

LIBERTY ALLIANCE PROJECT

Liberty Alliance Project

Setting the Standard for Federated Network Identity

Privacy, Identity Management and Services using Liberty technologies in Mobile Environment.

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Nokia Mobile Software
Strategic Architecture

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Identity Management

- **Rise of electronic networks:**
 - Need stronger or relevant (business related) use of identity verification and authorization
 - Company extranets
 - Online trading
- **Identity fraud (#1 consumer complaint):**
 - Worldwide monetary losses from identity theft were approximately \$8.75 billion in 2002, and are expected to triple to roughly \$24 billion in 2003*
- **Importance of Identity Management crosses industries and sections:**
 - It is required in any B2C, B2B or B2E transaction whether the entities are private businesses or governmental organizations

* Aberdeen research

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Federated Identity & Identity Management

- **Federation reflects how relationships are kept in the real-world**
 - Not all identity information is held in one place
 - No centralized single point of failure
 - Opportunity for any trusted business to become a trusted identity provider
 - More than single sign-on
- **It's how personal information is authenticated, shared and managed**

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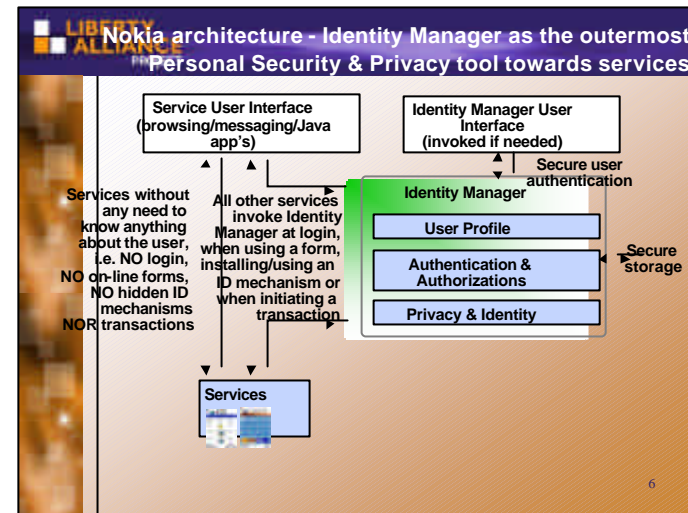
What is the Liberty Alliance ?

- A **business** alliance, formed in Sept 2001 with the goal of establishing an open standard for federated identity management
- Global membership consists of consumer-facing companies and technology vendors as well as policy and government organizations
- The only open organization working to address the technology and business issues of federated identity management

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LIBERTY ALLIANCE PROJECT Some current challenges for Mobile Industry (related to Identity Management)

- Tightening privacy legislation in EU – use of MSISDN (phone number) as an identifier automatically attached to outgoing HTTP-requests becomes questionable
- Number portability makes it difficult to associate a phone number to a certain provider of services – needs to invent a new reference mechanism
- Many of the mechanisms used in Fixed internet, based on HTTP redirect, cause too many round trips and delays in mobile environment
- Consumer awareness and concern over generic privacy and misuse use of personal information is growing, need for a “trusted” environment
- A mass market phone doesn't have full keyboard, and is not likely to have one in the foreseeable future -> data entry difficulties -> service adoption problems
- User's want personalized services to get quicker access to the content they want, mobile phone screen is small, can present only a limited amount of information – personalization is key, do not compromise user's privacy unnecessarily when doing this
- To solve Identity Management, including personalized service access, do not create a mobile specific, but a mobile aware solution. This drives adoption both in Mobile and Fixed internet
- **Make the life of user and service provider easy, but trusted and secure** ⁵



LIBERTY ALLIANCE PROJECT Before Liberty Use Case

The screenshots show a user logging into a portal. The first screen is a 'Login' form with fields for ID and password. The second screen shows a 'Welcome' message and a list of services. The third screen shows the user selecting a TV site, which prompts for a TV site ID and password. The fourth screen shows the user logged in to the TV site.

