



## **OpenID Foundation: Retail Advisory Committee**

# Thoughts to Consider...

- **Increasingly, consumers want to research and execute purchases on the web, and the trend is accelerating with younger generations**
  - In order to gain mindshare and market share, you need to know more about customers
  - With more consumers and retailers interacting via the web, “identity fatigue” is becoming an issue: “if its too much effort I’ll just buy it from Amazon”
  - How do you get more visitors to register on your website, remain engaged, and login early during each return visit? How do you ensure that user profile data is complete and up-to-date?
- **Social Commerce is a reality. What friends recommend is becoming more important than banner ads, search results, or even customer ratings and independent reviews (c|net, Consumer Reports)**
  - How can you leverage the personal networks of your customers?
  - How do you turn customers into advocates on the internet beyond your website?
  - How can you bring friends and colleagues of your customers to your website?

# Social Marketing

The New York Times  
Sept 12<sup>th</sup>, 2010

Business Day  
Technology



## NY Times: Search Takes a Social Turn

- The trust factor of friends' suggestions can make a big difference. Loopt's users are 20X more likely to click on a place their friends had liked or visited than a place that simply ranked higher in search results.
- "Improving search has always been about improving relevance," Augie Ray of Forrester said. "But the thinking now is that getting information from your immediate social network is what will really make results more relevant."
- "People are likely to find what your friends are saying about the iPhone 4 or a Chinese restaurant more helpful in a Web search," said Matt Cutts, a software engineer who oversees search quality at Google.

<http://www.nytimes.com/2010/09/13/technology/13search.html>

# Benefits of 3<sup>rd</sup> Party ID and Social Networks for Retailers

- **Higher Registrations:** Increase conversion of visitor to registered user by 25% to 50%\*
- **Better Login:** Reduce forgotten password costs and frustration by up to 50%\*
- **Increased Referral Traffic, SEO, and Brand Projection:**
  - Allow users to share activities (purchases, product reviews, blogs, surveys, video views) with friends on social networks (Facebook, Twitter, Yahoo, Google, MySpace, LinkedIn, Microsoft, etc.) with links back to your websites
  - Customers as advocates, project your brand beyond your website, links back improve SEO
  - Websites seeing anywhere from 5 to 25\* referral visits for each social publishing link
  - Referral visitors are highly qualified and come with active identity accounts for easy registration & login
- **Collecting Rich Customer Data:** Build richer customer profiles by using customers' existing online accounts - name, verified email address, shipping address\*\*, phone\*\*, payment info\*\*, nickname, language, zip code, age, friends lists, address books, personal interests & hobbies, photos, etc.
- **Improved Mobile Experience:** Provide a much quicker and simpler user experience via mobile applications
- **Website Federation:** Single sign-on (SSO) for your customers across multiple web properties and component solutions (commenting, rating and reviews, customer

