

# Citi Managed Identity Services *Case Studies on Identity Assurance*

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Frank Villavicencio

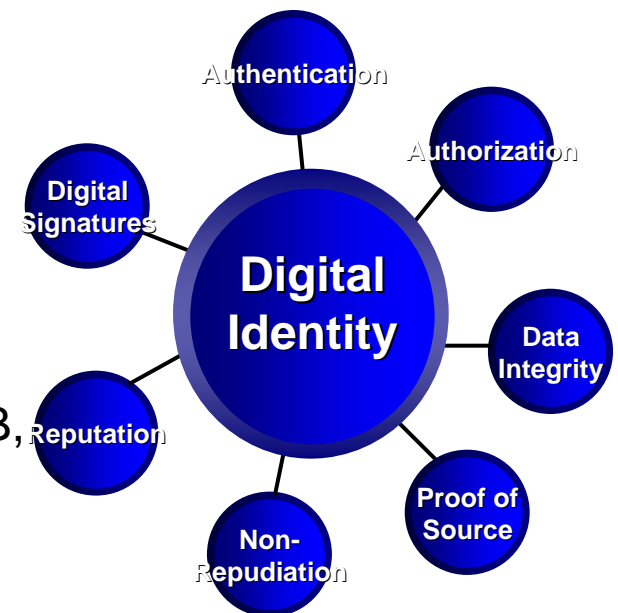
May 28, 2008



# Identity as a Business

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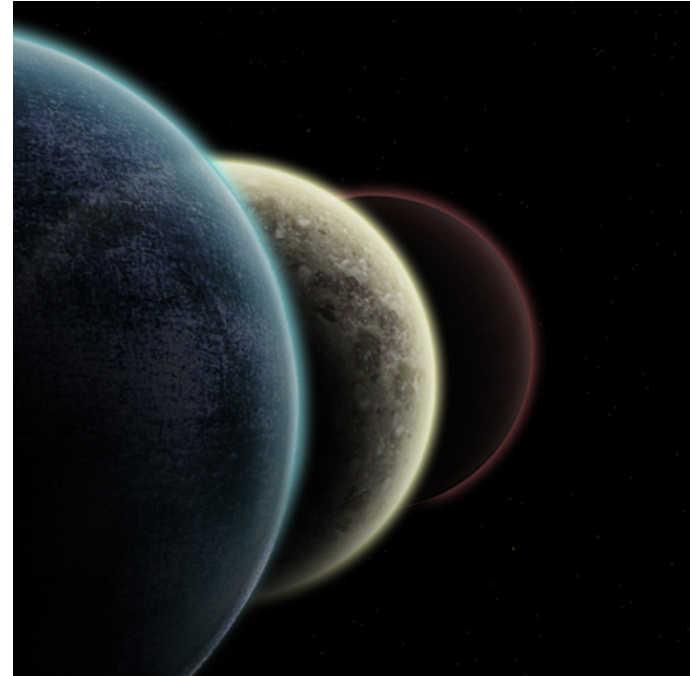
- Increasing number of high-value transactions migrating to electronic
  - Need to confidently know who is transacting
- Complex regulatory landscape demands tighter controls and visibility
- Focus on process optimization, efficiency, cost and environmental footprint reduction
- Blurry organizational and geographical boundaries
  - Hard to distinguish internal vs. external, local vs. global
  - Majority processes involving multitude of parties (B2B, B2C, B2G, G2C, etc.)



# Why Now?

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- Regulatory landscape has propitiated the right conditions
- Maturity and cost of technology
- Acceptance and critical mass around assurance standards

