

# Digital Security Initiative



*"..to make using smart cards as common and simple for accessing digital networks as ignition keys are for automobiles."*

## Inside this issue:

<b>The DSI Newsletter</b>	<b>1</b>
<b>The DSI Plan</b>	<b>1</b>
<b>Committee Meeting</b>	<b>1</b>
<b>DSI History</b>	<b>2</b>
<b>Survey Available</b>	<b>2</b>
<b>1st Half Deliverables</b>	<b>3</b>
<b>Devices with Readers</b>	<b>3</b>
<b>How To Get Involved</b>	<b>3</b>

## The DSI Newsletter

Welcome to the first issue of the Digital Security Initiative (DSI) Newsletter. This publication will update Alliance members on the progress of the DSI on a monthly basis.

In this issue, there is a brief overview of the DSI, how it got started, its first com-

mittee meeting, a new survey, how to get involved and the 2001 first half deliverables.

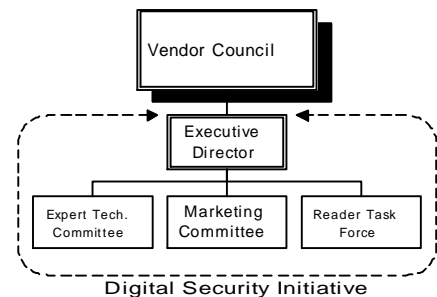
If you have questions or comments about the initiative, please contact the Executive Director of the Initiative at [ccagliostro@smartcardalliance.org](mailto:ccagliostro@smartcardalliance.org).

## The Initiative Plan

The goal of the Digital Security Initiative is to make smart card synonymous with network security, or put differently, to make using smart cards as common and simple for accessing digital networks as ignition keys are for automobiles.

To accomplish that goal, the initiative's plan calls for three work groups to address identified issues and opportunities.

The first group is the Expert Technical Committee which held its first meeting (see story below) during the Alliance meet-



ing in February. This group is charged with identifying, quantifying and resolving the issues slowing the adoption of smart card

*(Continued on page 4)*

## Expert Technical Committee Gears Up

The kick-off meeting of the DSI Expert Technical Committee was held on Wednesday February 28th during the Salt Lake City meeting. During this meeting, the participants focused on identifying the obstacles and opportunities to securing digital networks with using smart cards.

The results of this meeting will be combined with the DSI survey (see survey story on page two) in the *Opportunities/Obstacles Report*. The committee is tasked with categorizing and developing

approaches which address these issues.

The next committee meeting will be held during the RSA conference in San Francisco. The group will work on the *Opportunities/Obstacles Report* and other deliverables detailed in the first half deliverables story (see story page 3).

*Note: the DSI Expert Technical Committee is intentionally being kept to a small group of dedicated members in order to ensure swift execution.*

## How the DSI started

The DSI effort is an outgrowth of a 6-month long strategic planning process undertaken at the Smart Card Industry Association (SCIA) in early 2000. SCIA is now part of the Smart Card Alliance and its specific interests, those of smart card technology suppliers, are the responsibility of the Vendor Council within the Alliance.

During the SCIA planning process it was determined that the organization should focus its energy and resources on a limited number of activities that would have a very high likelihood of making a significant difference in the growth rate of the smart card market in North America.

A series of meetings were held with representatives of SCIA's core constituency, namely marketing managers from smart card and terminal manufacturers and solution providers. Marketing professionals were selected over technologists, because these are the people with direct communication with current and prospective customers. During these meetings, the group identified and categorized customer concerns and set out to determine which the association could best address.

The meetings led to the selection of two types of activities that would position the

industry for accelerated growth. The primary area of focus was the important role that smart cards should play in the security of the networked world and led to the establishment of this Initiative. It was felt that the smart card industry needed to speak with a unified voice of advocacy during this critical time when the infrastructures and architecture of the network world are being established.

Upon accepting this recommendation, the SCIA board of directors determined that the pivotal importance of the initiative demanded that the industry make a united front and approached the Smart Card Forum about jointly undertaking the effort. An announcement of a joint effort was made by the organizations in September 2000.

The Initiative is the responsibility of the Vendor Council which was established to represent the interests of Technology Providers. During the January strategic planning meeting, the initial members of the Council selected Ann Kennedy of First Data to be the Vendor Council liaison to the Alliance Board. As new initiatives are identified, the Council is empowered develop and propose them to the Alliance Board.



New Logo

*The new Alliance Logo represents the efforts of the leading North American smart card organizations and their efforts to speed the adoption and use of smart card technology.*

## The DSI Survey

An important element in the Initiative's plan is to identify the issues which are slowing user organizations and enterprises from using smart card technology to secure their networks. The DSI survey is one method to identify those issues. It was sent to experts in the security industry so that all potential issues can be identified. Initial distribution of the survey to Alliance members was done in February, **it is now available on the Alliance Web site at [http://www.smartcardalliance.org/dsi/dsi\\_survey.doc](http://www.smartcardalliance.org/dsi/dsi_survey.doc).**

***If you have not filled out the DSI Survey, please take a few minutes to download***

***and complete it.*** It will assist the committee members who are working on behalf of all interested parties to see the technology fully utilized in the emerging digital era.



