Identity Context in the Connected Car

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Portals, applications, web services, API's

- OpenAM
  - Authentication & Session
  - Authorization & Policy
  - Adaptive Risk
  - Federation

- OpenDJ
  - User Data Store
  - Object Store

- OpenIG
  - API / Security Gateway
  - App / SSO Gateway

- OpenIDM
  - Social Registration
  - Self-Service
  - Auditing & Reporting
  - Workflow & Business Logic

Policy Agents
  - Standards
  - REST

Directory Services
  - LDAP
  - REST

Identity Gateway
  - Standards
  - REST

Identity Management
  - IDM Connectors
  - REST

Consumers & Customers
- Employees, Partners
- Devices & Things

Enterprise Apps
- Cloud Apps
- Partners
- APIs
- Mobile
Digital Identity is Everywhere in Connected Cars

Owners

Drivers

Mechanics

Sensors

Devices

Vehicles
Identity Basics
Who’s Who?

People
What’s What?

Things

Services
Convergence

Operational Technology

Internet, Cloud, Cybersecurity

Internet of Things

Digital Identity

Information Technology

Safety, Availability, Embedded
Non-Person Identity Attributes
Digital Identity

The information that makes something unique
Credentials and Authentication:

Establishing Digital Trust and Assurance
Authorization: The Final Frontier

Yes or No?
Higher Retention Rates
Consumer engagement drives higher loyalty and LTV

Stronger Brand
Quality service drives brand recommendations

Higher Share of Wallet
Engaged consumers buy additional products

Differentiation
Superior consumer experience is a key differentiator

Enterprises require a **single persistent view** of the customer and device in order to provide an intelligent, secure, insightful relationship.

*Source: Forrester, How To Engage Your Omni-Channel Consumer: Brand Engagement The Consumer Way, November 2012*
Digital Identity Transformation
Connecting Old and New Systems for Customer Engagement and Omni-channel

New Systems
- Consumers
- Devices
- Things

Legacy Systems
- Data Centers
- Enterprise Apps
- Legacy Apps
- Cloud Apps
- Partners

Connect New Services to Existing Infrastructure

Portals, applications, web services, API’s
Identity’s Unique Role

Customer Experience

Security
CUSTOMER EXPERIENCE

Frictionless

Personalised

Internet of Things
Identity & Access Federation
Privacy and Consent
Improve Experience and Security between users, vehicles, clouds and other connected devices
Improve Experience and Security between users, vehicles, clouds and other connected devices
Demo
Register Your Account

Your account has been successfully registered.

Return to Login Page
SIGN IN TO OPENAM

steinm

******

Remember my username

LOG IN

New here? Create an account
This application is requesting the following private information:

- Your personal information
- Email address

You are signed in as: steinnm

- Save Consent

[Deny] [Allow]
Connected Car

My vehicles
Add vehicle
Family
Add Family Member
Edit profile

Vehicles

Ford Focus
2014

car-1

VIN 3FA6P0U6ER3107875
Connected Car

- My vehicles
- Add vehicle
- Family
- Add Family Member
- Edit profile

Ford Focus

GENERAL

- Ford Focus
  - 2014

USERs

- Vehicle type car details
  - VIN 2FA6P0RUBER3107875
Connected Car

- My vehicles
- Add vehicle
- Family
- Add Family Member
- Edit profile

Family members

- steinm
- You
Thank You