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Building Trust in Online Transactions

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Open Identity Exchange (OIX) White Papers focus on hot issues and opportunities in emerging identity markets. OIX white papers are driven by the needs of the members but the goal of each white paper is that they stand on their own to deliver value to the identity ecosystem as whole.

OIX White Papers are always pragmatic, transparent and take one of two perspectives: a retrospective report on the outcome of a given project or pilot or a prospective discussion on a current issue or opportunity.

OIX White Papers are authored by independent domain experts, are made freely available on the OIX website and are intended as summaries for a general business audience.

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Research Report for Digital Sources of Trust 2: The Digital Sources of Trust 2 (DSOT 2) Discovery Project looked to understand how documents produced by Issuing Authorities (IAs) such as colleges, could be used as part of a validation process by Identity providers (IdPs). In particular, it tested the user journey with the use of a technology that could validate the authenticity of a paper document and the data in the document (e.g. name, address,course) for a 'thin file' demographic.
Author: James Boardwell, Rattle. Published: December 2014

Shared Signals - Protecting the Identity Ecosystem: This paper gives an overview of an Open Identity Exchange UK discovery project run to explore the potential for a "Shared Signals" model (the exchange of "trust" and metadata, rather than personal data) to increase shared trust in the Identity Ecosystem between Identity Providers (IdPs), Email Providers (EPs) and Service Providers (SPs).
Author: Andrew Nash, Confyrm Inc. Published: November 2014

Generating Revenue and Subscriber Benefits – An Analysis of: The ARPU of Identity This white paper analyses the "ARPU", Average Revenue Per User, that is the telco industry's favourite four letter word. ARPU is a measure of monthly revenue divided by the total number of end-user customers. In this white paper we will review how and why telcos can and should play a stronger role in the identity industry. We will also provide a financial model for how various aspects of identity management can contribute to ARPU. Additionally, we will highlight some of the challenges facing the identity industry as a whole and some of the issues telcos will have to face as they navigate their way through the identity ecosystem.*Download the ARPU-I Worksheet*

Author: Scott G R Rice, PacificEast Published: October 2014

Trustmarks in the Identity Ecosystem: Definition, Use and Governance As the identity ecosystem evolves and grows, discussions of trust marks are becoming more frequent. Trustmarks, privacy seals, certification marks and heir like are a common feature of the online landscape. This paper draws together a broad range of ideas and contexts for trust mark usage so a to distill a set of terms, concepts and considerations that are most useful to the identity management community.

Author: Dr Gilad L. Rosner Published: September 2014

Lloyds with Callsign: Associating a bank with issuing an identity assurance credential that allows access to Government services Banks have long been the holders and guardians of personal information relating to their millions of customers such as name, address, phone numbers, financial history, etc. Moreover they go through rigorous verification processes to ensure this information is accurate and that their customers are who they say they are. As digitisation of daily life continues to develop at a pace, including the growth of mobile banking, it seems natural for banks to examine ways in which they can help their customers to access a range of services in a way that is safe, secure and convenient for the individual, and provides accurate and trustworthy identity data for the relying party.

Authors: Cassie Robinson and Helen Wall Published: September 2014

Matching Service: Data Matching in the Identity Ecosystem Adoption of an external digital identity asserted by the users Identity Provider requires the organisation to 'match' the identity details to customer records within its own systems. This paper has been written as phase one of a discovery project into the matching service element of the identity ecosystem. It explains why it is required, what is already being done by organisations in the area of matching and, of that, what could potentially be reused. Additionally it explains the current challenges faced by organisations such as the service providers and attribute providers who will need to implement data matching in order to adopt and maximise the benefits of identity assurance.

