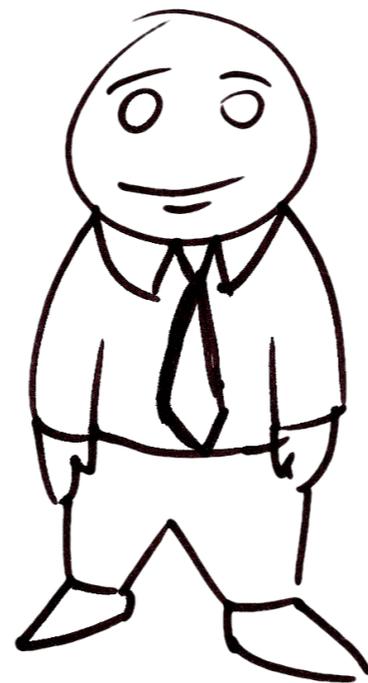


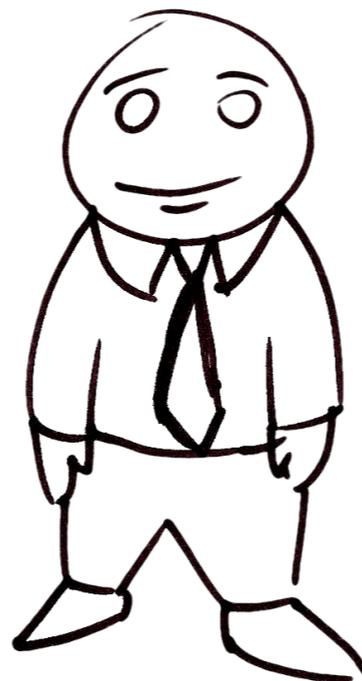
does openid work for the enterprise?

user-centric



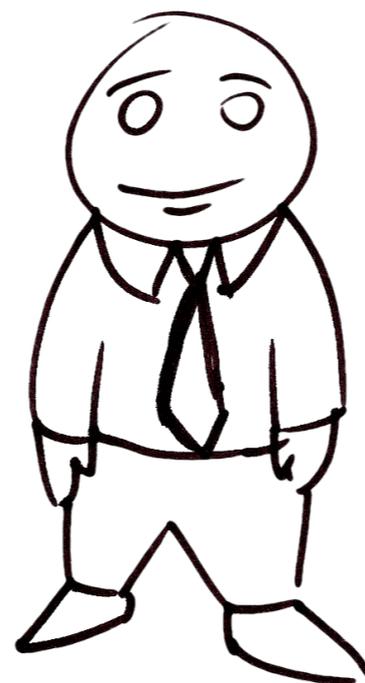
openid  
providers

( claims issuers )



openid  
providers  
( claims issuers )

relying  
parties



customer acquisition

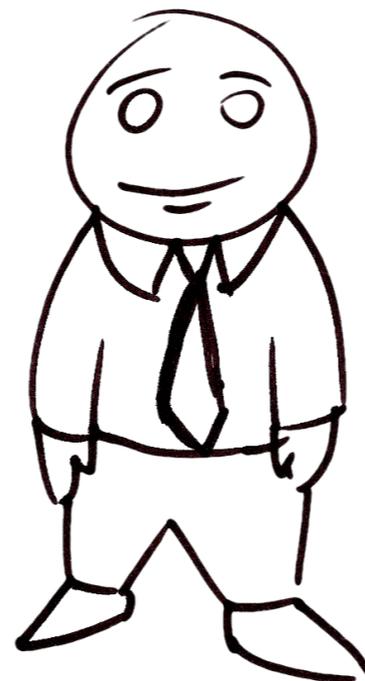
social engagement

brand management

for the enterprise,  
these are primarily marketing functions

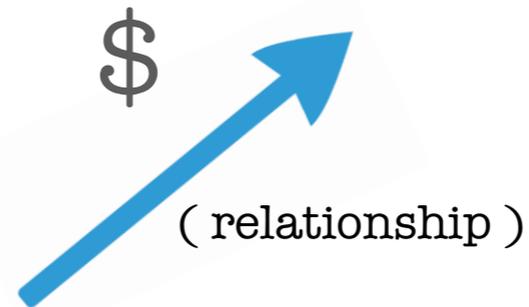
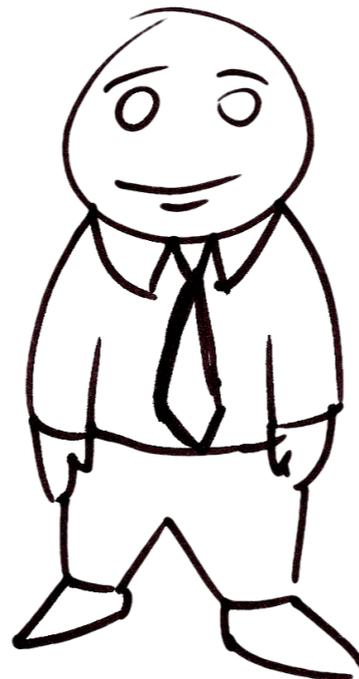
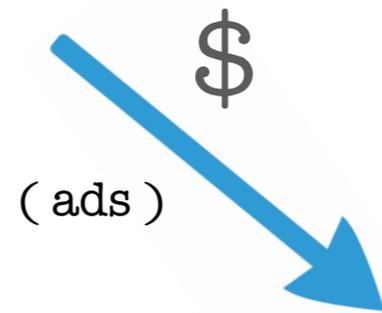
openid  
providers  
( claims issuers )

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openid  
providers  
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relying  
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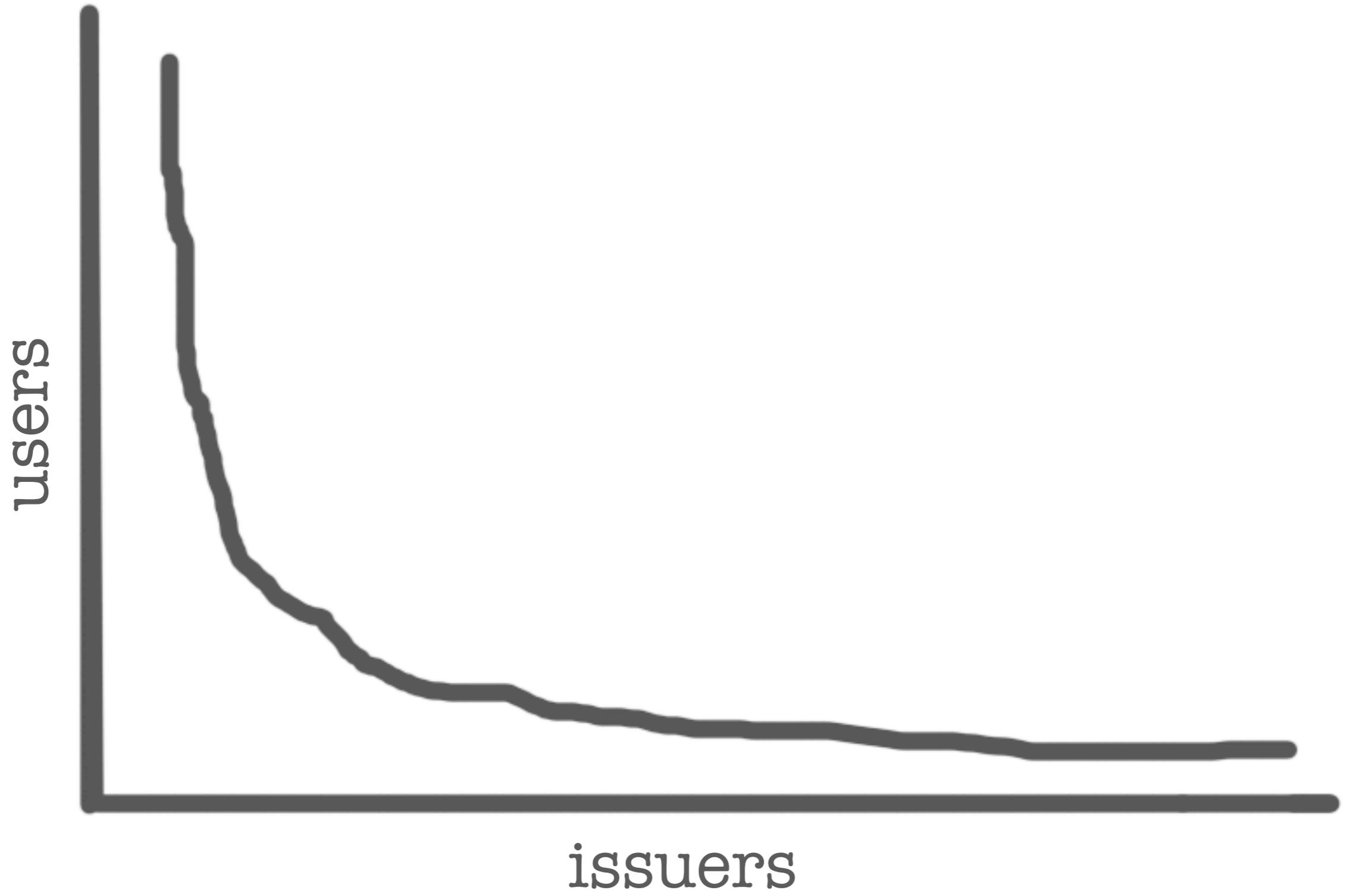


