

IDM for the online mass market.

A response to the increasing demand for Identity Management in the online mass market.

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IDM for the online mass market.

Agenda.

Starting point and current solution

- Examples of IDM enhancements
- Challenges and putting it into practice
- Outlook and conclusion



Starting point for Identity Management.

A response to the increasing demand for Identity Management in the online mass market.

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

New products provided through internal services and third-party applications were successfully offered.

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

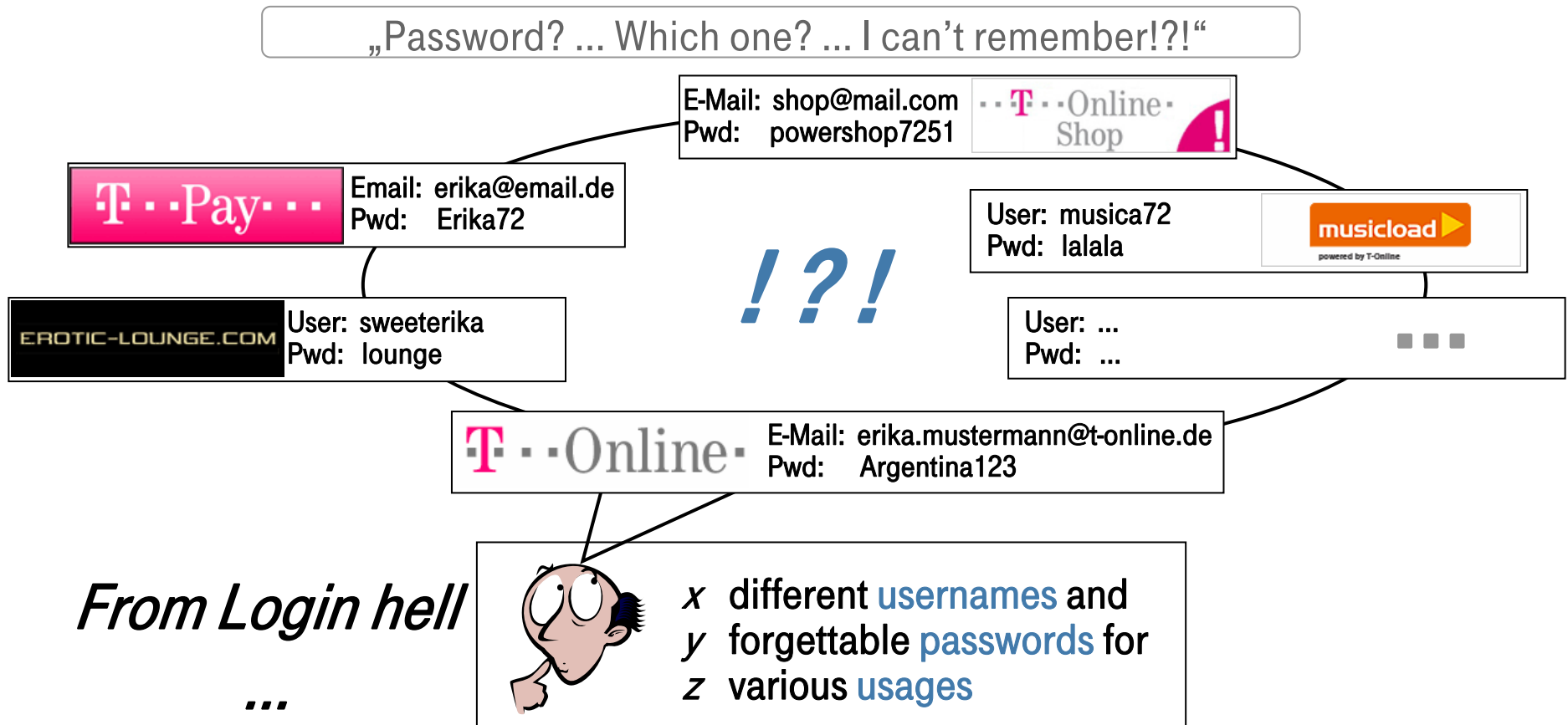


Identity Management was introduced and then steadily enhanced – in accordance with service requirements and customer needs.