\*Statistics from Janrain Customer Base

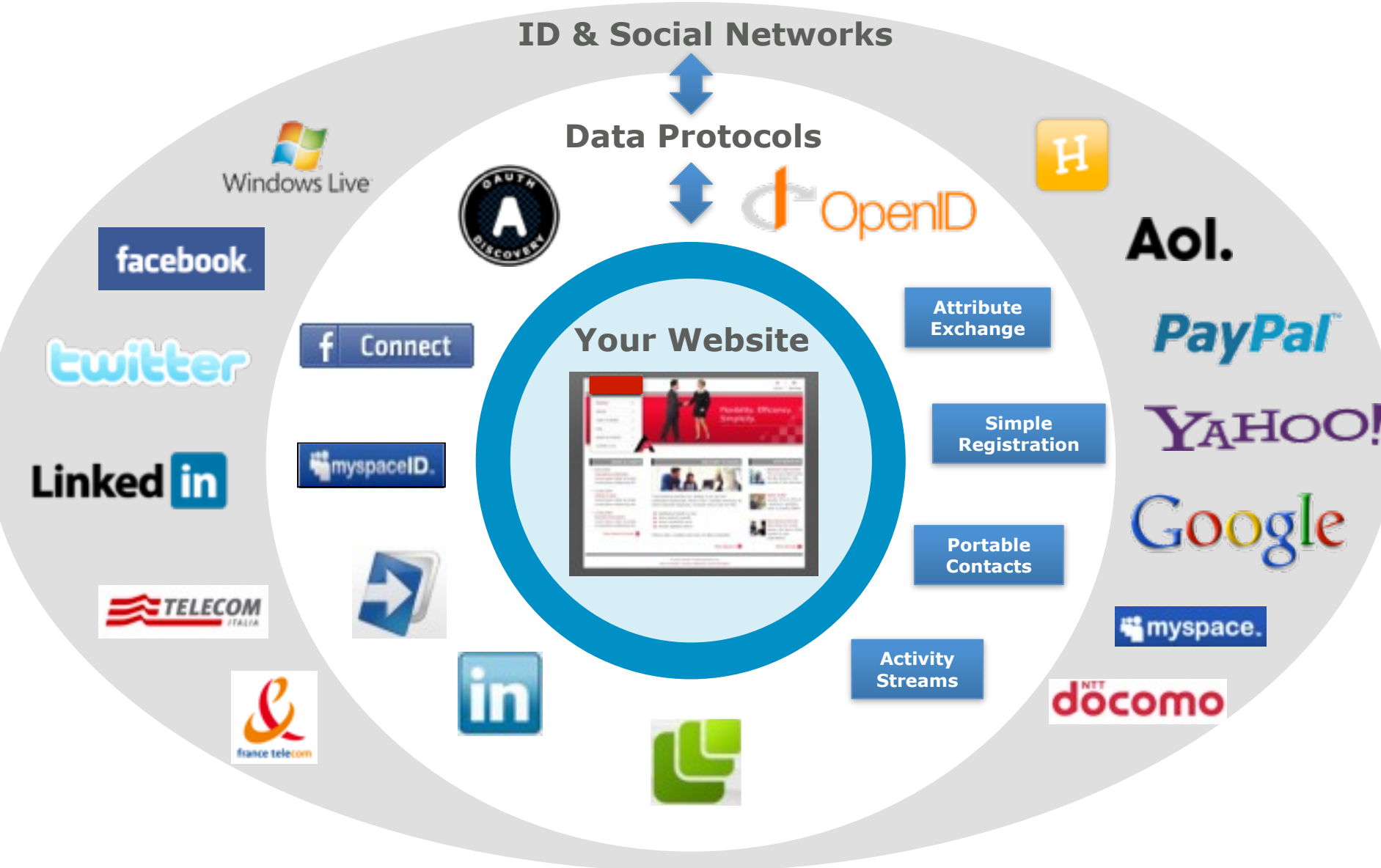
\*\* Coming soon w/ selected providers

# OpenID Foundation

- Founded in 2007
- Non-profit, open-standard technology organization like Linux Foundation
- Promoting open standards for user-managed identity
- Board members include folks from Google, Yahoo, Facebook, PayPal, Microsoft, IBM, Sears, NY Times, and NPR
- OpenID Foundation members include:



# Identity Providers and Technologies



# Who's Using 3<sup>rd</sup> Party Identities?

## News & Media



## Retail



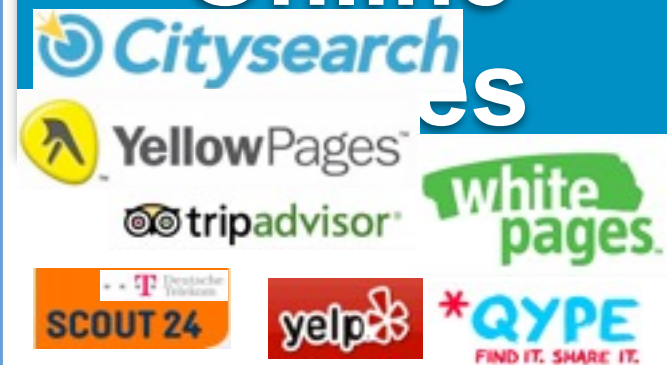
## Government & Non-Profit



## Entertainment



## Online



# Integrated into Leading Technology Platforms

## Social Network & Community Platforms



White-label social networking platform for 30,000 customers



Community & review platform that powers Sears, P&G, Nintendo, Kitchen Aid, Whirlpool, Kraft, SC Johnson...



Integrated into its forum technology that is embedded on 20,000 existing websites



Uses on over 100,000 white-label community sites and wikis

## Customer Feedback Tools



Deployed across 25,000 client websites on its community-powered support platform



Community-powered feedback platform for Microsoft, RedHat, Avid, Navteq, Coldwater Creek, & several govt. agencies



Deployed across 20,000 client websites for its customer feedback platform



# Technology Platforms (cont.)...

## CMS Turnkey Plug-ins



Leading CMS for NY Times, CNN, Fox, WSJ, Reuters, TechCrunch, Flickr, Harvard, NASA, Yahoo, Rolling Stone, Xerox, USPS, Ford, etc.