- Timo must log-in to portal with an ID and password
- After selecting a TV site he must log-in again
- Log-in's like above can require 80+ clicks and more than 30 seconds of time on a typical mobile phone keypad
- Users often give up in frustration, limiting use of mobile data services

LIBERTY ALLIANCE PROJECT After Liberty Use Case

The screenshots show a user logging into a portal. The first screen shows a list of services with 'TV site' selected. The second screen shows a 'Welcome' message and a list of services. The third screen shows the user logged in to the TV site.

- Timo has chosen to link his three favorite sites
- When Timo logs into the portal, the mobile operator automatically authenticates him
- Timo clicks on the TV and is automatically signed-on
- Timo goes to his bookmarks and instantly logs-on to his email

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Thank You

Questions ?

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Additional material

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Liberty Alliance Vision

Mission:
To serve as the premier open Alliance for federated network identity management & services by ensuring interoperability, supporting privacy and promoting adoption of its specifications, guidelines and best practices.

Goals:

- Provide open standard and business guidelines for federated identity management spanning all network devices
- Provide open and secure standard for SSO with decentralized authentication and open authorization
- Allow consumers/businesses to maintain personal information more securely, and on their terms

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Defining Liberty

<p>Liberty Alliance IS...</p> <ul style="list-style-type: none"> • IS a member community delivering technical specifications, business and privacy best practices • IS providing a venue for testing interoperability and identifying business requirements • IS developing an open, federated identity standard that can be built into other companies' branded products and services • IS driving convergence of open standards 	<p>Liberty Alliance IS NOT</p> <ul style="list-style-type: none"> • IS NOT a consumer-facing product or service • IS NOT developed and supported by one company • IS NOT based on a centralized model
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The Business Case

The Role of Federated Identity in Web Services

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"Federated Identity Management is a strategic capability that will solve real business problems"

Burton Group, July 2003

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The Problem Today

- Companies need solutions
 - How to leverage new trends to generate revenue
 - How to lower lower costs
 - And still address customer worries about privacy & security
- Companies are spending billions of dollars on Web Service projects (figures vary by analyst)
 - Very few enterprises have completed projects
- Current barriers to wide-scale adoption
 - Lack of technical standards for managing identity
 - Lack of interoperability between products and services
 - Lack of a federated model
 - Lack of privacy and security best practices
 - Lack of business best practices

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LIBERTY ALLIANCE PROJECT Identity problems exploding:

- No common method to approach identity
- Fragmentation of customers identities across different many different sources
- Growing privacy / regulatory pressures
- Increasing potential and risk of identity theft
- Convergence of internet and mobile world
- Desire to provide higher value-add services to customers

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LIBERTY ALLIANCE PROJECT Industries Ready for Federated Identity

Wireless

- Number Portability Act – enabling customers to retain their mobile phone number when changing carriers
- Emerging privacy legislation makes use of phone number as an identifier towards services quite difficult
- Limited data entry capabilities (small screens, small keypads)
- Users want immediate access to personalized services
- Exploitation of data services and m-commerce

Finance

- State and national legislation driving need to protect privacy and identity
- Increasing opportunity to drive new partnerships and initiatives dependent upon identity initiatives

Healthcare

- HIPAA legislation – organizations are responsible for ensuring identifiable information is protected while stored or in transit

Government

- Increasing incentives for e-filing and online tax returns
- Bush administration's eAuthentication mandate (led by GSA)

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Liberty Progress & Momentum

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LIBERTY ALLIANCE PROJECT Recent Accomplishments

January 2002 – Liberty begins specification development

July 2002 – Liberty releases Phase 1 specifications

April 2003 – Liberty releases Phase 2 specification drafts; demonstrates interoperability among 20 products; donates Phase 1 specifications to OASIS (SAML)

June 2003 – Liberty releases first business guidelines; releases Phase 1 Japanese specifications

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LIBERTY ALLIANCE PROJECT **Increasingly Diverse Involvement**

- Growth in government, non-profit and education sector involvement
 - GSA, DoD, Canada Post, Hong Kong Post, Royal Mail, TRUSTe, Universitat-Hamburg, U. of Chicago, ISTPA
- Close relationships with other standards groups
 - OMA, OASIS, The Open Group, Internet2
- Increasing global involvement
 - 25% of members are headquartered in Europe/APAC

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LIBERTY ALLIANCE PROJECT **Liberty Alliance Members**