what's the reality

user's don't identify with URLs

consumer trust  $\approx$  brand

rp's economics favor op's of scale

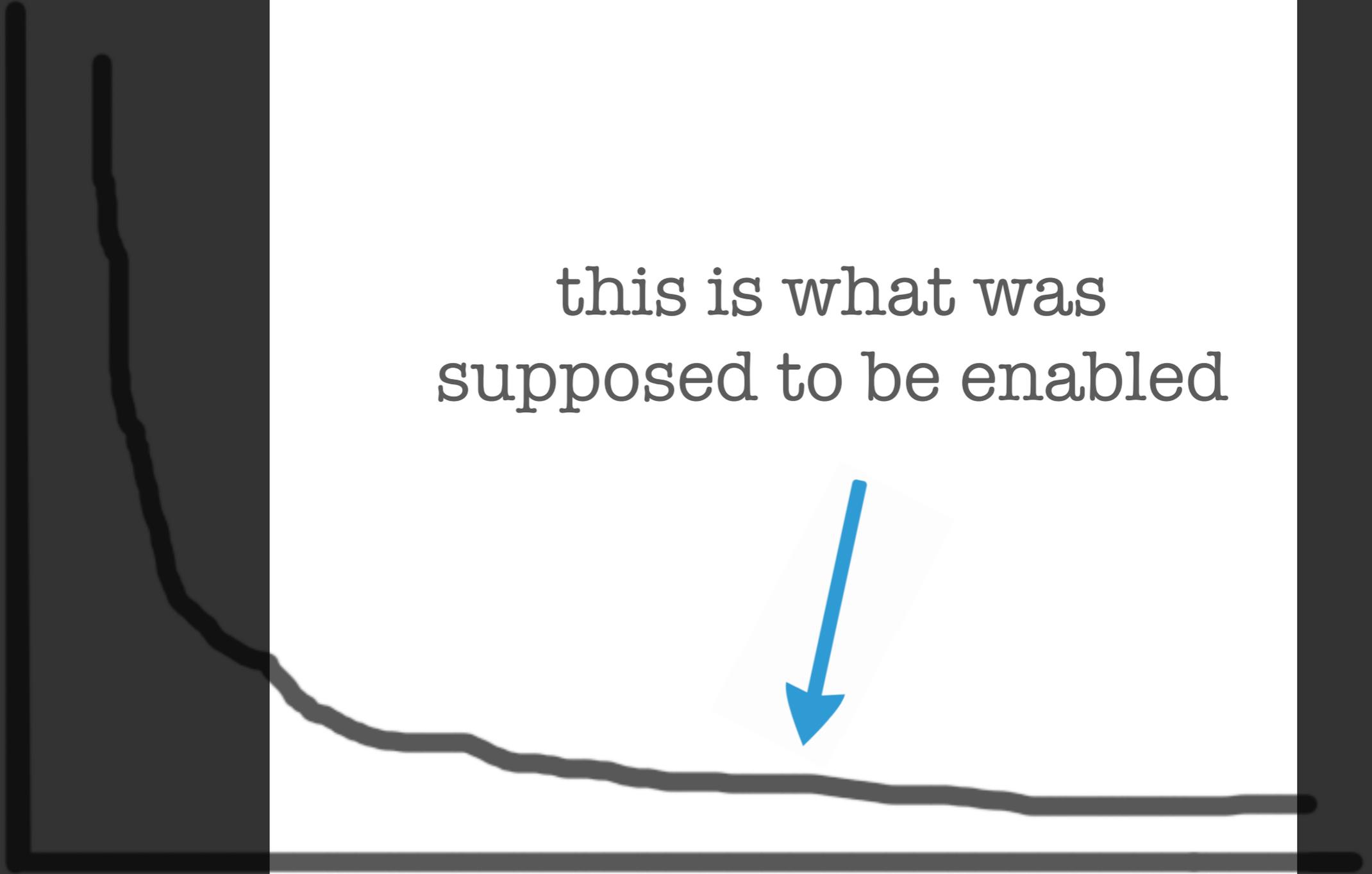


users

this is what was  
supposed to be enabled



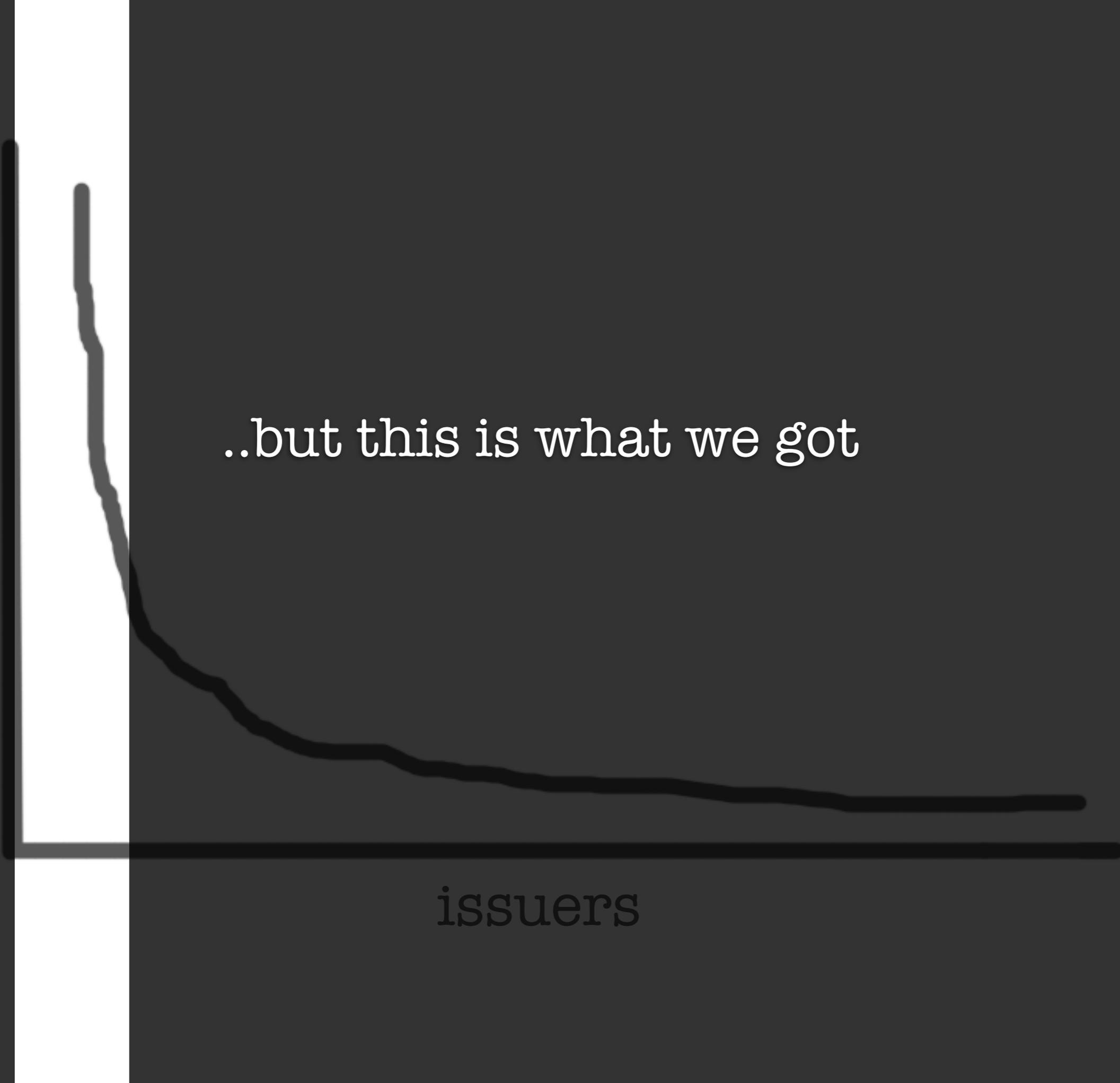
issuers



users

..but this is what we got

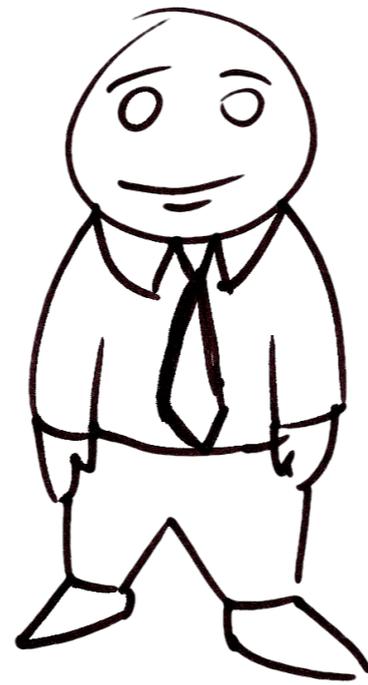
issuers



power is consolidated in a few brands

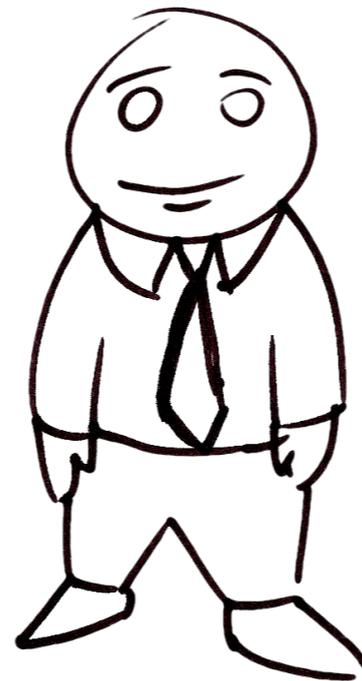
consumer-centric

let's look at the enterprise



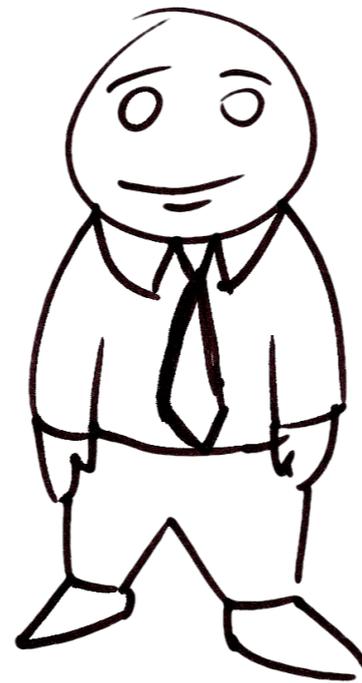
marketing

( few powerful issuers )



marketing

( few powerful issuers )



internal

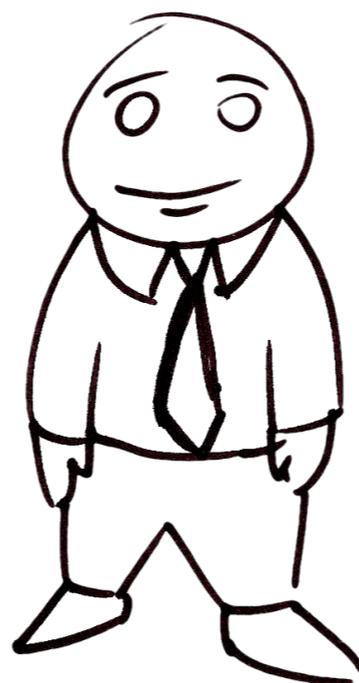
( 1 all powerful issuer )