*Complete the DSI Survey today! - [http://www.smartcardalliance.org/dsi/dsi\\_survey](http://www.smartcardalliance.org/dsi/dsi_survey).*



## First Half 2001 DSI Deliverables

The DSI Initiative goal is to have, at a minimum, the following three items completed during the first half of 2001:

1. *Digital Security Case Study Report*
2. *Smart Card Reader Petition*
3. *Opportunities/Obstacles Report*

The *Case Study Report* is an educational effort targeted at CIOs and Security Managers who are considering the implementation of a smart card based digital security solutions. The intent is to provide real world examples of the implementation, how the investment was justified, and the resulting benefits. **An invitation, with a sample template, will be sent to Alliance members in April.** After appropriate edito-

rial review, these studies will be promoted by the Alliance to all interested parties. Several members have already expressed an interest in assisting with the production or providing customer/partner reports.

The *Smart Card Reader Deployment Petition*, detailed in the DSI plan, will be drafted and invited industry luminaries will be encouraged to sign.

The *Opportunities/Obstacles Report* is the working journal of the Expert Technical committee. It is a living document which contains issues, identified by committee members and the DSI survey, with corresponding action plans.

## Built in Smart Card Readers

The purpose of the Reader Deployment Task Force is to accelerate the standard inclusion of smart card readers in digital network devices such as PCs, PDAs, cell-phones, and network appliances. To support this effort, a monthly update will list current and recently announced products which include smart card readers. If this list omits any products, please send an email to [ccagliostro@smartcardalliance.org](mailto:ccagliostro@smartcardalliance.org).



ACER TravelMate 350

On October 19th 2000, ACER announced their TravelMate 350 Series. For more product information, visit <http://www.acer.com/aac/news/2000/tm350.htm>.



Fujitsu E Series Laptop

On March 15th 2001, Fujitsu announced their E Series Laptop which includes a built in smart card reader. For production information, visit

[http://www.fujitsupc.com/www/products\\_notebooks.shtml?products\\_notebooks/e\\_series](http://www.fujitsupc.com/www/products_notebooks.shtml?products_notebooks/e_series)



HP Jornada 720

In September of last year, HP introduced the Jornada 720. A built in smart card reader is intended to secure Enterprise applications. For more information, visit [http://www.hp.com/jornada/products/newsroom/press\\_release/000709\\_launch720.html](http://www.hp.com/jornada/products/newsroom/press_release/000709_launch720.html).

Next issue will include a recently announced wireless PDA and one of the first PDA's to support smart card readers. Send smart card equipped product information to [ccagliostro@smartcardalliance.org](mailto:ccagliostro@smartcardalliance.org).

"The internal Smart Card Reader provides even more security options including user authentication"



Smart Card Alliance  
26 Broadway, Suite 400  
New York, NY 10004  
[www.smartcardalliance.org](http://www.smartcardalliance.org)

## How to get involved

There are several ways to become involved in the DSI. As a first step, please download the DSI plan and complete the DSI survey.

If your organization is in the business of securing digital networks and has experience in the use or installing smart card based digital security systems, please contact the Executive Director of the Initiative at [ccagliostro@smartcardalliance.org](mailto:ccagliostro@smartcardalliance.org).

If your organization has been involved in a successful smart card based network security project, then start collecting the pro-

gram details today for use in *Case Study Report*. The following will be of interest:

- How the system was justified
- What technology was used
- Who the end customer is
- Who provided the technology/service
- What would be done differently
- What worked and what didn't

Remember, the purpose of the case studies is to provide other interested parties real world examples of how to do it!

---

## DSI Plan (cont.)

*(Continued from page 1)*

technology by corporations for securing digital networks. It will work with the Initiative's marketing committee, the second group, to resolve issues which require educational or promotional deliverables.

The Marketing/Marcom Committee will serve as the voice of the initiative. By working together, Alliance members will have a stronger voice in communicating their message to market participants.

The final group is the smart card reader deployment task force. This is less of a committee and more of an advocacy effort to hasten the inclusion of smart card readers as standard devices in network aware devices, especially personal computers. Examples of recently introduced products are laptops from Acer and Fujitsu with built in smart card readers.

The first task force deliverable is to draft the *Smart Card Reader Deployment Petition* supporting the use of smart card technology in securing the digital infrastructure. Once complete, targeted CEO/Chairman level executives will be asked to support the Alliance's efforts to finally resolve the chicken and egg dilemma of which comes first, the card or the reader.

**The complete DSI plan can be downloaded and read using Adobe Acrobat from [http://www.smartcardalliance.org/dsi/dsi\\_plan.pdf](http://www.smartcardalliance.org/dsi/dsi_plan.pdf).**

*A special note of thanks goes to Ben Miller who helped craft the survey and wrote much of the original DSI Plan.*