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 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

- San Francisco Chronicle
- Citysearch
- Universal Music Group
- CNN
- MapQuest
- JAL
- TechCrunch
- stackoverflow
- UserVoice
- Plaxo
- Google Friend Connect
- Radio Pop
- Get Satisfaction
- SB Nation
- Dailymotion
- MoveOn.org
- Joost
- SourceForge
- Microsoft HealthVault
- Oxfam International
- Beavers
- Oklahoma State University
- ITHACA
- StumbleAudio
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
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
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
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