SAML  
IDP

enterprise



service  
provider

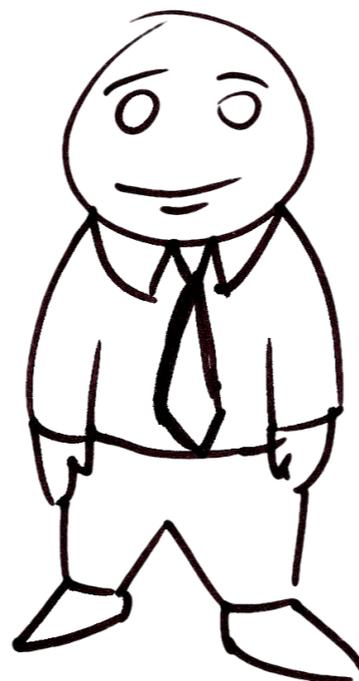


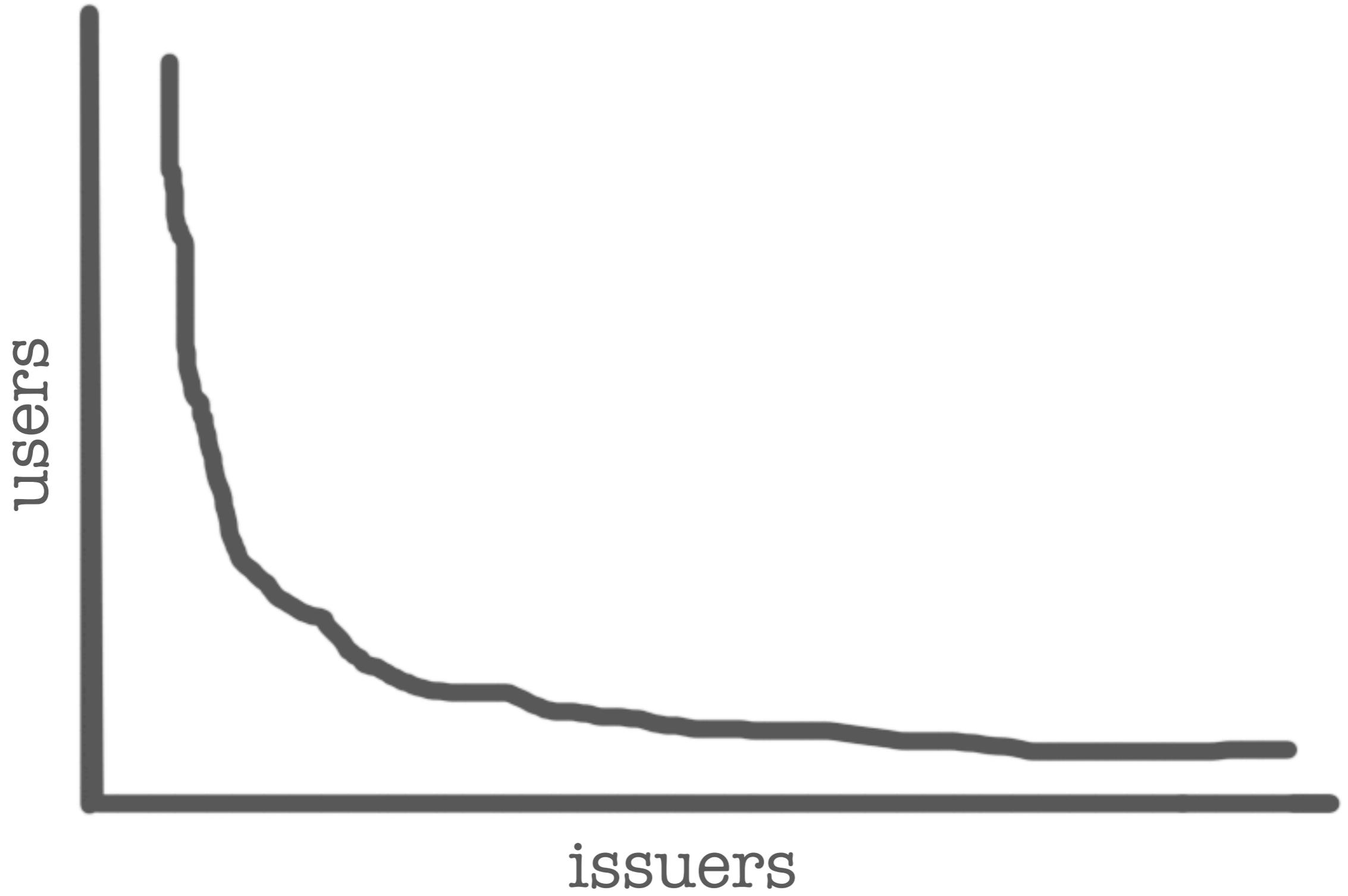
SAML  
IDP

enterprise

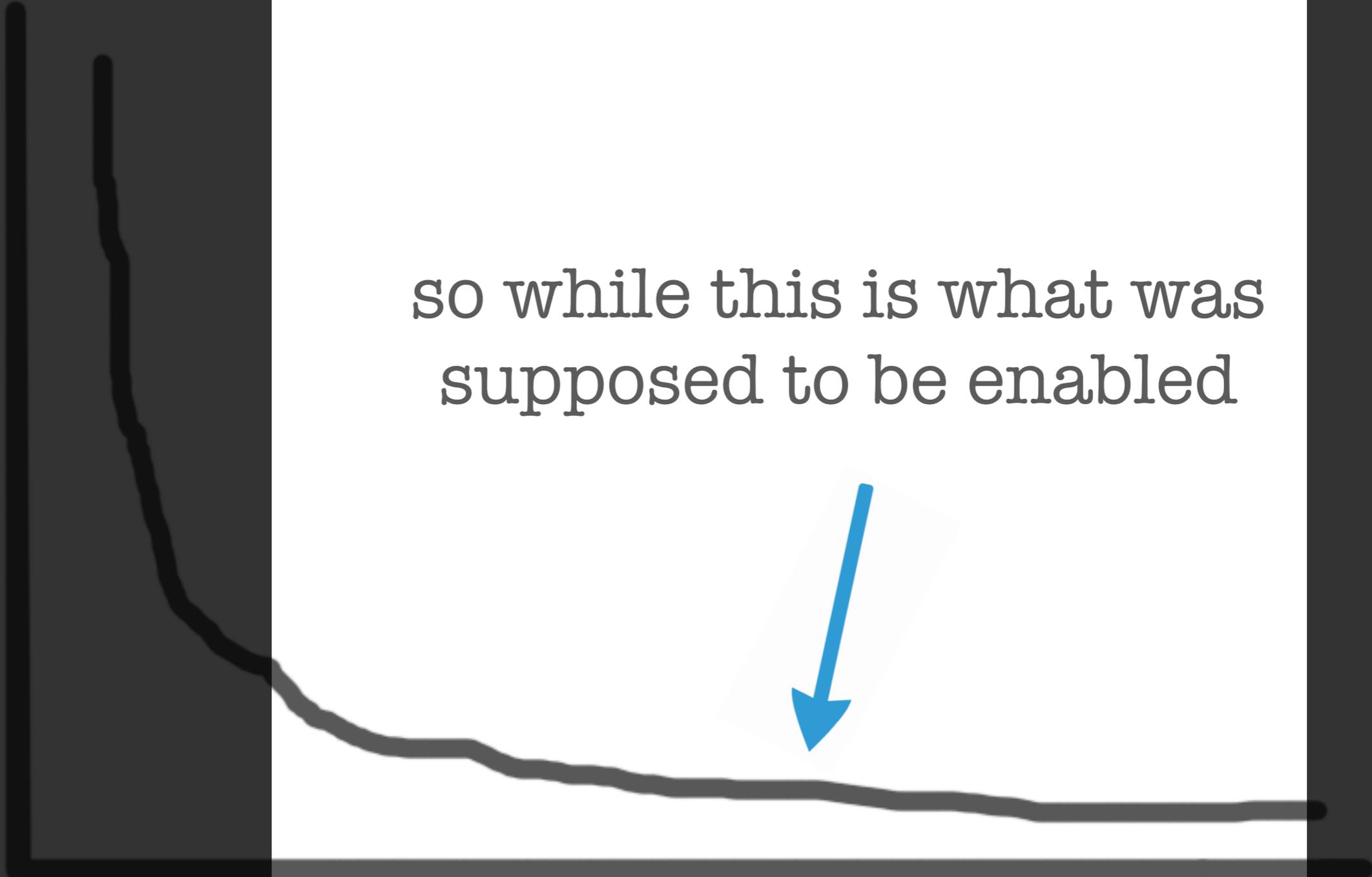


service  
provider





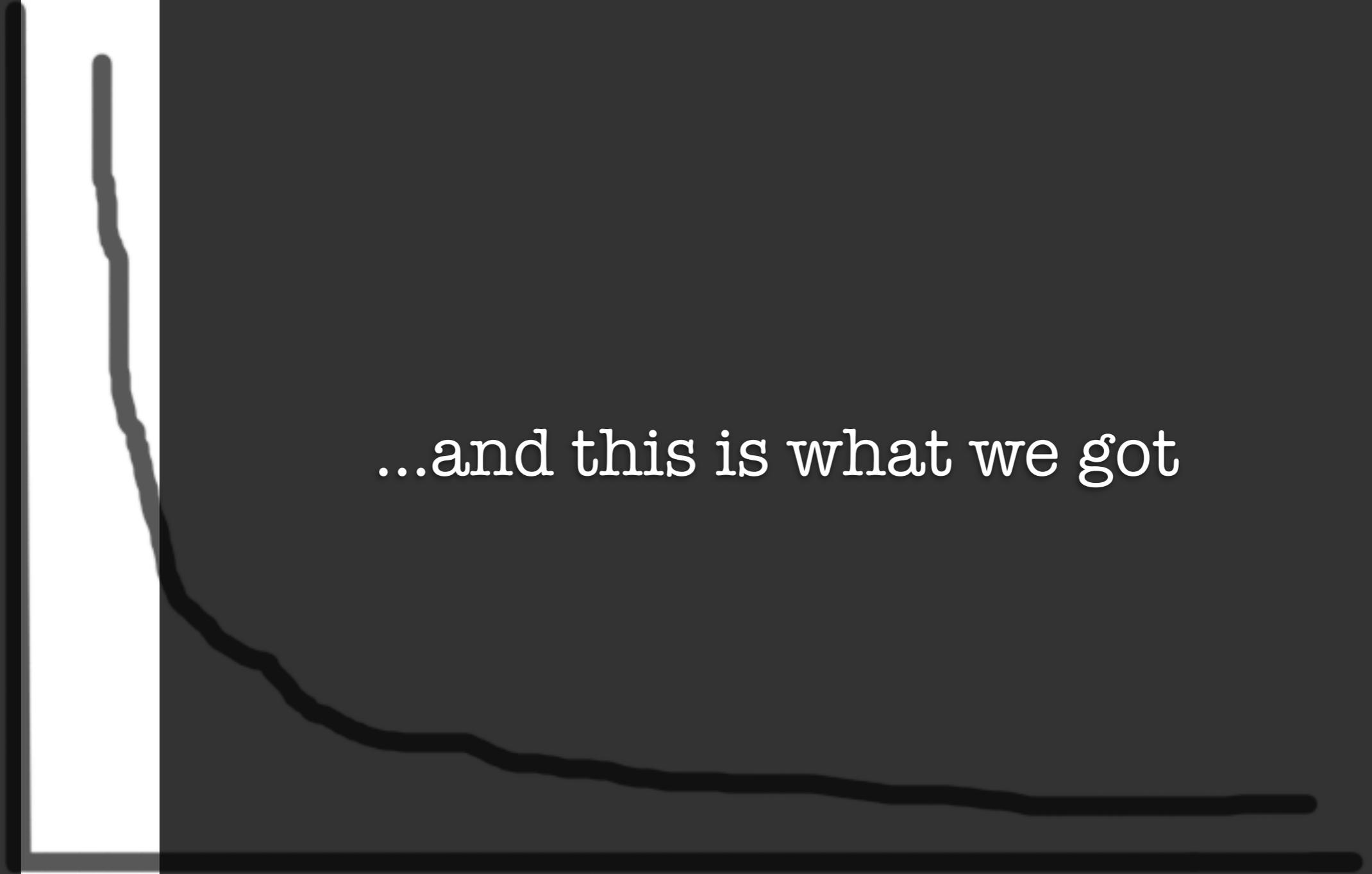
users



so while this is what was supposed to be enabled

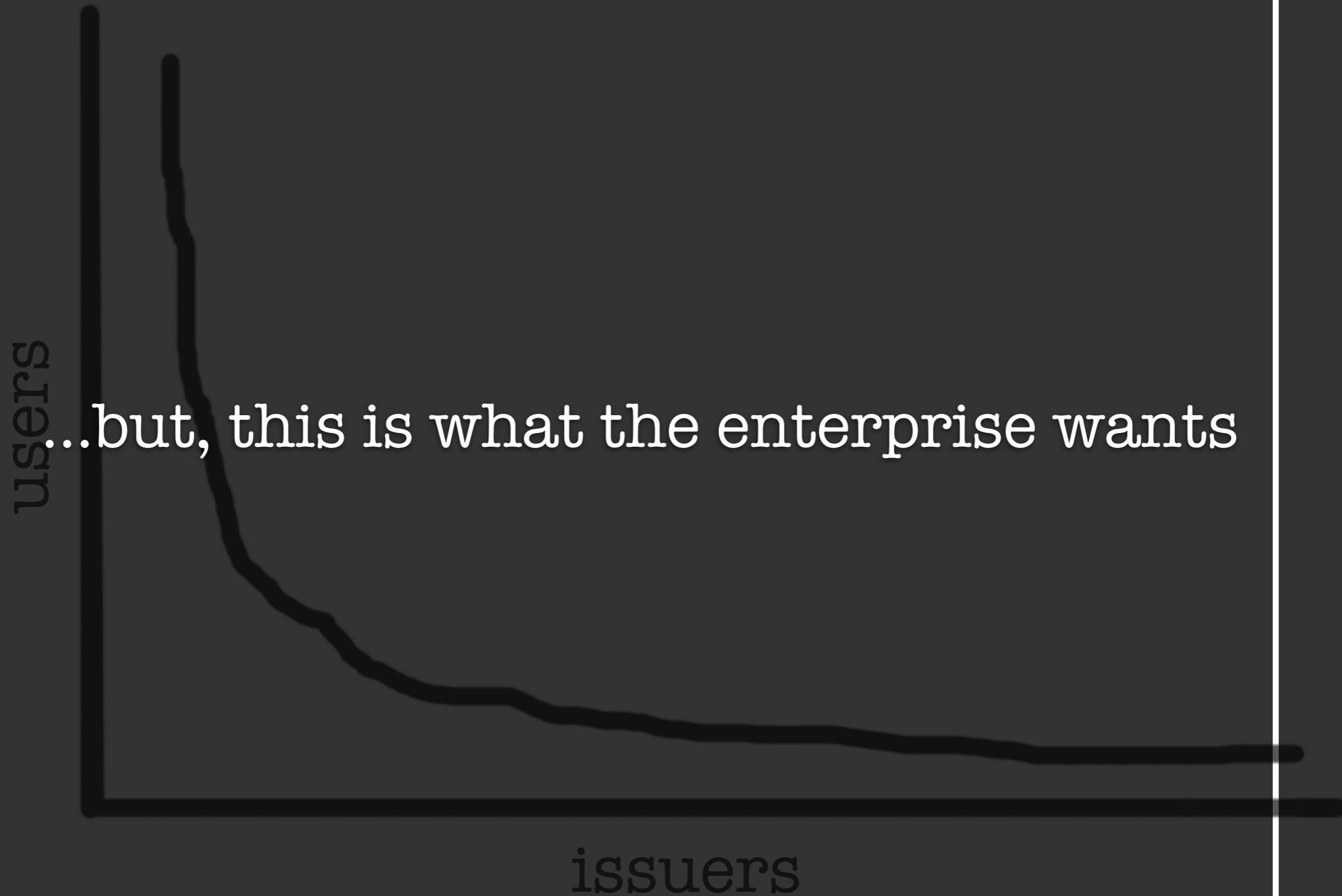
issuers

users



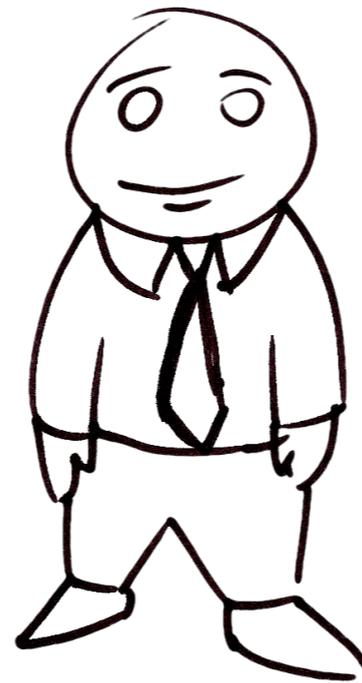
...and this is what we got