Leading CMS for AT&T, Mattel, Zappos, Warner Bros, ABC, Nokia, Levis, NPR, Economist, Harvard, MIT, White House, etc.

## Content Communication Platforms



Deployed on >100K websites of all sizes and markets



Market leading media sites including AMC, Newsweek, Time, Forbes, Wash Post, Discovery, cNet, Dow Jones, Hearst, etc.



Market leading sites including AARP, NFL, Best Buy, USA Today, Lowes, Kraft, Microsoft, Southwest Airlines, etc.

# Sears Sign-in and Social Publishing Demo

The screenshot shows the Sears.com website interface. At the top, there are navigation links for 'Sears', 'Kmart', 'CRAFTSMAN', 'Kenmore', 'LANDFEND', 'the great indoors', 'Sears Outlet', and 'PartsDirect'. On the right side of the top navigation bar, there are links for 'en español', 'find a store', 'Sears Credit Cards', 'customer service', and 'Shopping Cart'. A red box highlights a 'Welcome, sign in or register' prompt in the top right corner. Below the navigation bar is a search bar with a dropdown menu set to 'All Products' and a 'GO' button. To the left of the search bar is a 'View All Departments' dropdown menu. Below this menu is a vertical list of department categories, each with a plus sign icon: Appliances, Automotive & Tires, Baby, Beauty, Bed, Bath & Home, Books & Magazines, Clothing, Electronics & Computers, Fitness & Sports, Gifts, Halloween, Home Services, Jewelry & Watches, Lawn & Garden, Music, Movies & Gaming, Office Products, Outdoor Living, Shoes, Tools, Toys & Games, and Clearance. At the bottom of this list is a 'See All' link. Below the department list is a 'DEAL OF THE DAY' banner featuring a red lawnmower. The main content area features a large promotional banner for appliances. The text reads: 'up to 15% OFF all appliances', 'plus extra 5% off Kenmore® with Sears card or FREE DELIVERY or special financing available. See details.', and 'ends Saturday'. Below this text is a 'shop appliances' button. To the right of the text are images of a refrigerator and a washing machine. Below the appliance promotion is a smaller banner for Samsung TVs. The text reads: 'all Samsung TVs on sale', 'plus FREE SHIPPING & special financing available. Online only. See details.', and 'ends Saturday'. Below this text are three small images of Samsung TVs and a 'shop TVs' button.

# Offered choice of 3<sup>rd</sup> party ID providers...



The screenshot shows the Sears website interface with a modal window for user login. The modal is titled "Now you can have it all." and includes a "Close" button in the top right corner. Below the title, a message states: "Get what you want. Faster. Easier. On your terms. Now one login for any of these sites works for all of these sites : Sears, Kmart, mygofer, Craftsman, Kenmore or The Great Indoors." The modal is divided into two main sections: "Please Log In" and "Sign in using your account with".

**Please Log In**

Email:

Password:

[Forgot Password](#)

[Log In & Continue](#)

Don't have an account? [Sign Up Now](#)

