





Identity Context in the Connected Car

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ForgeRock Platform



Employees, Partners



Consumers & Customers



Devices & Things

Portals, applications, web services, API's

Access
Management



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

Directory
Services



- User Data Store
- Object Store

Identity
Gateway



- API / Security Gateway
- App / SSO Gateway

Identity
Management



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

Policy Agents

Standards

REST

LDAP

REST

Standards

REST

IDM Connectors

REST



Enterprise Apps



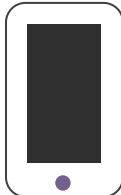
Cloud Apps



Partners



APIs



Mobile

Digital Identity is Everywhere in Connected Cars



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?

Digital Identity **Unlocks Business Value**



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

**Connect New Services
to Existing
Infrastructure**

Legacy Systems



Data Centers

*Portals,
applications, web
services, API's*



Enterprise Apps



Legacy Apps



Cloud Apps



Partners

Identity's Unique Role



Customer Experience



Security

CUSTOMER EXPERIENCE



Frictionless



Personalised



Internet of Things

Identity & Access Federation



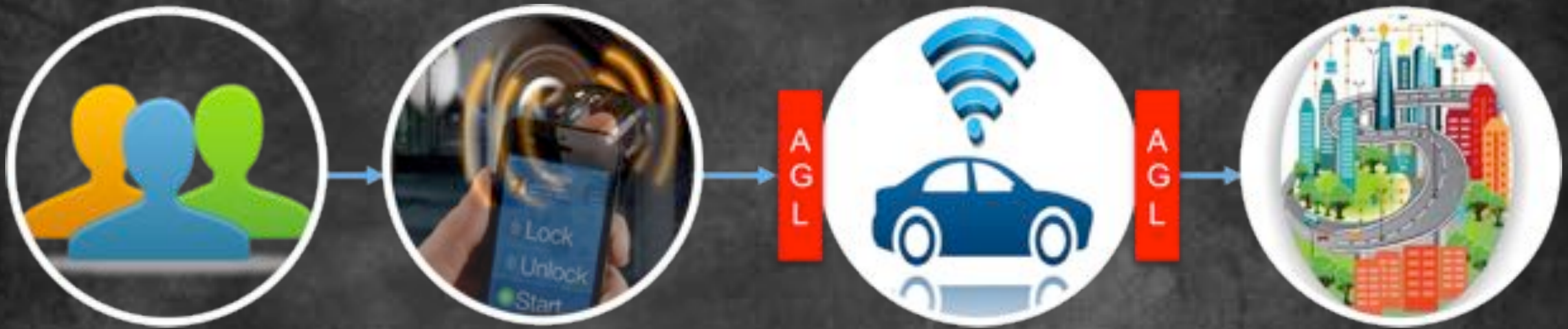
Security



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





ForgeRock Cloud

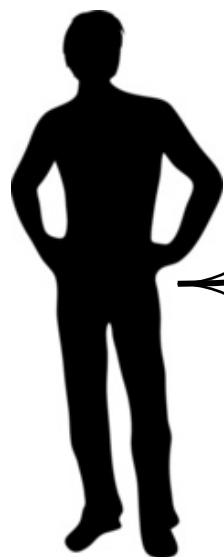


Profile
Management

Identity
Repository

Authentication
Authorization

Gateway



Bluetooth

Wi-Fi

Application Framework

App 1

App 2

App 3

Standards-based Identity Binder / Binding

AGL UCB Core

Demo

Register Your Account

steinm

stein@forgerock.com

Stein

Myrseth

SAVE

[Return to Login Page](#)

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](#)

CONNECTED CAR AGENT

Connected Car

This application is requesting the following private information:

Your personal information

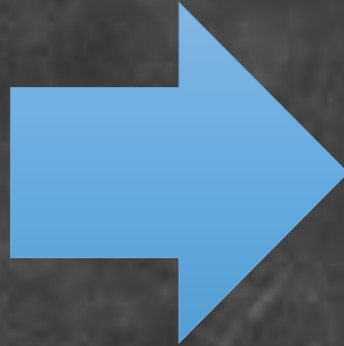
Email address


You are signed in as: [steinm](#)







☐ Save Consent

DENY






ALLOW




| Connected Car | Pair device |
|--|--|
| <div> My vehicles</div> <div> Add vehicle</div> <div> Family</div> <div> Add Family Member</div> <div> Edit profile</div> | <div>Device name car-1</div> <div>PAIR</div> |

| Connected Car | Vehicles |
|---|--|
|  My vehicles |  Ford Focus 2014 |
|  Add vehicle | <u>car-1</u> |
|  Family | |
|  Add Family Member | VIN 3FA6P0RU8ER3107875 |
|  Edit profile | |



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

 steinm
Profile

 Logout

GENERAL

USERS

steinm

Roles

User



Owner



Maintainer



Permissions

Install App



Open Trunk



View Online








Drive Over 60













Update Software










You

| Connected Car | Family members |
|---|----------------|
|  My vehicles | steinm |
|  Add vehicle | |
|  Family | You |
|  Add Family Member | |
|  Edit profile | |

| Connected Car | Add member |
|---|---|
|  My vehicles | |
|  Add vehicle | |
|  Family | <input type="text" value="Don Draper"/> |
|  Add Family Member | ADD MEMBER |
|  Edit profile | |

| Connected Car | Family members | |
|---|--|---|
|  My vehicles | | |
|  Add vehicle | | |
|  Family | | |
|  Add Family Member | | |
|  Edit profile | | |
| | <div>steinm stein@forgerock.com</div> <div>Stein Myrseth</div> <div>You</div> | <div>ddraper ddraper@example.com</div> <div>Donald Draper</div> <div>REMOVE FROM FAMILY</div> <div>Admin</div> |

-  My vehicles
-  Add vehicle
-  Family
-  Add Family Member
-  Edit profile
-  steinm
Profile
-  Logout

GENERAL

USERS

steinm

stein@forgerock.com

Stein Myrseth

Roles

User



Owner



Maintainer



Permissions

Install App



Open Trunk



View Online



Drive Over 60



Update Software



ddraper

ddraper@example.com

Donald Draper

Roles

User



Owner



Maintainer



Permissions

Install App



Open Trunk



View Online



Drive Over 60



Update Software





Thank You