

Research Cooperation: Deutsche Post - Identity Management

Briefing Paper

I. Introduction

The digital age leads to a significant transformation of identity and access management systems. As new technologies shape ever more complex information ecosystems, public interest in and concern about the impact on identity deepens. What actually determines identity in the digital era? How can you verify your own identity? How can people control and protect their identities? Who sets the rules for data privacy, anonymity, and transparency in a networked world? How can identity management drive innovation?

Identity management is the combination of business process and technology used to manage data on IT systems and applications about users. Managed data includes user objects, identity attributes, security entitlements and authentication factors.

Nowadays identity management is clearly a very ambiguous topic, balancing user convenience vs. data protection and security. Users expect simple and easy access to many different web-services, therefore providing all kinds of personal identifiable data, including biometric information - making them a possible target for fraud and identity theft. Furthermore, people today have many identities that they use online, including those identities for business use and personal use. The use of identities is not only mixed across work and personal but also across channels and devices, to a point where it is difficult to clearly distinguish between them. This creates an increased need for diligence by both individuals and corporations. Technologies and solutions need to address this notion, not just by managing access and log-in credential, but also managing multiple identities and understanding when a user's credentials or identity may be compromised due to fraudulent activity.

The proliferation of mobile devices, wearables, biometrics and the Internet of Things will take a major role in shaping the ongoing transformation of identity management. Biometric technologies and mobile devices being the two major drivers in the future.

II. Deutsche Post - Identity Provider of Choice

Deutsche Post is Europe's largest mail services operator and market leader in the German mail and parcel market. Its portfolio ranges from mail and parcel delivery to secure electronic communication and dialogue marketing for private and business customers.

Deutsche Post has a long standing history of being also the market leader in Germany for third party identification services according to the *Prevention of Money Laundering Act (Law)*. Deutsche Post offers simple, safe and convenient online and offline personal verification services through the *POSTIDENT* and our *POSTID Portal*

– with several million satisfied users trusting Deutsche Post every year.

<https://www.deutschepost.de/de/p/postident/postid.html>

III. Research Scope

The objective of the cooperation is to obtain scientific-based research that will help Deutsche Post to anticipate and understand future technological trends which will impact strategic R&D decisions concerning their identity service and logistics portfolio. Consequently, the focus of the research is set on the two key drivers:

“How will biometric technologies and innovative mobile devices change how people perceive and use personal identity/identifiers to navigate in a digitized environment?”

Guiding Questions:

1. Which biometric technologies will be best suited for user identification and/or authentication processes in the future?
2. What is the future role of biometrics in the area of identity management? Key identifying feature vs. multitude/multifactor identifier?
3. How will the Internet of Things impact the future development of authentication? Will biometrics play an essential part?
4. Possible risk of irreversible identity theft? How to minimize risks regarding fraudulent use of biometric attributes? (e.g. fingerprints)
5. How could mobile identity and online authentication look like in 5 to 10 years?
6. What is the future of SIM Cards? What kind of alternatives are on the horizon?
7. In a perfect world –there is a unique biometric universal ID for each person. How could it look like? How would it change online transactions and business models? Would the ID be bound to a mobile device or server based?
8. How could verified digital identities improve current logistics services and processes?
9. How will digital IDs communicate with the physical world? NFC? Bluetooth? GSM? WIFI? Beacons? etc.

Scope for a first discussion paper (2 – 3 pages):

1. Why is the University suited to fulfill the research scope?
(e.g. academic core areas, publications, research projects)
2. Methodology and set-up of the research project?
(e.g. Team-staffing, timings, format of research results)
3. How will the research scope be embedded in the academic processes?
(e.g. seminars, thesis, workshops)