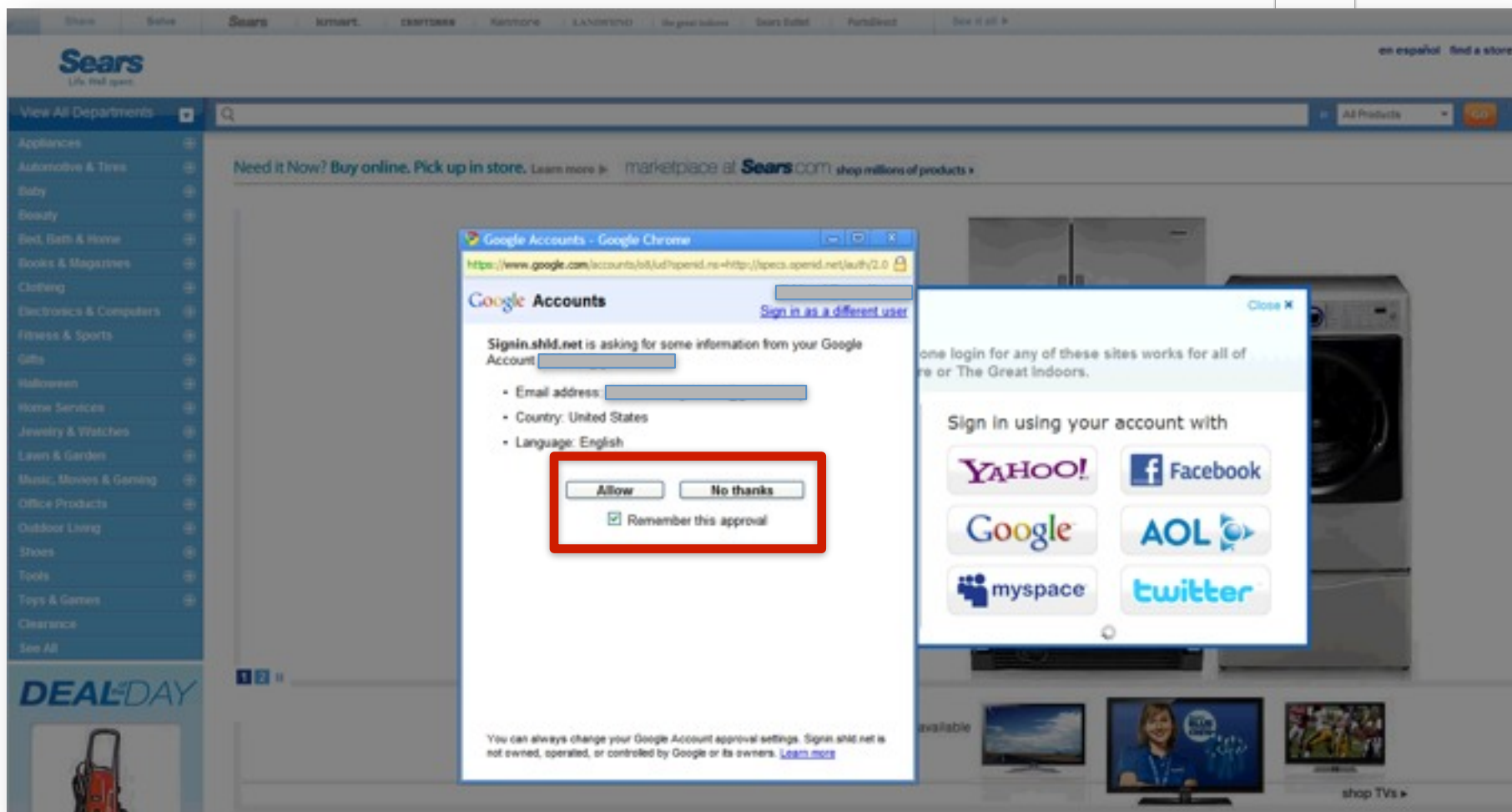
[Privacy Policy](#)

**Sign in using your account with**

- YAHOO!
- Facebook
- Google
- AOL
- myspace
- twitter

Below the modal, a promotional banner for "New Rewards member" is visible, listing benefits such as earning 10 Points for every \$1 spent and offering a chance to win one billion points by uploading a video.

# Customer selects Google and grants permission...



# Logged in, personalized experience...

**Sears**  
Life. Well spent.

en español find a store Sears Credit Cards customer service Shopping Cart

Welcome Ann. Logout Portland 66\*

All Departments

Need it Now? Buy online. Pick up in store. Learn more marketplace at **Sears.com** shop millions of products

## shopyourway rewards

Your Points. Your Choice.

- earn 10 Points for every \$1 you spend\*
- earn and redeem Points in store and online
- receive exclusive weekly bonus offers so your Points will pile up fast

**IT'S FREE. START EARNING POINTS WITH EVERY PURCHASE.**

enroll today ▶

\*Members earn 10 Points for each \$1 spent on a Qualifying Purchase. Rewards earned on purchases before sales tax. Subject to full program terms available at [shopyourwayrewards.com](#).

Privacy policy Official rules

### what would you do with one BILLION POINTS?

already a ShopYourWay Rewards Member?

upload a video and you could win **ONE BILLION POINTS!**

it's your Points, your choice, your voice – so what would you do with one Billion Points?

