Your Customers Benefit with Bluewin Identity Provider

The Key Features of Bluewin IdP for Service Providers

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1 Changing to a Personalised Service World

Despite negative headlines, the Internet and eCommerce remain topical subjects. In particular the discussion has become more technical: with regard to the success of service providers[1] the yardstick is no longer simply the number of users, but rather the number of users that are willing to pay money for a good online service. As such the old economic principles with the quest to gain financial profit also applies for the "New Economy".

This statement is confirmed by a German survey from @facts (see DocRef [3] on page 6; year 2003): Half of the users are prepared to pay for qualified web content. This willingness to pay for content increases the longer the user is online. The bottom line of this is a clear trend indicating the world of free surfing is changing to a paid online service world. This same survey also shows that almost one third of all users expect the web sites to be customised to suit his/her needs, i.e. the content is becoming personalised[2].

1.1 What is the Impact for You as a Service Provider?

For tomorrow's successful service provider, i.e. a successful provider of Internet services, the following applies:

1. The opportunities **for charging Internet users a fee for excellent content** are good (people are already starting to accept this).

2. An important criteria for the success for a service provider is the **personalisation of the offer**; i.e. the user is logged in at the start of the session (Login required).

Bluewin provides a new set of services (together with partners) that ultimately help service providers to implement this new approach of personlisation:

- **Content Billing** under the name of 3rd Party Billing or, put briefly, 3pb, for simple settlement via Swisscom Fixnet invoice.

- **Identity Provider** or, put briefly, IdP, for simplified login, for the personalisation of services and to improve the quality of user data.

- **Content Delivery & Protection** for reliable transfer and protection of the content.

These services are designed to interact seamlessly.

This paper describes the **Identity Provider** service.

1.2 The Big Hurdle for The Internet User

Whereas the above-mentioned survey states a relationship between the success for paid content and the personalisation of this content, other surveys, separated from the topic of paid content, show an identical impression with regard to the benefits of the Bluewin Service Identity Provider for you as a service provider. In 2002, Gartner (see DocRef [1] on page 6) asked users what their key personal concerns are:

Approx. 22%	of interviewees responded with "**Single Sign On**" (abbreviated to SSO) as their key concern. The term SSO describes the process whereby a user only has to log on once to the network and then gains access to a wide range of services from different companies without having to re-logon or to re-register.

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[1] **Service Provider** refers in general terms to a provider of services on the Internet, be it an online shop, an online information service, an online reservation system, etc. These service providers are typically profit oriented, either through content fees directly or indirectly through increased sales of the corresponding services or goods.

[2] **Personalisation** refers in general terms to a user having to log on (login) in order to access a wide range of services. Optionally the service provider can arrange the product range differently to match the user category (e.g. geared to specific user preferences). The user login is contingent on a previous user registration having been performed.

Approx. 26%	of interviewees stated the topic of **Privacy** ("Improve Privacy Online").,i.e. that SSO has to be implemented always in context to maintain or improve users' privacy.
Almost 50%	of interviewees quoted **Payment and Billing Topics** as their key subjects, be it improvements in credit card payment security, support of alternative methods of payment alongside the credit card, and lots more.

Another survey dating from 2003 conducted by Jupiter Research (see DocRef [2] on page 6) again showed a similar impression, indicating two major hurdles in online purchasing: 1) shipping and handling costs for online purchases, and 2) registration/login: **33%** of the interviewees indicated that they abandoned an **online purchase** because the service provider wanted the user to fill in a registration or order form.

2 Where does the User Benefit from IdP?

The Internet user moves through the Internet like Hagrid in the Harry Potter story; armed with a huge bundle of keys. Many keys are required because each lock requires a different key.

The contemporary Internet user also requires a different "key" for each online service. The user's unique key is in the form of a separate combination of user name and password. Internet users are required to register or login again and again to get access to services. When using a service only occasionally (e.g. for a spontaneous online purchase) this is extremely annoying and can detrimentally affect a sale, as indicated above. The Bluewin service Identity Provider acts as a remedy.

In the analogy from above, the contemporary individual has a few keys at his disposal, e.g. one for at home, one for the car, and an entry card ("badge") for all the doors in the firm. In addition to this he also has a case in which to keep them all.