More than 150 member organizations globally
 Driven by end-users, government orgs and vendors
 Led by Technology, Business and Public Policy Expert Groups

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LIBERTY ALLIANCE PROJECT **Liberty-enabled products & services**

Communicator (available)	NTT (TBD)
Computer Associates (Q4*)	NTT Software (available)
DataKey (available)	Oblix (2004)
DigiGan (Q3*)	PeopleSoft (available)
Ericsson (Q4)	Phaos Technology (available)
Entrust (Q1 2004)	Ping Identity (available)
France Telecom (Q4 2003)	PostX (available)
Fujitsu Invia (available)	RSA (Q4)
Gemplus (TBD)	Salesforce.com (TBD)
HP (available)	Sigaba (available)
July Systems (available)	Sun Microsystems (available)
Netegrity (2004)	Trustgenix (available)
NeuStar (available)	Ubisecure (available)
Nokia (2004)	Verisign (Q4*)
Novell (available)	Vodafone (2004)
	WaveSet (available)

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Delivery dates being confirmed

LIBERTY ALLIANCE PROJECT **Sample Download Statistics**

SourceID enables Liberty federation and SSO and is a good indicator of Liberty interest. Download statistics below*

- More than 1,000 downloads in 100 days
- Majority of downloads are by global 1000 corporations
- 72.85% are from companies *not* members of the Alliance
- 22.8% of the downloads are from governmental or academic institutions
- Telecommunications/wireless, financial services and manufacturing sectors have highest number of downloads

Immediate interest in Liberty's Phase 2 specifications

- Approximately 5,000 downloads of specification-related documents from Liberty's website three weeks following launch
- 800 downloads of Liberty's Privacy Best Practices document from Liberty's website three weeks following launch

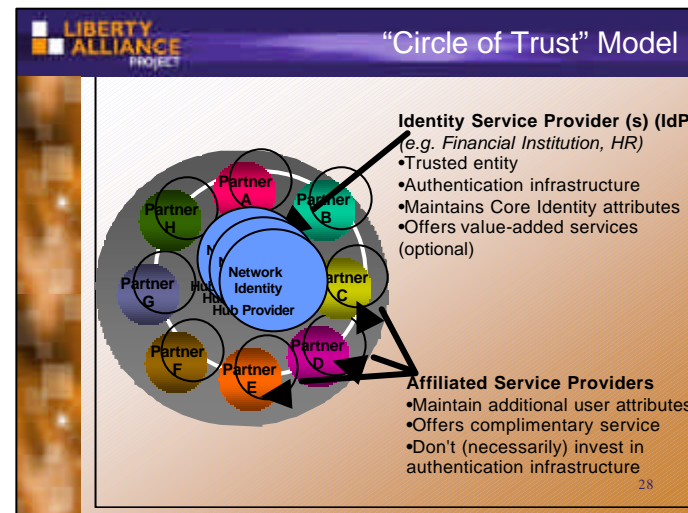
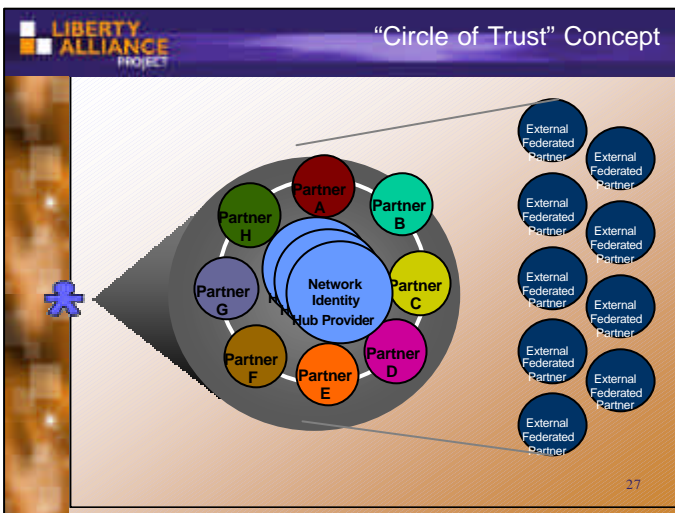
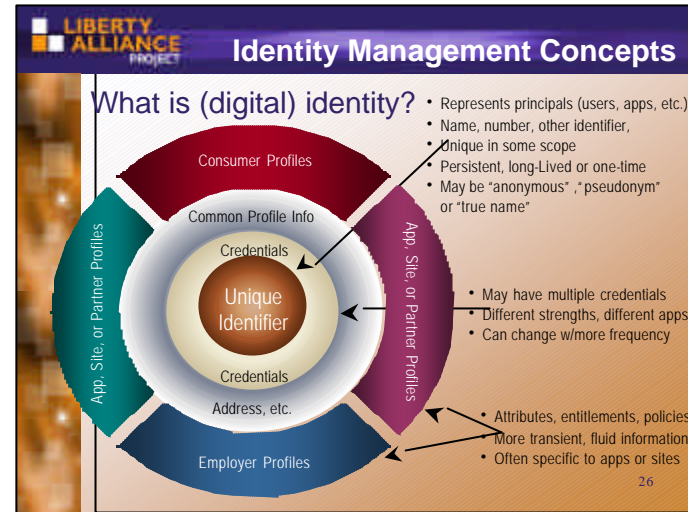
*SourceID sponsored by Liberty member Ping Identity Corporation