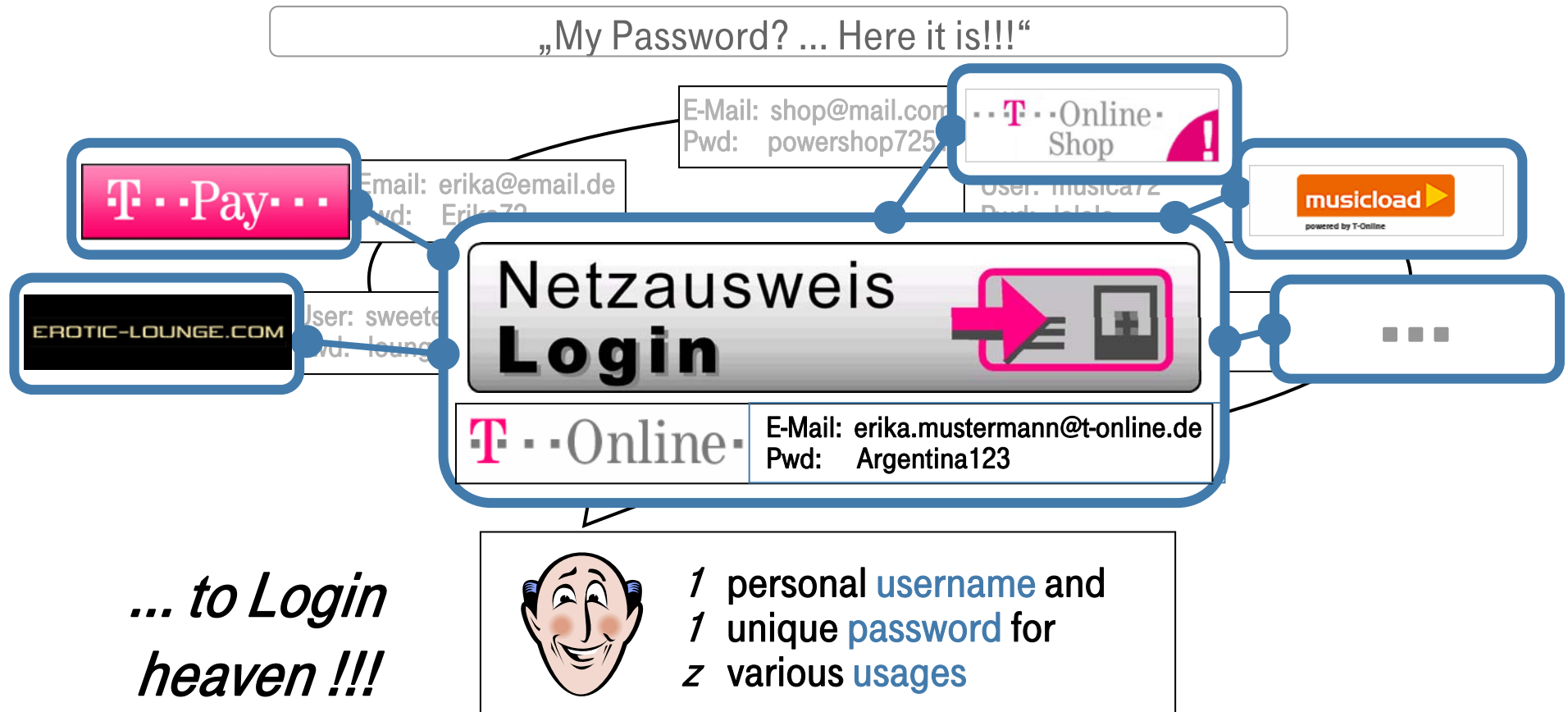
Starting point for Identity Management.

Login & SignOn – the basic barrier.



