



An Introduction to OpenID
and
the OpenID Foundation
2011



What is OpenID?

OpenID is a safe, faster, and easier way
to log in to web sites



OpenID Users Benefits

- Fewer usernames and passwords to remember
- Helps protect personal identity information
- Globally unique, “Is that the same David?”
- Creates a reputation that is taken from site to site
- Ability to know where you've shared information

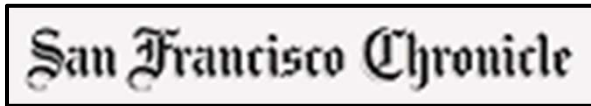


OpenID OpenID Relying Party Benefits

- Simplified account creation
- Users don't need to create a new password
- Easy to ask for, or discover, profile information
- Simplified account management
- No more forgotten passwords
- OpenID Provider specifics such as IM



Thousands of Websites Accept
OpenIDs



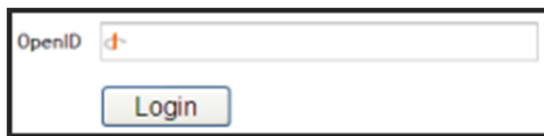


Adoption Drivers

- Key Adoption Developments:
 - > 1 Billion Enabled Accounts (as of 2010)
 - Success Metrics
 - How many accounts are active?
 - How frequently are they accessed?
 - Thousands of Websites Accept OpenIDs
 - Success Metrics
 - What fraction of users are using OpenIDs at those web sites?
 - Technology Advances
 - Deployability Improvements
 - Usability Improvements

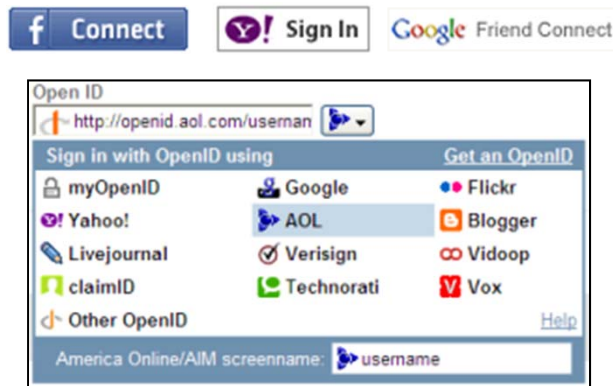
OpenID The Evolution of Open Identity

2007



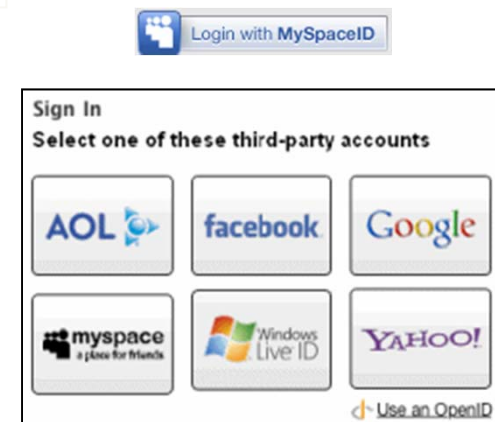
- OpenID User must understand and remember URL
- Each OpenID Provider has different URL syntax
- This worked “OK” on tech-focused blogs, wikis, discussion groups, etc. but not well with broader audiences and applications

2008



- Yahoo buttons, Google Friend Connect, Facebook Connect, ID Selector
- Content Provider Advisory Committee meeting in NYC
- First UX Summit at Yahoo
- Major OPs improving workflow

2009



- Second UX Summit at Facebook
- OP and RP best practices
- MySpace Connect
- Graphical interface of major Identity Providers, including proprietary solutions from Facebook, MySpace, & Microsoft
- User only needs to click on icon for preferred identity account



OpenID The Evolution of Open Identity

2010

- OIX established and expanded
- OpenID Connect Proposed
- OpenID Artifact Binding Working Group
- Expansion of Open Summits to 5 including Europe
- Updated membership and governance

2011

- 7 OpenID Summits Planned (US, Asia, Europe) across multiple applications
- AB/Connect Work Group
- “Open Identity” engagement with other protocols
- Increased Collaboration with other orgs and standards bodies.
- Expanded presence on blogs, FB, LinkedIn, etc.

2012

- 8 OpenID Summits Planned US, Asia, Europe) across multiple applications (gaming, mobile, etc)
- TBD
- TBD



OpenID The Foundation's Mission

A Standards Development membership organization that:

- Secures and defends the intellectual property of the OpenID technology protocol
- Facilitates the innovation of OpenID and related open identity technologies
- Promotes the global adoption and enhancement of OpenID technology



The Foundation's Role & Responsibilities

Protect and defend ...unencumbered OpenID IPR

Authorize... OpenID research and technical content

Promote... OpenID adoption worldwide

Convene... OpenID Summits, work groups & committees

Standardize... OpenID protocols and best practices

Collaborate... with standards bodies, organizations, etc.

Evolve... the foundation by actively managing its lifecycle



OpenID The Foundation Membership

Sustaining:


Facebook, Google, Microsoft, PayPal, Symantec, Yahoo and Ping Identity

Corporate:

Dozens of companies with identity management expertise worldwide

Individual:

Domain experts in applications, adoption and advocacy



OpenID 2011 Challenges/Priorities

Challenge: Globalize OpenID Adoption

- Worldwide OpenID summits will improve specifications and adoption
- OIDF leaders organize, sponsor and speak at global identity events

Challenge: Improve the OpenID “product”

- Finalize and implement AB/Connect
- Outreach to other identity protocols

Challenge: Build momentum and expand outreach

- Collaborate with related standards bodies and organizations
- Extend content curator program

Challenge: Keep OpenID free and IPR protected

- Extend trademark protections globally



Membership Benefits

Company/Organizational Membership

- Use of OpenID Foundation logo on website, blog, and marketing materials
- Corporate logo displayed on the OpenID Foundation website and materials
- OpenID Summits fees waived for all employees
- Propose and lead OpenID technical and marketing work groups
- Vote on ratification of OpenID specifications and recommendations
- Inclusion in OpenID Foundation press releases and industry events

Individual Membership

- Vote on OpenID workgroups, specifications, and community board members
- Use the OpenID Foundation Member logo and signature on your blog, email, website, apps
- Influence the technical development of OpenID technology and adoption
- Free pass to all OpenID Summits and discounts to conferences on internet identity
 - Students and Professional Courtesy options available on request.



**Interested in helping shape the future of
internet identity?**

Email: Don Thibeau, executivedirector@oidf.org

Go to: <http://openid.net>