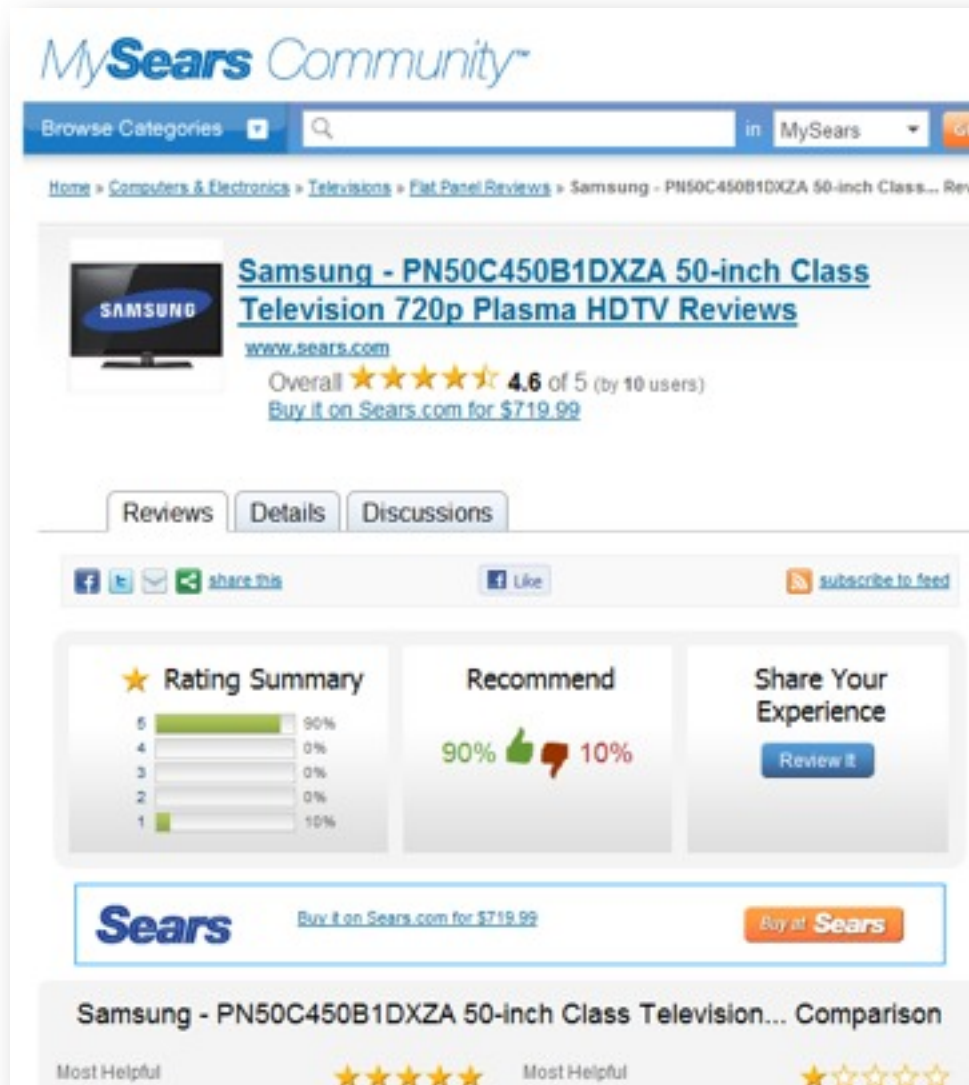
upload view vote

enter now ▶

1 2 ||

DEAL OF THE DAY

# Offered opportunity to write a product review...




The screenshot shows the MySears Community website interface. At the top, there is a search bar and navigation links. The main content area features a product listing for a Samsung television with a 4.6-star rating. Below the product information, there are tabs for 'Reviews', 'Details', and 'Discussions'. A social sharing section includes icons for Facebook, Twitter, and email, along with a 'Like' button and a 'subscribe to feed' link. A 'Rating Summary' section displays a bar chart showing 90% of users gave a 5-star rating. A 'Recommend' section shows 90% thumbs up and 10% thumbs down. A 'Share Your Experience' section has a 'Review It' button. At the bottom, there is a 'Sears' logo, a price of \$719.99, and a 'Buy at Sears' button. The page also includes a 'Comparison' section and 'Most Helpful' reviews with star ratings.


MySears Community™

Browse Categories  in MySears






[Home](#) > [Computers & Electronics](#) > [Televisions](#) > [Flat Panel Reviews](#) > Samsung - PN50C450B1DXZA 50-inch Class... Revi

 **Samsung - PN50C450B1DXZA 50-inch Class Television 720p Plasma HDTV Reviews**


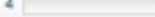


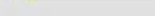
[www.sears.com](http://www.sears.com)

Overall  4.6 of 5 (by 10 users)  
[Buy it on Sears.com for \\$719.99](#)



Reviews Details Discussions

   [share this](#)  Like  [subscribe to feed](#)