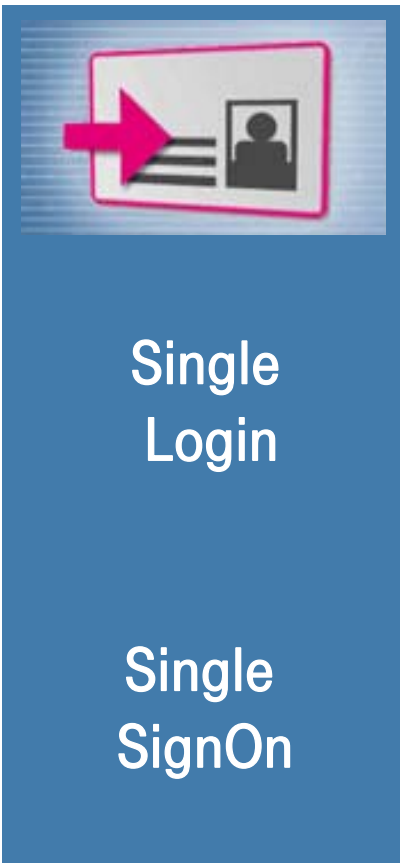
Current solution for Identity Management.

Single Login & Single SignOn – the solution.



Current solution for Identity Management.

Single Login & Single SignOn – major features.



Single Login

Unique login credentials to access a large range of Internet sites.

Single SignOn

After login to one site/application the user is able to access other SSO enabled sites without renewing the login.

Automatic identifications

A user can be automatically identified and logged in.

Login Status (on web portals and within services)

The actual login status is transparent for the user.

Single Logout / Single SignOut

A user can initiate a Logout – including all SSO enabled sites.



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Examples of quick time-to-market IDM enhancements.

Adding new protocol standards.



Product: Netzausweis
Innovation: Adding Liberty-Alliance conformity (standard: ID-FF 1.2)
Duration: 9 months from concept to deployment (2005)

Project steps:

Concept:	3 months
Implementation:	3 months
Testing:	2 months
Sample integration:	1 month



Recognized for Excellence in Digital Identity Management:
“Netzausweis” was awarded as one “Identity Deployment of the Year 2006”.
(Find out more at: www.projectliberty.org)



Examples of quick time-to-market IDM enhancements.

Adding new authentication methods.



Auto Login

Product: „Meine Dienste“ and attached services (e.g. eMail)
Innovation: secure automatic customer recognition via network plus cookie
Duration: 4 months from concept to launch (ifa 2007)



Mobile Authent.

Product: eMail mobil and „T-Online mobil“ Portal
Innovation: secure automatic user identification via T-Mobile phone number
Duration: 4 months from concept to deployment „launch ready“ (ifa 2007)



Mobile user recognition

Product: eMail mobil for T-Mobile web'n'walk („My stuff“)
Innovation: automatic user recognition
Duration: 1 month from concept to deployment (October 2007)



Examples of quick time-to-market IDM enhancements. Integrating new service applications.



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Challenges.

Market trends and their demands for IDM.



Convergence is a main trend in the telecommunications business.

Far-reaching impact on product bundling, service provision, seamless use and the user experience:

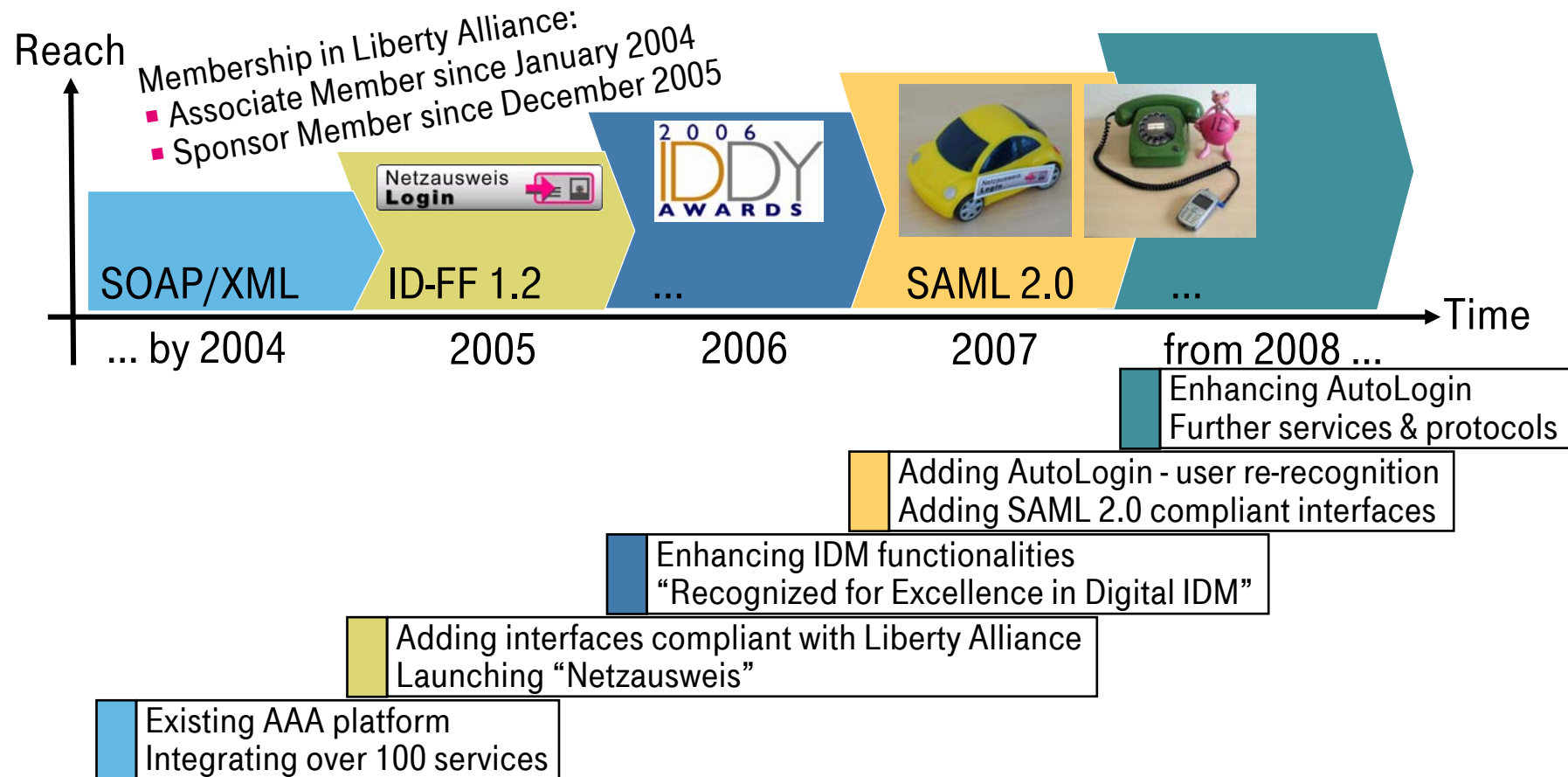
Simple access to services and a high level of customer satisfaction – in terms of usability in the convergent environment of telephony, data, TV and mobile communications.

Complex requirements in terms of Identity Management which can be met by focussing on in-house IDM components and incorporating standards.



Putting it into practice.

Roadmap.



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Outlook and conclusion



Outlook and conclusion.

It takes more than a technical solution.

- An adaptable and reusable ID Management infrastructure increases flexibility and reduces the time-to-market.
- Technology-standards increase reach – by enabling interoperability.
- An up-and-running technical solution is not enough – it must be combined with expertise in integration for enhancements and extensions.
- Gain experience in the area of new technological enhancements with a view to standards (e.g. Liberty Alliance) and customer-oriented solutions (e.g. CardSpace).



Identity Management in the online mass market
has to satisfy many different imperative requirements –
as an independent Enabling Service.



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