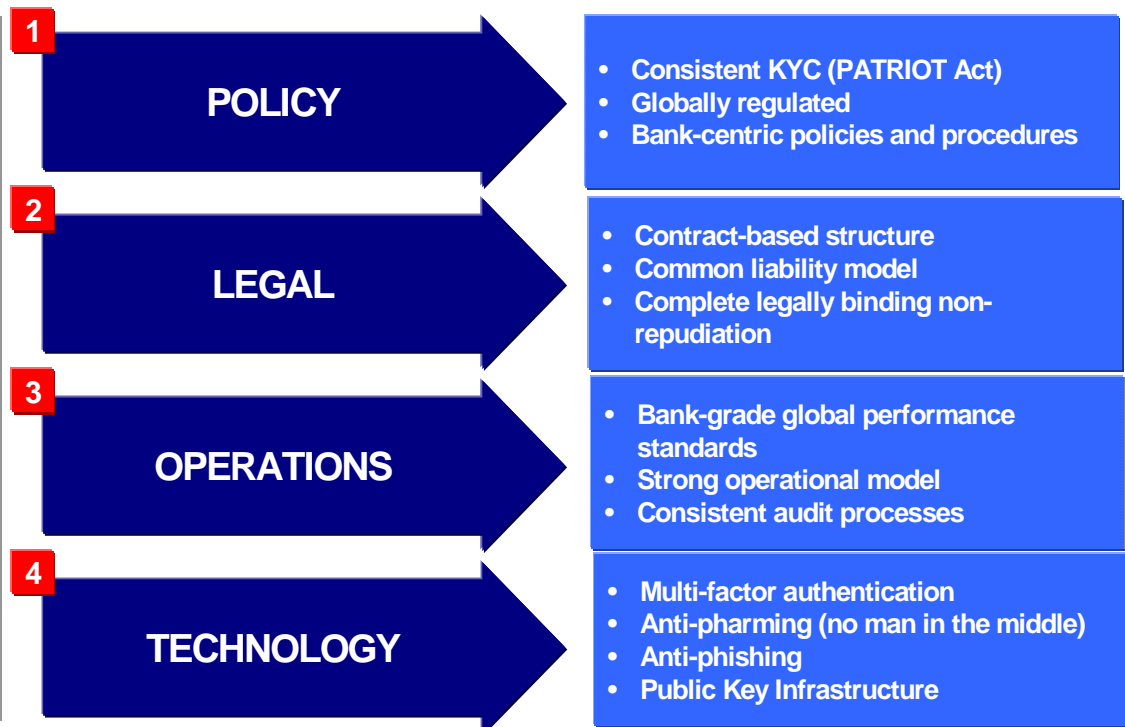


# Business Opportunity

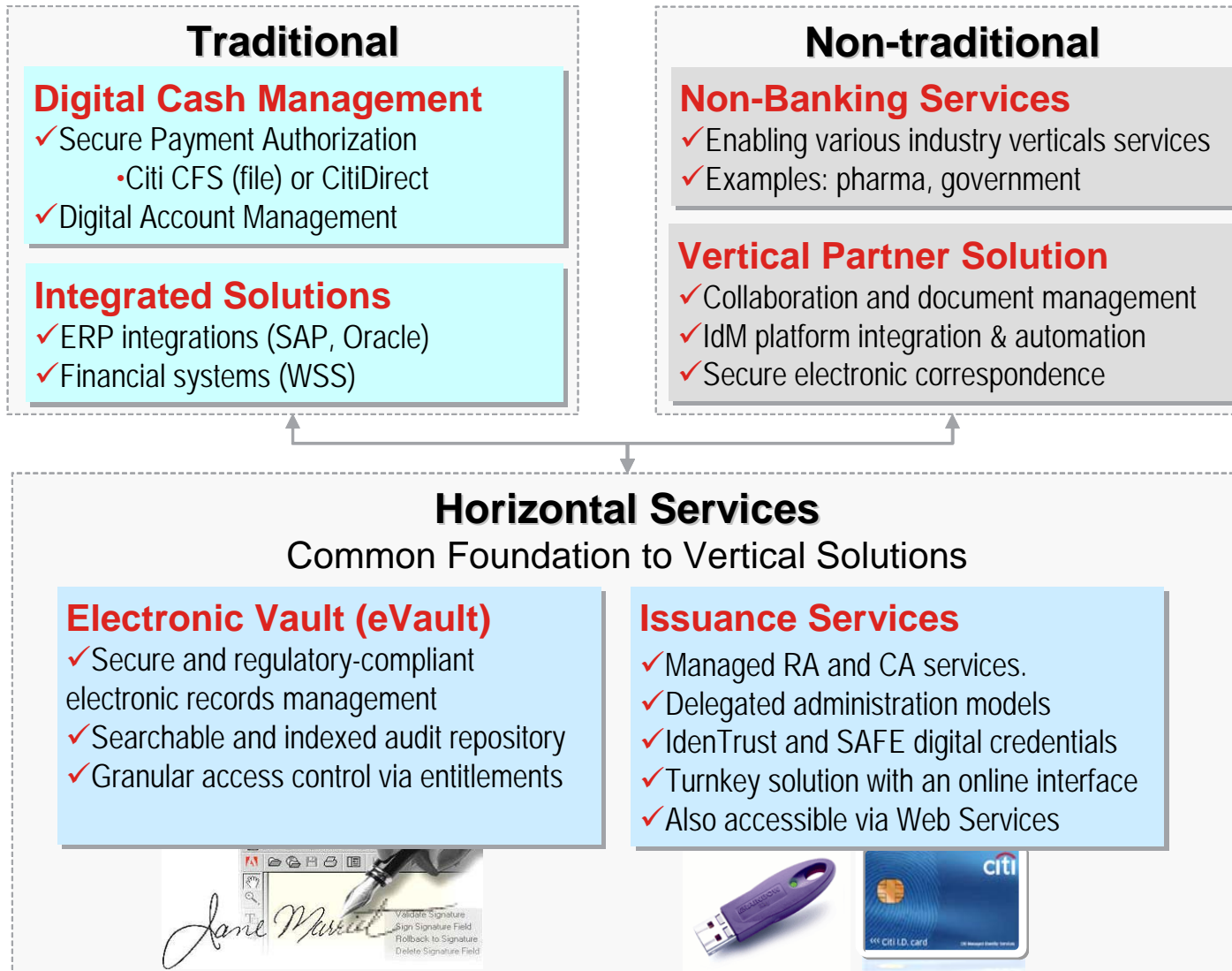
- Need for trusted providers to help organizations mitigate “identity” risks – this goes well beyond technology
- Sense of urgency – needs to be addressed today
- Maturity and viability of technology and standards