Authors: Emma Lindley, Innovate Identity Published: September 2014

Warwickshire (2): Can attribute provision, together with identity assurance, transform local government Services? Identity assurance is key if we are to enable the digital by default strategy. It provides a means of common access to services across central and local government. But the bigger opportunity arises when we can access and use data. We call this "attribute provision". This is when it becomes possible to transform services. This white paper reports on the learnings of the Warwickshire County Council Discovery Project that considered how attribute provision can be enabled through the identity assurance infrastructure. This is a practical way to achieve what has long been talked about, a digital infrastructure that enables data to flow freely, cheaply, securely and with the permission of the service user, to underpin the delivery of services online.

Authors: Ian Litton, Warwickshire County Council and Rob Laurence, Innovate Identity Published: September 2014

South Yorkshire (2): Challenges in Digital Identity Digital "inclusion" and "uptake" are two of the most interesting,

and possibly biggest challenges in the adoption of a ubiquitous digital identity. Are critical questions in this context are: How do we increase the amount of people that can gain acceptance and access to a digital identity, even in the most difficult to reach demographics in the UK? Secondly how do we ensure they understand and want to use this identity across more than service, gaining maximum benefit for all? This small scale project focuses on these two challenges.

Authors: Emma Lindley, Innovate Identity and Gary Simpson, South Yorkshire Credit Union Published: March 2014

Economics of Identity Individuals and businesses are moving rapidly to a digital and mobile way of doing business with each other. The more we interact and transact online, the more important online identity becomes. Without it the growth of online commerce – and therefore the economy as a whole – will be constrained. This white paper examines the size and potential of the UK market for identity assurance.

Authors: Alan Mitchell & Jamie Smith, Ctrl-Shift Published: June 2014

xMNO project: Exploring the Role of Mobile in Digital Identity Assurance This white paper summarises the outcomes from the UK's first mobile network operator alpha trial. Mobile phones are increasingly becoming the device of choice for digital transactions and the Cabinet Office wanted to understand the role mobile network operators might play in establishing trust in such digital transactions.

Author: Nick Foggin, Independent Consultant Published: June 2014

Video

Internet Life Verification (ILV): Social Login, Data and Digital Identity This white paper summarises the findings from an investigative project on the subject of internet life verification (ILV), the process by which an individual's identity can be verified through analysis of their online activity taken from social networks.

Authors: Nicola Turnill and Emma Partridge, Blue Marble Research Published: September 2013

South Yorkshire (1): Bridging the "Digital Divide" This project looks at the challenges with one of the hardest demographics to address, those who potentially do not have traditional forms of identity documentation (e.g. passports and driving licences) or digital footprints (e.g. bank accounts or electronic records on the credit referencing data) and therefore find it harder to gain access to transcations which require a higher level of identity verification or access methods of electronic payment. This small-scale test was developed in the context of how we might address the "digital divide".

Author: Gary Simpson Published: July 2013

Shared Signals Fraudulent takeover of Consumer accounts and subsequent misuse is a significant problem that occurs daily at Identity Providers. The Shared Signals model describes a new collaborative system that enables intelligence sharing between Account Managers (e.g. Identity Providers) to reduce the impact of fraud and account theft on Identity Providers and consumers. While the immediate value of Shared Signaling is described here in the context of online Identity Providers, the model translates to any system of Account Managers, and could be utilized directly by mobile operators.

Author: Andrew Nash, Confyrm Inc Published: October 2013

Warwickshire (1): Single Identity for Central and Local Government Over the past few years a diverse range of solutions to identity assurance have been implemented by local authorities. The purpose of this project is to examine how one such local authority's identity assurance scheme could coexist and interoperate with the UK Government's Identity Assurance (IDA) Scheme for central government services, potentially leading to a single, standards-based approach to identity assurance across all public services to the citizen. Authors: Rob Laurence, Innovate Identity and Ian Litton, Strategy, Programme and Information Manager, Warwickshire County Council Published: October 2013

Warwickshire (1): Single Identity for Central and Local Government – Technical Findings This report accompanies the project White Paper. It explains in detail the technologies that were implemented by the Service Provider, Warwickshire County Council, within the scope of the project. Authors: Graham Dunnings and Ian Litton, Strategy, Programme and Information Manager, Warwickshire County Council Published: October 2013

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