**★ Rating Summary**

5		90%
4		0%
3		0%
2		0%
1		10%



**Recommend**

90%   10%

**Share Your Experience**

**Sears** [Buy it on Sears.com for \\$719.99](#)

Samsung - PN50C450B1DXZA 50-inch Class Television... Comparison

Most Helpful  Most Helpful 



# Customer writes personal product review...

**MySears Community™** Welcome, Ann  [Logout](#)

[Browse Categories](#)  in [MySears](#)  [Reviews](#) [Discussions](#) [Guides](#) [Blog](#) [Get Involved](#)

## Write A Review

Be truthful. Be specific. Show personality. [tell me more about writing reviews](#)

About: **Samsung - PN50C450B1DXZA 50-inch Class Television 720p Plasma HDTV**

**REQUIRED**

Your Rating      Outstanding

**REQUIRED**

Sound Bite “  ”  
If you were limited to one sentence—what would you say?

**I am** Select the tags which best describe you

<input checked="" type="checkbox"/> tech savvy	<input type="checkbox"/> always online	<input checked="" type="checkbox"/> a gadget geek
<input type="checkbox"/> a couch potato	<input type="checkbox"/> technically challenged	<input type="checkbox"/> worried about privacy
<input type="checkbox"/> not very active online	<input type="checkbox"/> buying the latest and greatest	<input type="checkbox"/> a bargain hunter

# Review received by Sears, offered chance to share...






**MySears Community™** Welcome, Ann  [Logout](#)

Browse Categories  in **MySears**  [Reviews](#) [Discussions](#) [Guides](#) [Blog](#) [Get Involved](#)

Thank you. Your review has been received.

**Now, Share Your Review**

You must first enable connections with each of your accounts.

-  Facebook AnnSmith
-  Twitter annsmith242
-  Email

or [Skip](#)



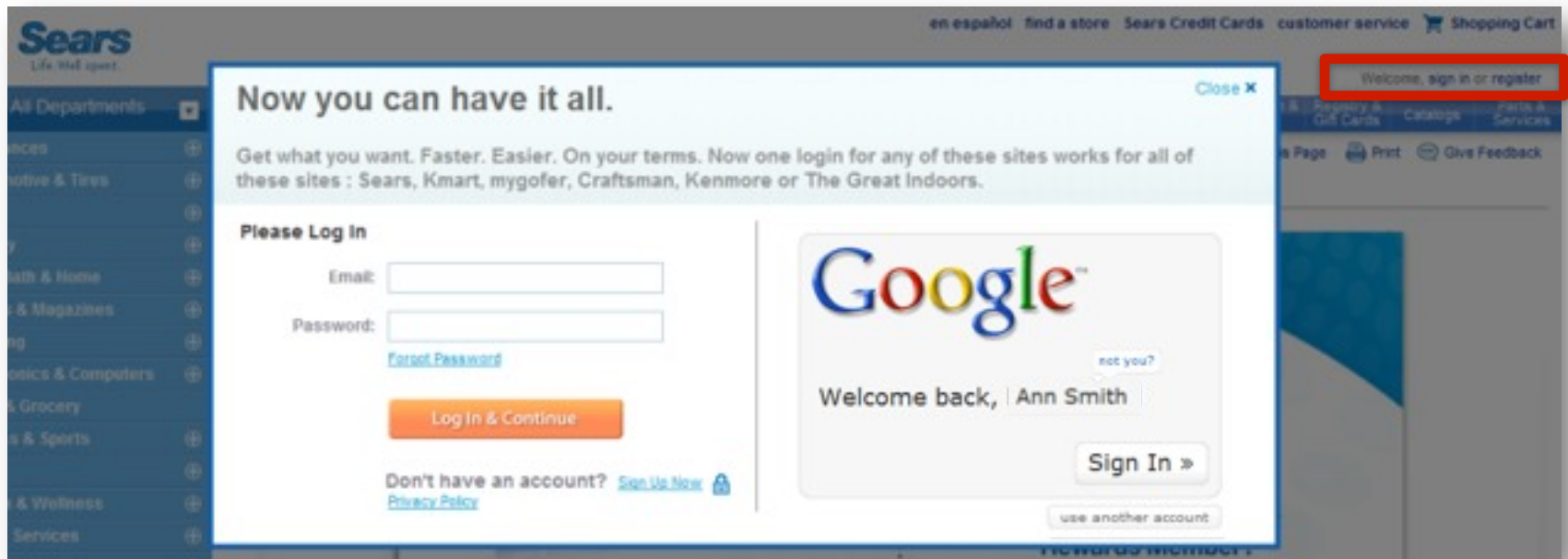
# Review published to multiple social networks...

