



Presented by Paul Beverly

Smart Card Alliance
February 12, 2003

Introduction

- Topics:
 - Smart Card Alliance Board Members
 - Smart Card Alliance Principal Members
 - State of the Smart Card Industry
 - The Importance of the Smart Card Alliance
 - Participation in the Smart Card Alliance

Paul Beverly
Chairman, Smart Card Alliance

Organization

Executive Director

Randy Vanderhoof

Executive Board

- | | |
|---|---------------------------------|
| • <i>Paul Beverly, Chairman</i> | <i>SchlumbergerSema</i> |
| • <i>Kevin Gillick, Vice Chair</i> | <i>Datacard Group</i> |
| • <i>Robert Wilberger, Treasurer</i> | <i>Northrop Grumman</i> |
| • <i>Michael Madden, Secretary</i> | <i>MasterCard International</i> |
| • <i>Gilles Lisimaque, Asst Treasurer</i> | <i>Gemplus</i> |
| • <i>Linda Brown, Asst. Secretary</i> | <i>Infineon Technologies</i> |
| • <i>Alex Giakoumis, Tech. Vice Chair</i> | <i>Atmel</i> |

Board of Directors

- | | |
|--|---|
| <i>David Bonalle – American Express</i> | <i>Bill Holcombe – GSA</i> |
| <i>Kirk Brafford – ActivCard</i> | <i>Diana Knox – Visa USA</i> |
| <i>Thierry Burgess – Oberthur Card Systems</i> | <i>Robert Merkert – SCM Microsystems</i> |
| <i>Alison Colquhoun – First Data Resources</i> | <i>Jennifer Spade – CrossCom National</i> |
| <i>Greg Garback – WMATA</i> | <i>Michael Weeks – IBM</i> |
| <i>Robert Helena – Hitachi America</i> | |

Principal Members

2002 – 2003



Smart Card Market Snapshot

- **RETAILERS**
 - Retail value proposition (loyalty, data management, EMV)
 - Vision of multi-application environment
- **SECURITY**
 - Identity theft (leading complaint to the FTC)
 - Increased focus on security (physical & logical)
- **FINANCIAL SERVICES/BANKING**
 - EMV mandates worldwide
 - Issuer costs increasing for customer acquisition (5b solicitations in 2002)
- **MOBILE COMMUNICATIONS**
 - CDMA Operators are exploring chip technology in their next-generation mobile services offering
 - Competing on value-added services enabled by multi-application
- **Transit**
 - 13 major cities with active smart card programs in North America

An Imperative Alliance

The Smart Card Alliance is dedicated to accelerating the widespread acceptance of smart card technology

- Initiatives
 - Secure Personal ID Task Force
 - Digital Security Initiative (DSI)
 - Alliance website – the “go to” resource for smart card **information** (laypeople, media, experts)
 - Newsletter
 - ISCAN – founding member

Smart Card Alliance Delivers in 2002

- **Task Force Deliverables**
 - White papers – 3 security and 1 payments paper
 - Webcast Seminar "Smart Cards and Biometrics"
 - Case studies – 8 completed, latest Ohio EBT
- **Web Site Enhancements**
 - On-line Reader Catalog
 - Member-only section resources
 - Up-to-date industry news
- **Enhanced Monthly Newsletter**
 - Latest national and international news
 - Industry events calendar
- **Market Survey Data – mid year and annual totals**
- **Outreach into Government, Retail, and Biometrics organizations**

Smart Card Alliance in 2003

- New membership value programs (to be announced)
- New marketing efforts to expand influence of smart cards into vertical market sectors
 - Retail, Transit, IT Security, Government, Wireless
- Increased influence on policy and industry attitudes through media outreach and PR
- Continue to drive message of smart card value proposition across all industry segments

The Value for Alliance Members

- Networking with industry experts
- Visibility for your organization
- Information and research
- Educational outreach
- Lobbying efforts
- Media outreach

Membership is Key

**A diverse mix of organizations with a single voice
for the industry**

- Issuing organizations
- Government bodies
- Academia
- Vendors
- Card associations
- Technology experts
- Application providers

Participation is Crucial

- Maintain a voice in shaping the direction of the industry
- Introduce new technologies
- Exchange ideas and discuss common issues
- Work together to develop and expand the use of smart cards in North America



Smart Card Alliance