issuers



marketing

( few powerful issuers )



internal

( 1 all powerful issuer )

marketing

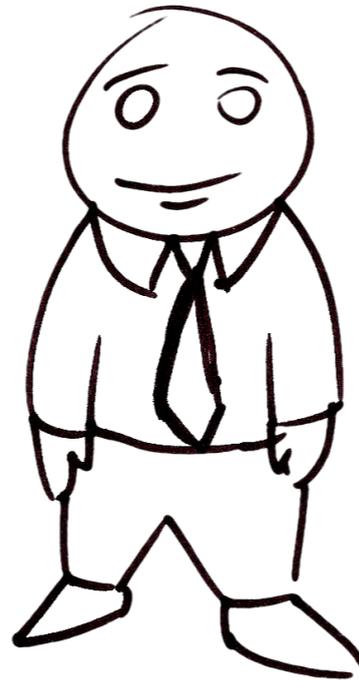
( few powerful issuers )

internal

( 1 all powerful issuer )

partner

( long tail of issuers )

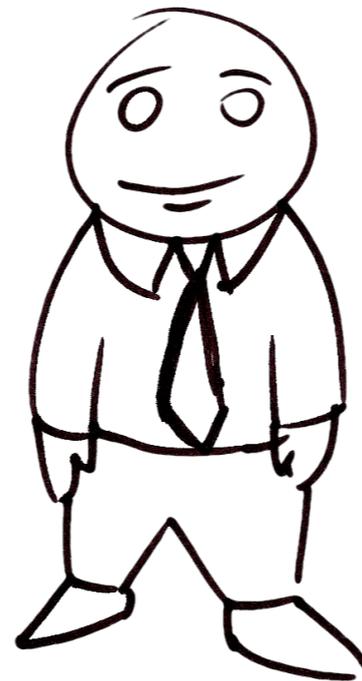


marketing

( few powerful issuers )

internal

( 1 all powerful issuer )



partner

( long tail of issuers )

customer

( long tail of issuers )