The screenshot shows the Facebook interface for user Ann Smith. The News Feed displays a post from Ann Smith: "This is an excellent TV...it's how TV was meant to be viewed". The post includes a photo of a Samsung Plasma HDTV and a link to a MySears Community review. The review text reads: "Samsung - PN50C450B1DX2A 50-inch Class Television 720p Plasma HDTV. Ann wrote a review on MySears Community 'This is a truly excellent TV. With a brilliant picture, it's how television was meant to be...' Link: www.mysears.com". The post was shared on Monday via Signin.mysears.com. The right sidebar shows sections for Events, People You May Know (A Dark Shadow and Susan Heard), and a Sponsored section.

The screenshot shows the Twitter profile page for user annsmith242. The profile has 11 following, 5 followers, and 0 listed. A tweet is visible: "This is an excellent TV...it's how TV was meant to be viewed http://bit.ly/bGom9H 1 day ago". The tweet was posted on Monday, July 12, 2010 at 6:16:05 PM via Signin.mysears.com. The interface includes a "What's happening?" text area with a 140 character limit and a "Tweet" button.

# Increase Customer Lifetime Value

- One click sign-in for return customers
- More inclined to log-in early
- Higher satisfaction, better targeting, lower support costs





# Customizable Sign-in Interfaces: Zappos

**Zappos** .com  
POWERED by SERVICE™

SEARCH

365 Day Return Policy  
In other words, 1 full year!

FREE Shipping Both Ways  
It's always on the house!

My Cart

SE BY: Size, Narrow Shoes, Wide Shoes, Popular Searches

SHOES CLOTHING BAGS & I

ALPHABETICAL BRAND INDEX

Community / Overview

Ask a question

Ask a question. We'll look for

Highlights Recent Activity (0 new topics today) On Twitter

FREQUENTLY ASKED QUESTIONS

**What's the best way to find "green" shoes?**  
Eric Suesz asked · 2 replies · Last reply 1 year ago  
Answered

12

Join the community  
Rate Zappos

Powered by Janrain

Use your Google or Gmail account to login  
It only takes a second. Click the button below to connect.

Get Satisfaction Facebook Google Twitter

Login with Google

You may need to disable any popup blockers to login with Google.

	TOTAL
Topics posted	120
People	1,522
Employees	104

# Customizable Sign-in Interfaces: Diesel

The image shows a screenshot of the Diesel website's sign-in interface. At the top, the Diesel logo is on the left, followed by a search bar, and 'REGISTER' and 'SIGN IN' links on the right. Below this is a navigation bar with 'BE STUPID', 'COLLECTIONS', 'LIFESTYLE', 'ONLINE STORE', and 'STORE LOCATOR'. The main content area features a large pink background with a black graphic containing various text boxes. A white sign-in modal is overlaid on top, titled 'SIGN IN' with a close button. The modal is divided into two sections: 'USE A THIRD PARTY ACCOUNT' and 'OR USE YOUR DIESEL ACCOUNT'. The first section includes buttons for 'facebook', 'Google', 'YAHOO!', 'Windows Live', 'twitter', 'myspaceID', and 'flickr'. The second section has input fields for 'Email or Username' and 'Password', a 'Forgot password?' link, a 'Remember me' checkbox, and a 'SIGN IN' button. The background graphic includes text boxes with words like 'YOU', 'PEOPLE', 'NEVER', 'STUPID', 'ARE', 'FOR', 'SEX', 'LA', 'IT', 'BEATS', 'HELL ANNA', 'SMART', 'COMING', and 'VIEW ALL'. At the bottom of the graphic are buttons for 'VIEW ALL', 'CLEAN', 'SAVE', and 'SHARE IT!'.

# Customizable Sign-in Interfaces: Redplum

**redplum**  
sweeten the deal

Search For Savings: Coupons, Deals & More!

Sign Up & Save More!  
[Sign In](#) | [Free Newsletters](#)

Connect: 2K

Deals & Tips in: [GROCERY](#) [RESTAURANTS](#) [COUPON CODES](#) [LIFE@HOME](#) [STYLE](#) [VIEW ALL DEALS](#)

**The Best in Portland**  
up to **90%** off  
[www.Groupon.com/Portland](#) [Get Today's Deal](#)  
GROUPON  
Ads by Google

## Sign In

Username:

Password:

Not a Member? [Register Here](#) | [Forgotten Password](#)

**OR - use your login from another site:**

[What's This?](#)

Sign in using your account with

Windows Live ID Google

AOL YAHOO!