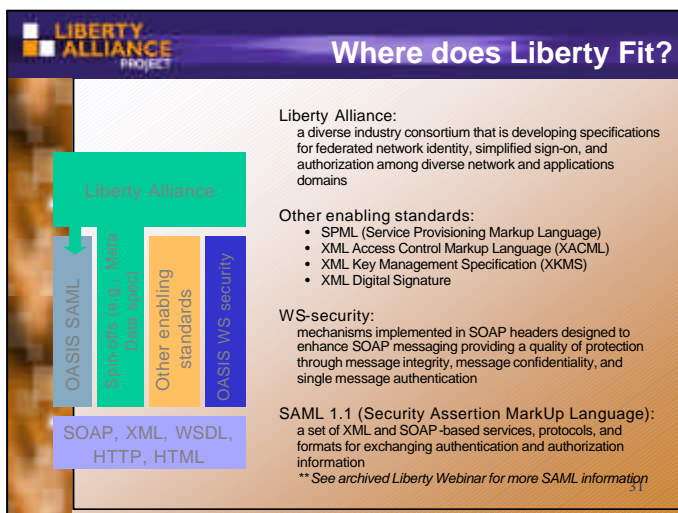
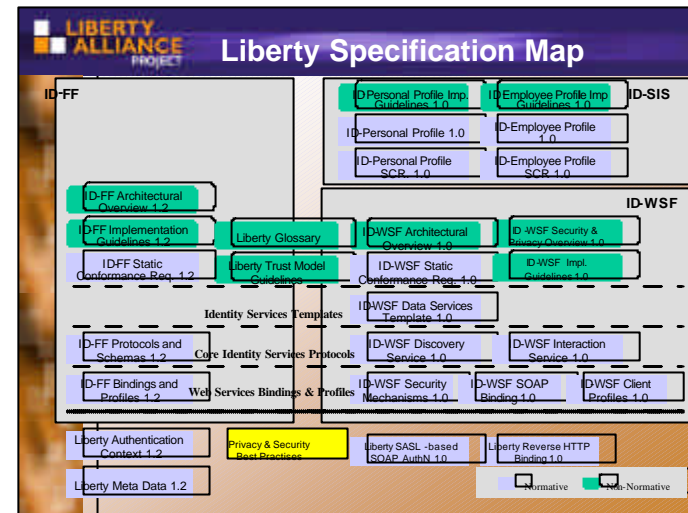
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Circle of Trust Concepts & Liberty Architecture

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What Should You Do Now?

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 **Liberty Alliance solves the identity crisis**

- . The only global body working to define and drive open technology standards and guidelines for federated identity
- . Addresses business, policy and technical issues associated with federated identity
- . Alliance of global organizations working together to enable the deployment of identity-based web services
- . Consider joining the Alliance

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 **Additional Information**

Learn more about the technical aspects of Liberty Alliance
Free webinar from HP
"Federated Identity"
www.presentationselect.com/hpinvent/archives.asp

See the specifications and white papers at
<http://www.projectliberty.org>

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