## Why Banks?

- ✓ Banks embody key elements needed to mitigate risks
- ✓ Establishing trust in transactions is a heritage to banks



# Citi Managed Identity Services



# Citi's Approach to Digital Identity

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- Digital Identities are enablers – real value comes from applications  
*We believe that “co-opetition” is required*



- Identities should be globally interoperable  
*Hence should adhere to an accepted global standard*

- Drive adoption through innovation and broad collaboration
  - Financial supply-chain
  - Other segments



# Citi's Experience in the Pharma Sector

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## Business Case: Drug R&D process

- Highly regulated and paper-intensive process
- Competitive landscape demands streamlining

## Drivers

- Cost savings, shorten timeframes
- FDA acceptance of digital signatures
  - Other government entities also adopting
- SAFE Biopharma – a common standard for the industry



## Citi's Perspective

- SAFE issuer since 2005 – currently providing services to two global pharmaceutical
- Issuance services complies with EU advanced digital signatures guidelines



# Electronic Bank Account Management

- Authorized signers on bank accounts...paper-based process
- Changes should be as simple as a “search-and-replace”...
- ... but needs the rigor of a contractual process

The image displays two screenshots of the Citibank Digital Account Management interface. The left screenshot shows the 'Add New Account' form, and the right screenshot shows the 'Customer Activation Form'.

**Citibank Digital Account Management - Add New Account**

Legal Entity Name	Aerie Subsidiary 1	Tax Identification Number	15875325
Organization Type	Corporate	Jurisdiction of Incorporation	United Kingd
<b>Business Address:</b>			
Street	Canada Square	Street	Canada Squ
City	Canary Wharf, London	City	Canary Wha
Country	UK	Country	UK
Post Code	E14 5LB	Post Code	E14 5LB
Country	United Kingdom	Country	United Kingd

**Citigroup Branch**: London  
**Citibank**: Full Corp

Buttons: Add Flow, Generate Form, Delete Flow

**Citibank Digital Account Management Customer Activation Form**

Legal Name of Customer: Aerie Subsidiary 1

Business Address:

Street	Canada Square
City	Canary Wharf, London
Country	United Kingdom
Zip / Postal Code	E14 5LB

Legal Address (if different):

Street	Canada Square
City	Canary Wharf, London
Country	United Kingdom
Zip / Postal Code	E14 5LB

Jurisdiction of Incorporation / Registration and Registration Number (if any):  
United Kingdom

Tax Identification Number: 15875325

Type of Organization: Corporate

By signing this Customer Activation Form, the Customer acknowledges the receipt and acceptance of Citibank's General Account Conditions and the terms of any Local Conditions for the countries specified. (Please refer to your Local Conditions for full details to be signed separately.) The Customer requests Citibank to open in its name the Account(s) to be specified in Section 1 of this form or in any other manner acceptable to Citibank.

