Smart Card Alliance Member Webinar: Mission Expansion and Name Change

February 22, 2017

Agenda

- The Changes Ahead – Randy Vanderhoof

- Industry and Market Impact – Brian Russell, Board Chair

- Industry Councils & Mission Expansion – Cathy Medich

- Activities Going Forward – Randy Vanderhoof

- Q&A

The Changes Ahead

Randy Vanderhoof
Smart Card Alliance

Smart Card Alliance – a mission built around security

Smart Card Alliance Mission:

- "a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and widespread application of smart card technology. The Alliance invests heavily in education on the appropriate uses of technology for identification, payment and other applications and strongly advocates the use of smart card technology in a way that protects privacy and enhances data security and integrity."

Strengths:

- "multi-industry participation" = different perspectives
- "understanding, adoption, and use" = broad set of possible actions
- "education" = no commercial influences to bias results
- "protect privacy, enhance data security" = strong values

Change is always part of our smart card industry

Technology is constantly evolving to meet market needs

- Early memory only ---> protected memory ---> microprocessors
- Microprocessor cards ---> crypto co-processor cards (speed)
- Contactless and dual interface cards ---> ePassports
- SIMS, USBs, UICCs, MicroSD, secure elements, ???
- Hardware security is being augmented by embedded chip security and software security

- History of significant market adoption in U.S. in Government ID, Payments, Mobile, Transportation, Access Security, Healthcare

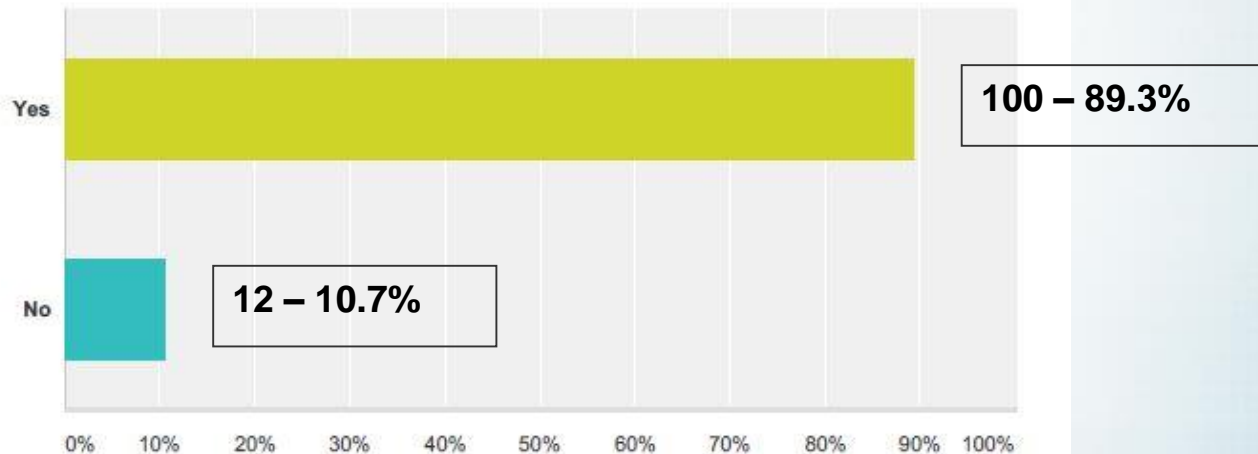# Emergence of many new markets beyond cards

… no longer defined by a card

… so neither are we!

We asked our board and our members for input

Q18 Would you support rebranding the organization and changing its focus to embrace technology beyond smart cards?

Answered: 112   Skipped: 47

Yes — **100 – 89.3%**

No — **12 – 10.7%**

(Bar chart x-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%)

➢ **Board discussion on re-branding and broadening mission**
- ❑ **that "smart cards" limits the organization**
- ❑ **the main issue is "secure" rather than "smart"**
- ❑ **don't lose site of core competencies, become too broad**

Smart Card Alliance

The announcement!

Our Revised Mission:

❖ "to work to stimulate the understanding, adoption, and widespread application of secure solutions, including: smart cards, embedded chip technology, and related hardware and software in the United States."

❖ Examples of broader view of security technologies (including existing smart card applications)

   ❖ All secure chip technologies
   ❖ Embedded chip designs in mobile devices
   ❖ Mobile hardware and software security
   ❖ IOT secured end point devices

Our New Name:

SECURE TECHNOLOGY ALLIANCE

Industry and Market Impact

Brian Russell, Board Chair
Giesecke & Devrient

Importance of the new mission and name

❖ Expanding mission and focus - why

❖ We will all benefit
  - ❖ Rapidly evolving markets
  - ❖ Amazing technology growth and innovation
  - ❖ "Chips are Everywhere"
  - ❖ Consistent culture of change at SCA
  - ❖ Opportunities to capitalize on positive market changes

Giesecke & Devrient

❖ **How can we impact the market?**
  ❖ Stronger and more diverse organization
  ❖ Ability to address wider set of applications
  ❖ Attract new members

❖ **How this will affect members?**
  ❖ More opportunities
  ❖ Broader membership
  ❖ Ability to expand business

Giesecke & Devrient

Industry Councils & Mission Expansion

Cathy Medich
Smart Card Alliance

Industry Councils

Access Control Council

PIV and Federal Identity Programs

Mobile Council

NFC-Enabled Mobile Payment

Payments Council

EMV, Contactless Payments

Alliance Industry Councils

Health & Human Services Council

Smart Health ID Cards

Identity Council

ePassport, NSTIC, FIDO

Embedded Hardware Security

Internet of Things Security Council

Transporta-tion Council

Open Payments for Transit

Council Engagement and Accomplishments

- High engagement across all Alliance members
  - Over 70% of Alliance members
- Highly productive groups producing quality deliverables
  - 35-40 projects completed annually
- Member-driven priorities for deliverables, including:
  - Technology advocacy
  - Educational white papers, position papers, infographics and FAQs
  - Industry commentary
  - Educational workshops and webinars

Mission Expansion Impact: Enabling Critical New Council Activities

- New form factors for secure chip technology
- Identity management and digital identity focus
- Related technologies and approaches (e.g., biometrics, HCE, tokenization, TEE, bar codes)
- Focus on security of systems/ infrastructure
- New members in emerging markets (e.g., IoT)

"an alignment of current smart card strengths with new business opportunities to promote our member interests"

- ❑ Timeline for these changes
    - ❑ March 2017 announcement
    - ❑ Upcoming 2017 Payments Summit
    - ❑ Future conferences, workshops, webinars
    - ❑ Re-branding newsletters
    - ❑ New website – March
    - ❑ Email domain, URL change
- ❑ No membership structure or benefits changes

Q&A

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