



Smart Card
Alliance



The Smart Card Role in the Identity Management Infrastructure

Presented by the Smart Card Alliance
Digital ID World
September 13, 2006



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Today's Presenters and Topics

❖ **Cathy Medich**

Manager, Industry Councils - Smart Card Alliance

Topic: Smart card industry overview

❖ **Bray Becker, PMP, CISSP**

Director, Credential Management Projects - ActivIdentity

Topic: Smart cards as a multi-application platform

❖ **Sal D'Agostino**

Vice President, Sales - CoreStreet

Topic: Smart cards – driving convergence within and across enterprises

❖ **Jeffrey Ross**

Vice President and General Manager, Identity and Security - Gemalto

Topic: FIPS 201 – driving a converged ID badge



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Smart Card Industry Overview

Cathy Medich

Manager, Industry Councils

Smart Card Alliance



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Smart Card Alliance Overview

❖ Smart Card Alliance mission

To stimulate the understanding, adoption, use and widespread application of smart card technology through educational programs, market analysis, advocacy, and industry relations

❖ Over 150 members, including participants from financial, retail, government, corporate, and transit industries and technology providers to those users

❖ Major activities

❖ Industry and Technology Councils

- Contactless Payments Council
- Healthcare Council
- Identity Council
- Physical Access Council
- Transportation Council

❖ Conferences, symposia, web seminars and educational workshops

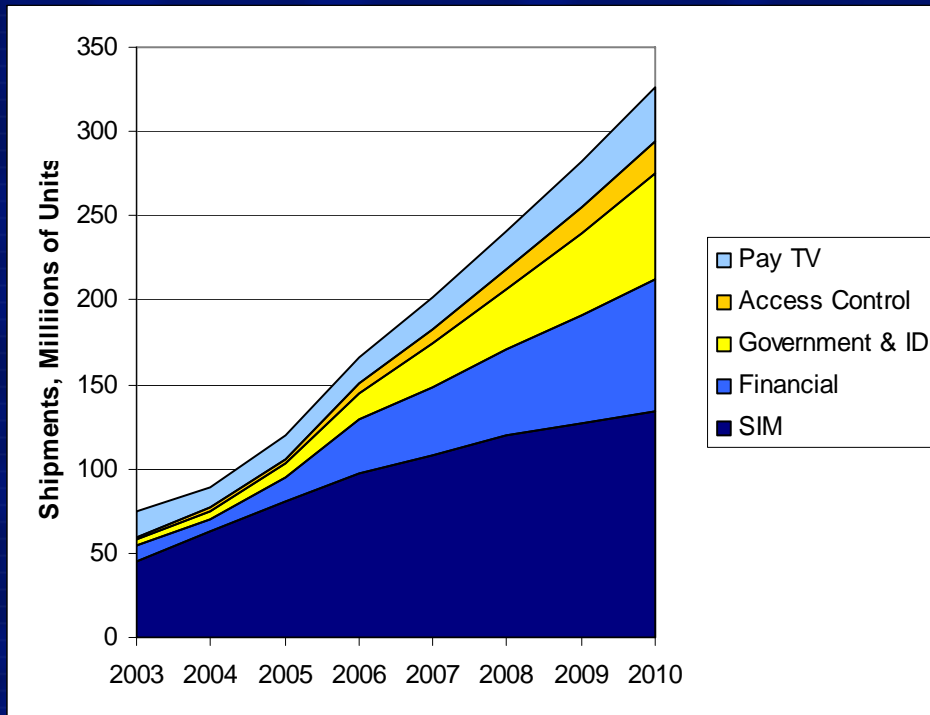
❖ Web-based resources and email newsletters

❖ Outreach activities to promote smart cards in identity, payment, transportation, telecommunications, and healthcare applications



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North American Smart Card Market



North American Shipments by Application:
Microcontroller-Based Smart Cards

Source: Frost & Sullivan, Americas Smart Card
Market Analysis, September 2005

- ❖ **2005 North America market:** 120M smart cards, with over 24 percent CAGR projected through 2010
- ❖ **Markets:** SIM (largest in 2005), financial, pay TV, government & ID, and access control.
- ❖ **Key government & ID market growth factors:** Deployment of FIPS 201-compliant ID applications and U.S. e-passport project
- ❖ **Enterprise access control trends:** Convergence between physical & logical access control, driving smart card-based ID badges that combine physical and logical access