With the Identity Provider service, Bluewin assists the user in managing the (few) keys he/she has while also helping him/her to use the services of the online service providers who use the same key. This enables Bluewin to create a service for the Internet user, helping him/her to move through the (future) personalised web sites simply, without having to register or login each time. In other words, "Single Sign On" (SSO) has been achieved.

3 Where do You Benefit from IdP?

As a service provider, you can benefit from Bluewin Identity Provider in two mainways

- augmented sales potential through a user-friendly service
- reduction of costs

a) Boosting Your Market Potential

As part of IdP, Bluewin offers its users "Single-Sign-On". As a service provider you can capitalize on this, allowing the many Bluewin users (in summer 2003 more than 2 million) significantly easier access to your web site. Your customers, who are also Bluewin customers, come into contact with your web service through a new "User Experience". A user who visits your site for the first time is not forced to register again with his/her personal data. Therefore no mischief is undertaken. A user returning to your site for the second or n[th] time will enjoy the simplicity of a few clicks for completing the order form or another type of transaction–user satisfaction that will result in many return visits to your web site.

By removing the need for a user to login or register repeatedly, a major usability hurdle is removed—a hurdle that was previously responsible for the fact that many users who were initially willing to buy eventually abandoned the shopping.

b) Reducing Your costs and Your Time to Market

Bluewin will handle the daily hassle of the user support process. This includes topics such as "password forgotten" and such. If a user can no longer remember the password, then he or she will call the Bluewin Hotline. Because the user simply has to remember one single combination of username and password—*the Bluewin login*—this   process of "password forgotten" will happen very rarely. For your web site, however, the user no longer even needs to know a user name and password.

This enables you to concentrate more on your core business, leading to leads to cost savings and a faster implementation. The key words here are "*Time to Market*".

4 Bluewin-Service IdP Facts

Bluewin has realised the service Identity Provider in accordance with the international **Liberty Alliance Specifications** (cf. http://www.projectliberty.org/). Your benefits are:

- **An investment in the future**:
  The interface to Bluewin IdP is open and internationally standardised. Therefore the interfaces to other additional identity providers (in Switzerland and abroad) are already realised. At the end of June 2003 Bluewin had a market share of approximately 50%. Therefore, a cooperation with Bluewin is indeed a sensible option for you as a service provider. The Liberty specifications support the process of interacting with more than one identity provider, protecting your investment.

- **Ensuring privacy through a "Circe of Trust"**:
  The Liberty-based Bluewin IdP supports the user in configuring his/her trusted service provider sites, thus stating the service providers in which he/she has confidence. This process is called a personal "Circe of Trust", or CoT. This approach is significantly different from other solutions that place less value on user concerns for enhanced privacy. To ensure privacy, it is essential that the user be able to define the "Circle of Trust" by himself/herself. The Bluewin Identity Provider user can specify at any given time for himself/herself with which service provider he/she will use SSO. The user can also determine which of his/her personal data is exchanged with which service provider. In addition to privacy considerations, this is also an important element for the following point, data protection. This approach will allow you you as a service provider to appear as a trustworthy brand for the Bluewin users.

- **Swiss data protection guaranteed**:
  It is key for the user to know that his/her data is stored at Bluewin and not, for example, at a provider abroad. Trust also means regionalism for the user. He/she knows his/her country, i.e. Switzerland, and always has more confidence in implementations which affect his/her privacy. The user is pleased that the IdP solution from Bluewin corresponds to the Swiss privacy regulation ("Schweizer Datenschutz"). Once again, you as a service provider will appear as a trustworthy brand for the Bluewin users.

For this reason, Bluewin has enhanced its user administration to support the Identity Provider functions. With this the Internet user has access to additional tools in order to set up his/her personal "Circle of Trust". Additionally Bluewin has integrated the Liberty standards into its infrastructure, which are required for the communication with you as service providers.

4.1 Time Schedule And Costs For Bluewin Identity Provider

The Bluewin Identity Provider service is available for selected pilot service providers. In Q4 2004 IdP will be generally available to all interested customers under specified conditions. The price list is available upon request.

If you – as service provider - would like to be part of this group of pilot customers with special conditions, please contact Bluewin (services@team.bluewin.com) for further details. As a service

provider, this will put you a step ahead of your competitors. While they are busy rolling out ideas on personalising their offer, you've already done it.