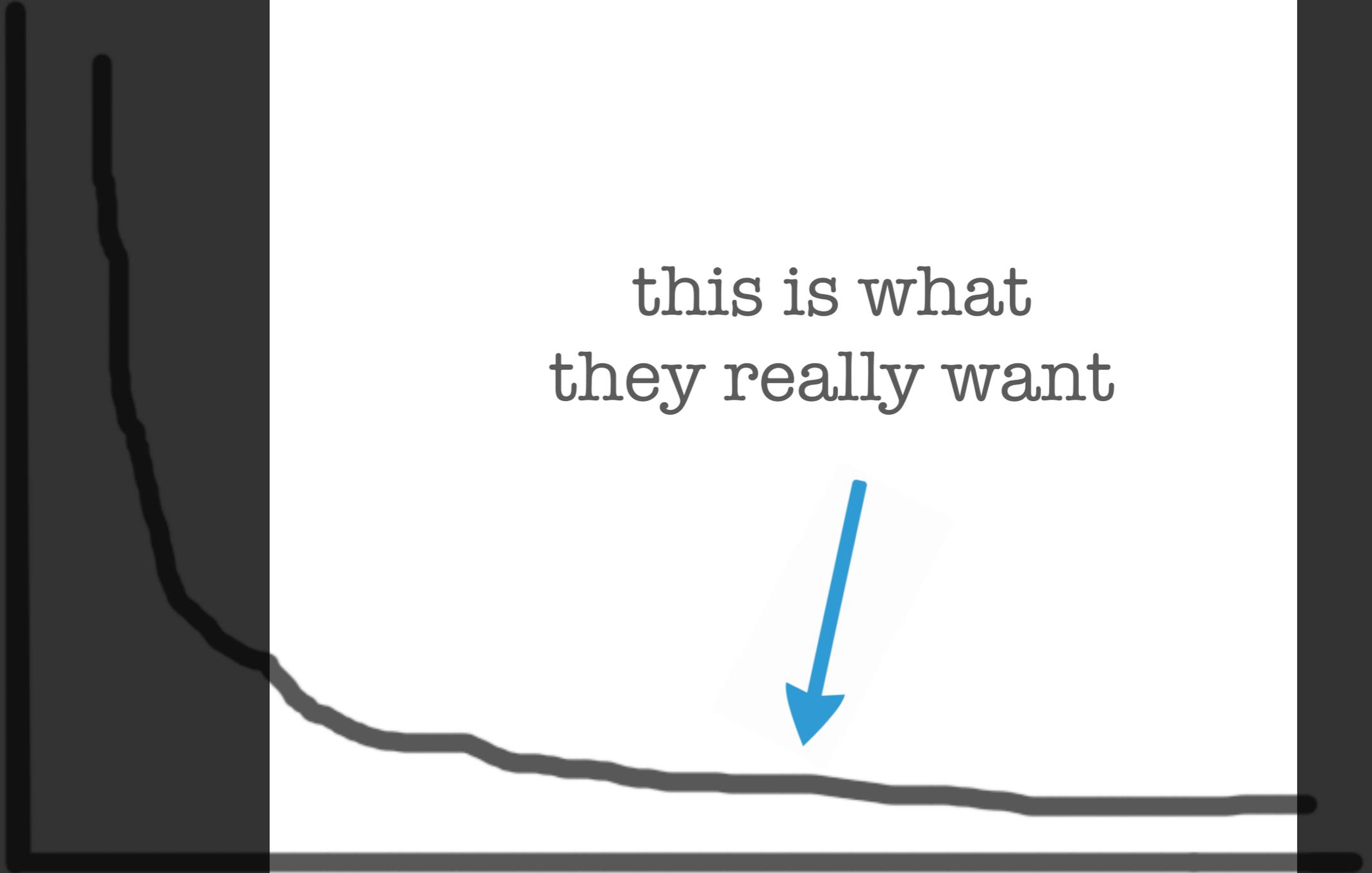
we've been conflating issuers with idps

users

this is what  
they really want



