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

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European Identity Conference, Liberty Alliance Standards Workshop
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.

‟Password? ... Which one? ... I can’t remember!?!‟

From Login hell
...

X different usernames and
Y forgettable passwords for
Z various usages
Current solution for Identity Management.
Single Login & Single SignOn – the solution.

„My Password? ... Here it is!!!“

... to Login heaven !!!

1 personal username and
1 unique password for
z various usages
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.

<table>
<thead>
<tr>
<th>Product</th>
<th>Innovation</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>„Meine Dienste“ and attached services (e.g. eMail)</td>
<td>secure automatic customer recognition via network plus cookie</td>
<td>4 months from concept to launch (ifa 2007)</td>
</tr>
<tr>
<td>eMail mobil and „T-Online mobil“ Portal</td>
<td>secure automatic user identification via T-Mobile phone number</td>
<td>4 months from concept to deployment „launch ready“ (ifa 2007)</td>
</tr>
<tr>
<td>eMail mobil for T-Mobile web’n’walk („My stuff“)</td>
<td>automatic user recognition</td>
<td>1 month from concept to deployment (October 2007)</td>
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</tbody>
</table>
Examples of quick time-to-market IDM enhancements.

Integrating new service applications.

**Product:** Web 2.0 Partnering

**Innovation:** SSO-Integration of four Web 2.0 services

**Duration:** 3 months from concept to launch (IFA 2007)

- SingleSignOn
- Partner Integration

- Q & A Community
- Social Bookmarking
- Social News Ranking
- Movie Recommendations
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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.

Membership in Liberty Alliance:
- Associate Member since January 2004
- Sponsor Member since December 2005

SOAP/XML... by 2004

ID-FF 1.2 2005

IDM functionalities
“Recognized for Excellence in Digital IDM”

SAML 2.0 2006

Adding AutoLogin - user re-recognition
Adding SAML 2.0 compliant interfaces

2007

from 2008 ...

Enhancing AutoLogin
Further services & protocols

Adding interfaces compliant with Liberty Alliance
Launching “Netzausweis”

Existing AAA platform
Integrating over 100 services
IDM for the online mass market.

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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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European Identity Conference, Liberty Alliance Standards Workshop
April 22, 2008