Frank Villavicencio, Citi

Mr. Villavicencio has nearly 10 years of experience in Internet Security and Identity Management, spanning consulting, large implementations, business development, sales, product management and the invention of two awarded patents in the area of web access management, as well as published papers and public speaking engagements. Since the summer of 2007, Mr. Villavicencio has been part of Citi's Managed Identity Services Product Management team focusing on strategic partnership and business development programs at a global level. Prior to Citi, Mr. Villavicencio ran a Product Management team responsible for Access Management and Federation products at Oracle

Alex Popowycz, Fidelity Investments

As Vice President for Information Security at Fidelity Investments, Mr. Popowycz is responsible for all facets of online security and customer privacy for Fidelity's major Internet sites, including www.fidelity.com for retail customers; www.401k.com for corporate benefits customers; and www.streetscape.com for institutional brokerage clients. His responsibilities include application security, identity management, systems security architecture, and enterprise security strategy.