**REQUESTED BY:**

Signature	[Signature]
Name	33101
Title	
Date	

**APPROVED BY:**

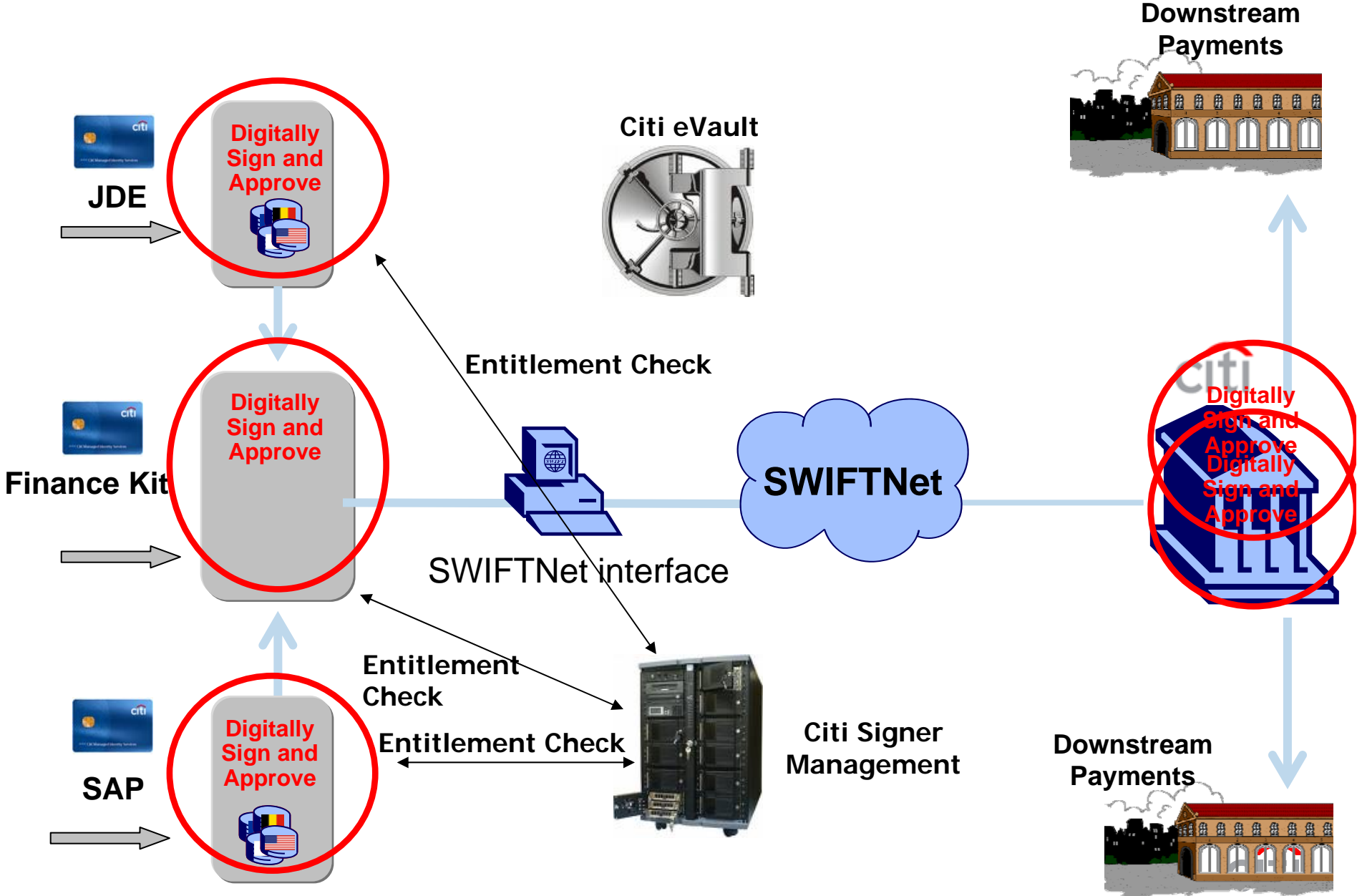
Signature	
Name	
Title	
Date	

**AUTHORIZED BY:**

Signature	
Name	
Title	
Date	



# Digital Signatures in the Payments Process



...so why the need for a common standard?



**LIBERTY ALLIANCE PROJECT**  
Liberty Identity Assurance Framework

certification  
ONLINE



QUESTIONS?

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