4.2 Options For Bluewin Identity Provider

Bluewin offers the following two Identity Provider service options:

a) **IdP_Basic**:
   IdP_Basic is a SSO package ideal for service providers who run their own separate user administration and will maintain this in the future. With this you can offer your customers "Single-Sign-On" functionality.

b) **IdP_Complete**: *planned* (not yet up and running)
   IdP_Complete is an integral package designed for for service providers that wish to run their operation without any user administration. The entire login and registration process is performed in an outsourcing method via Bluewin. Your customers benefit from the "Single-Sign-On". The IdP_Complete package will be available in 2005.

Bluewin is also offering the following as supplementary packages:

c) **IdP_Report**:
   IdP_Report is an offline interface allowing service providers to receive data on their customers—data you typically would have to process by yourself without Bluewin Identity Provider.

It's easy to benefit as a service provider from the advantages of Identity Provider. To capitalise on these benefits, you simply have to implement the corresponding Liberty protocols in line with the Bluewin guidelines into your web environment. To ease this implementation, Bluewin also offers:

d) **IdP_ProjMgmt**:
   IdP_ProjMgmt contains the entire Consulting and Project Management package, ensuring that your infrastructure as service provider is adapted to conform with Liberty Alliance specifications and is compatible with Bluewin IdP.

4.3 Bluewin IdP And Billing Scenarios

Depending on the use case, the **3rd Party Billing** and **Identity Provider** (IdP) services make sense for you as a service provider:

- **Narrowband Services and Content**:
  If you wish to offer narrowband content, requiring the user to first logon, then it is sensible to implement both Bluewin services IdP and 3bp. The term Narrowband content refers to publications from publishing companies, specialist articles, current events, background reports, surveys, etc. If you only wish to provide standardised content then 3pb on it own would suffice.

- **Broadband Services and Content**:
  Broadband content includes music, games, videos, and the like. With broadband content, personalisation imposes itself to a greater extent than for narrowband content. If you are a broadband content provider it is advisable to deploy both Bluewin services IdP and 3bp.

- **Online Shop**:
  If you wish to provide goods ("hard goods") in an online shop, then the Bluewin service IdP is just the thing you need. With this you can relieve users—your customers—of any need to register or login multiple times.

- **Reservation Services**:
  Another example is reservation services, which your customer will pay for at a later stage. Reservation services are practical where you are an operator of restaurants, cinemas, sport clubs, limousine services, hairdresser salons, or even a garage for changing tires. Once again the use of IdP from Bluewin is advisable.

5 The B2B offering of Bluewin

Bluewin is the leading Internet service provider in Switzerland and provides a broad range of services for **Internet users**. Bluewin also provides a range of services geared at **business clients**. This enables business clients to provide innovative services on their own as a service provider. These services for business clients from Bluewin encompass the following:

• ADSL Internet access for small businesses

• HostCentre, in order to operate company web sites in a secure environment

• HomepageTool, in order to be able to create your own homepage easily

• Advertising, for efficient advertising on Bluewin

• **3rd Party Billing** (3pb) for the billing of content via existing billing options at Bluewin (telephone invoice Swisscom Fixnet)

• **Identity Provider** (IdP), to enable personalised offerings to be created and in order to eliminate important registration barriers for users willing to buy

• **Content Delivery & Protection** to generate sales from the new services through protection of the content and through assurance of its distribution (streaming)

Bluewin operates its infrastructure in two secure computing centres in Switzerland. At both sites the most important components are designed redundantly,enabling Bluewin to achieve a high degree of availability and safety against failure.

5.1 Referenced Surveys

DocRef [1] Gartner Group: Missing Identities: The Truth Behind Web-Based Identity Services; Avivah Litan: 2002

DocRef [2] Jupiter Research: Improving Registration Conversion; David Daniels; RET03-U07; 9. Jul. 2003

DocRef [3] @facts-Studie: Jeder Zweite zahlt für qualitativ hochwertige Web-Inhalte (Every second person pays for qualitative, high-grade web content); 29. Apr. 2003

DocRef [4] EarsAndEyes: Content: Die Hälfte würde zahlen (Content: Half of them would pay); 24. Aug. 2001