issuers

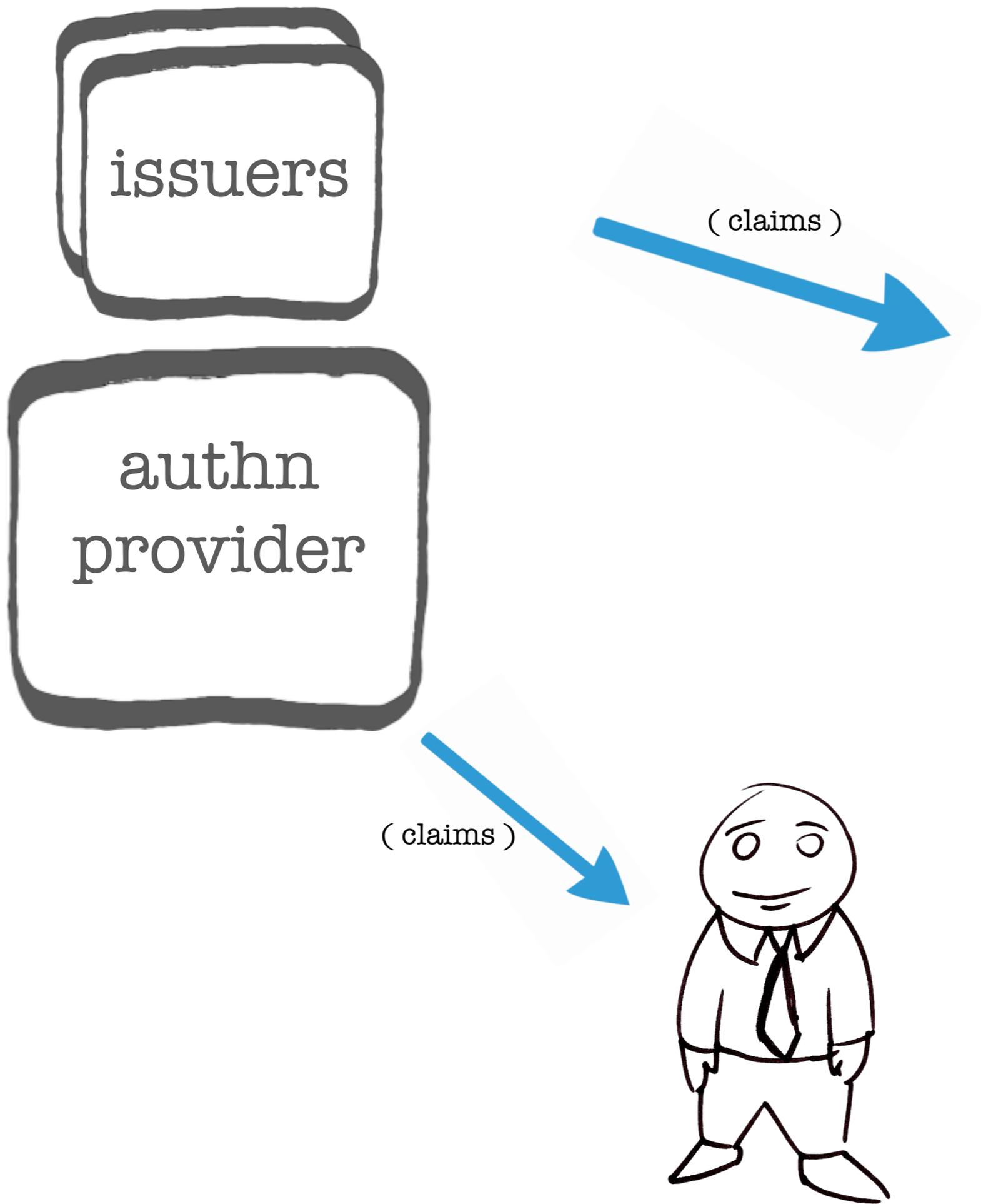


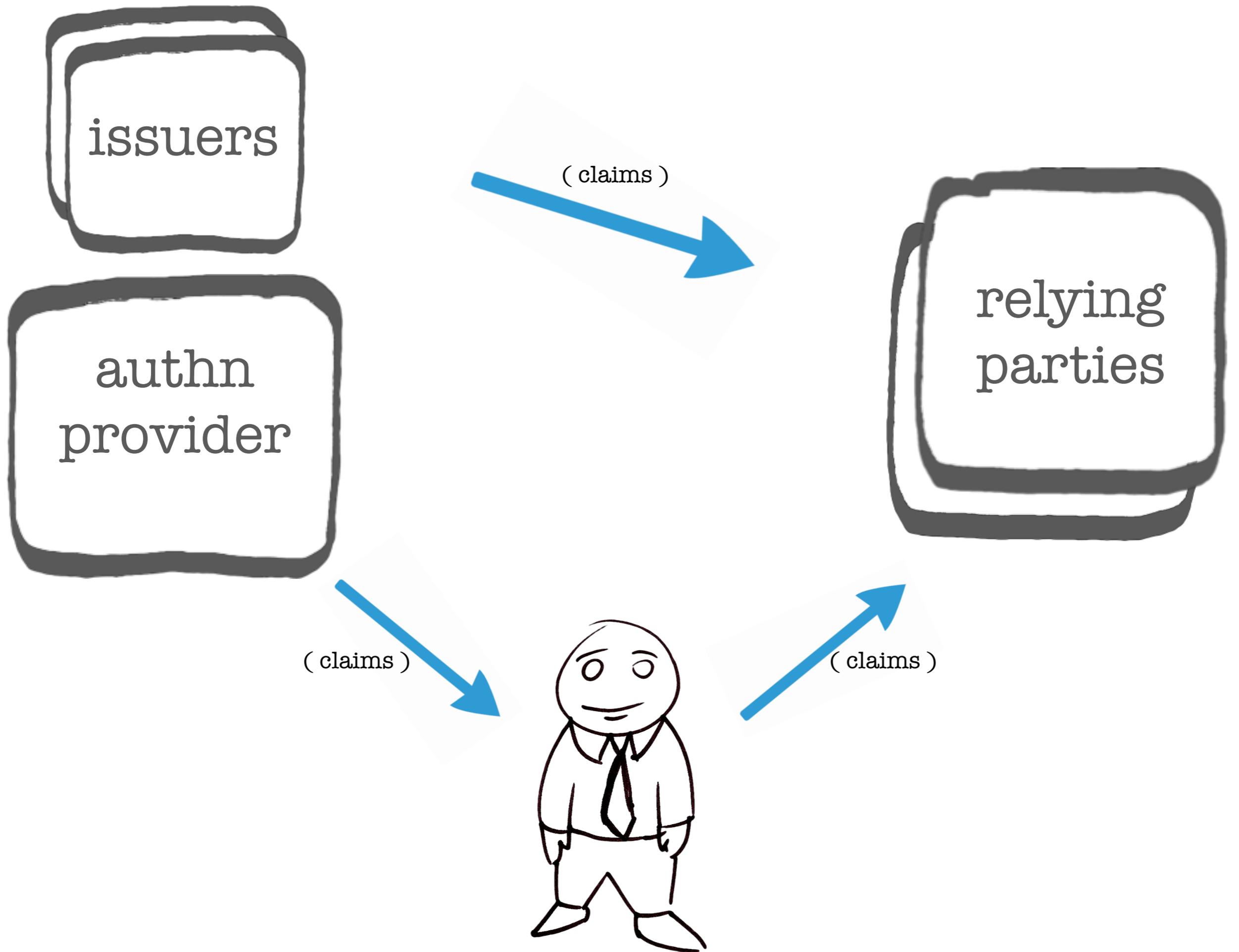
does openid work for the enterprise?

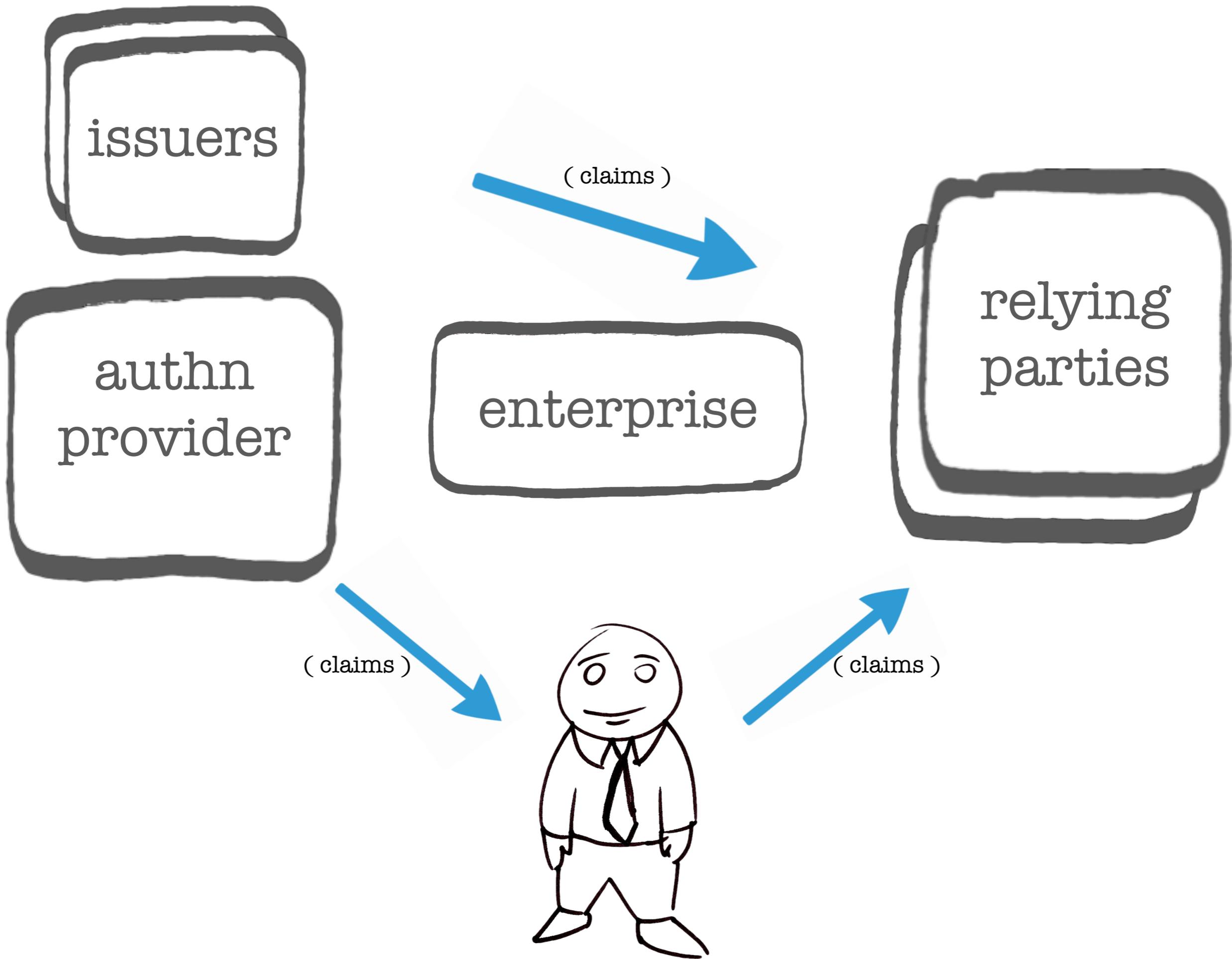
no\*

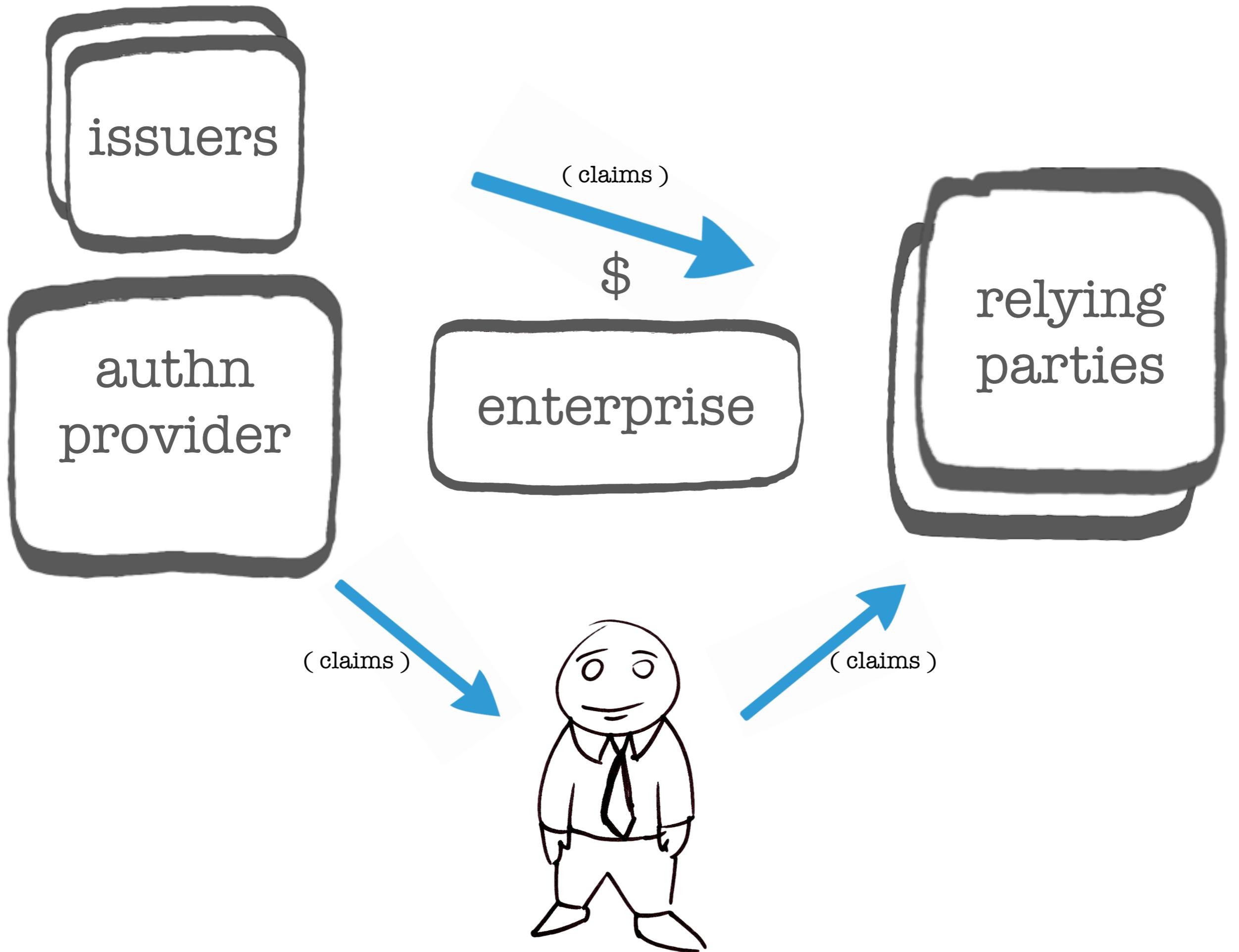
\*not in current form

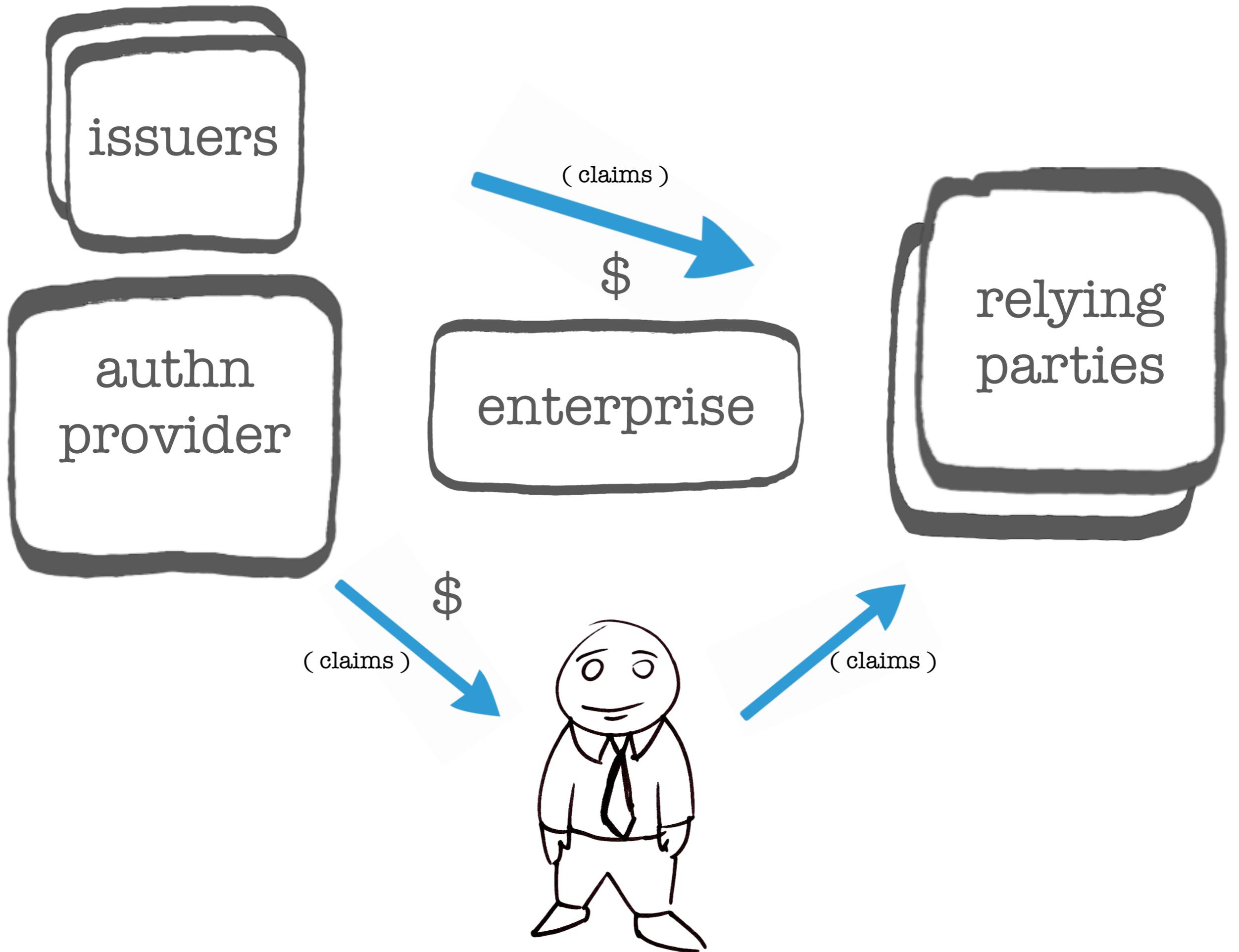
openid connect

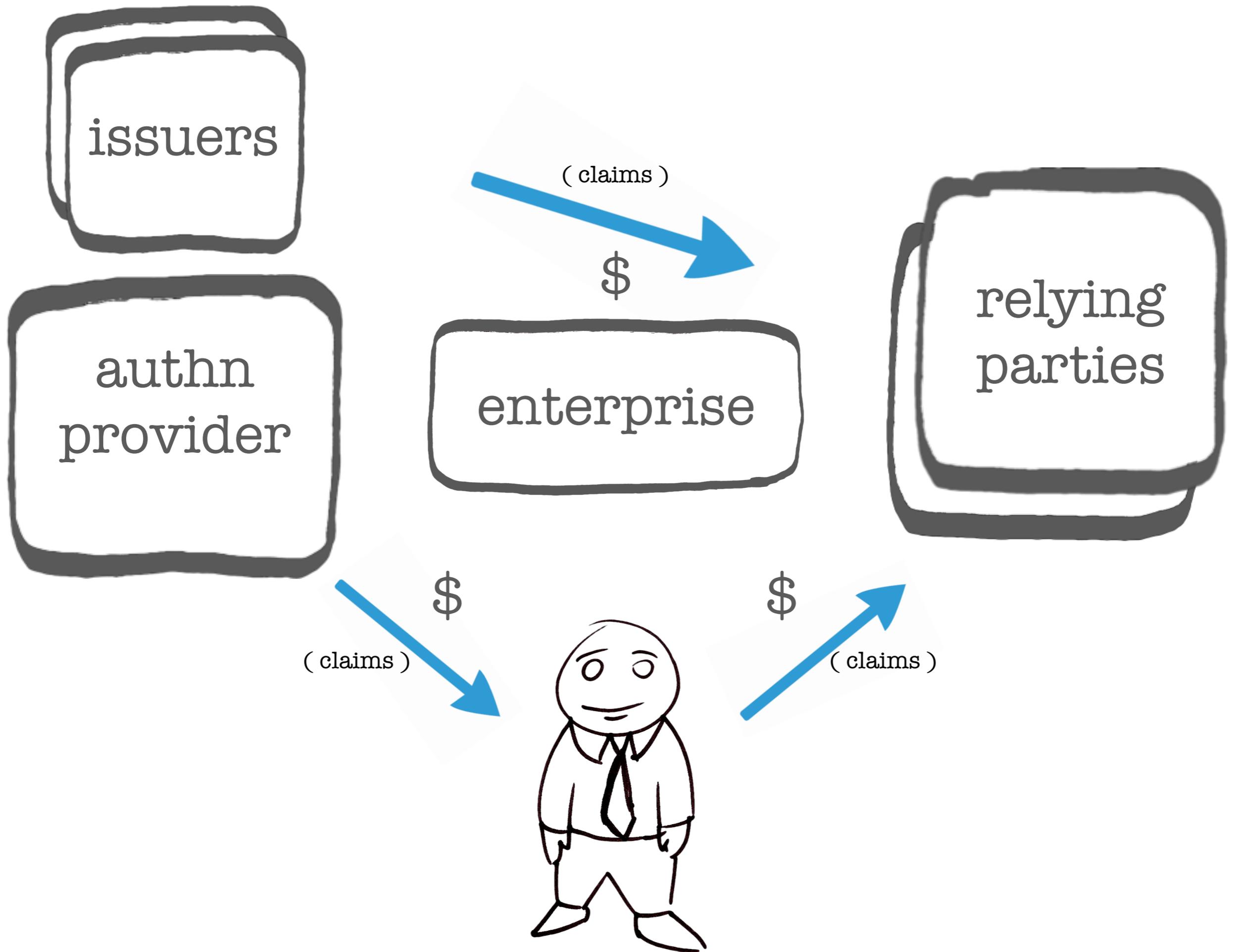












claims-centric

why else are we bullish?

oauth based for data services

artifact profiles

simplicity \*

\* enterprises don't ask for this, but they really need it