Facebook twitter

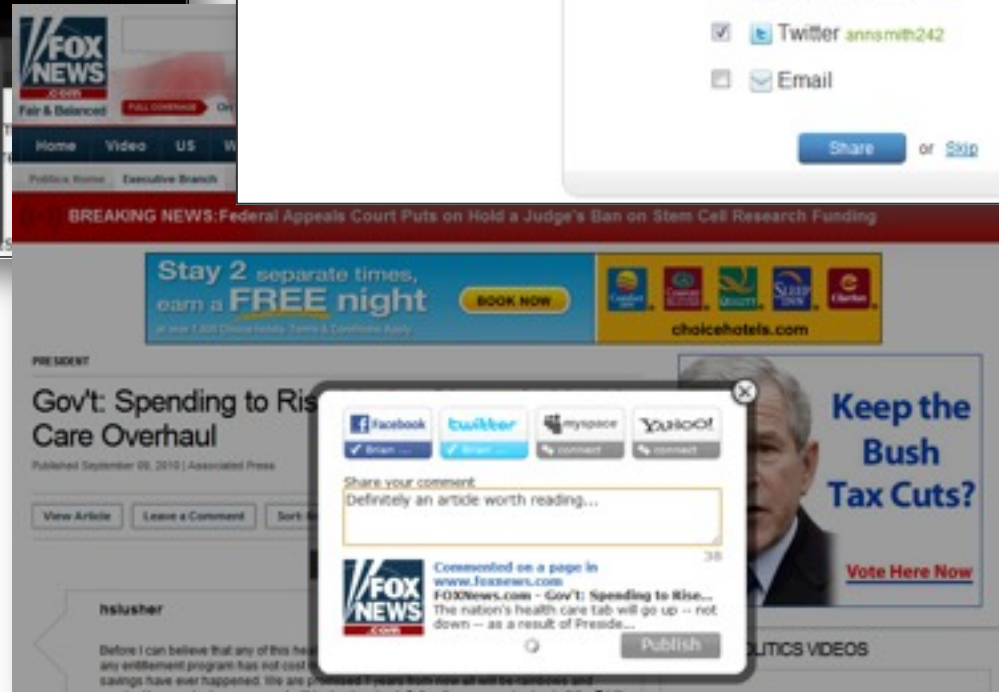
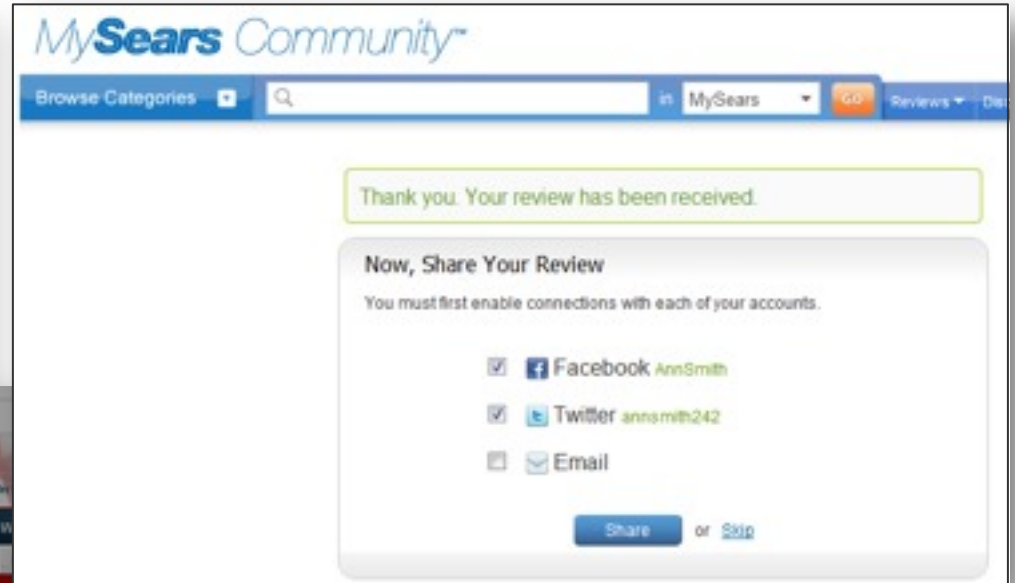
page 1 2

**GROUPON**  
**The Best in Portland**  
up to **90%** off

# Customizable Sign-in Interfaces: HP

The image shows a screenshot of the HP ePrintCenter website's sign-in interface. The page has a dark background with the HP logo and 'ePrintCenter' text in the top left. Navigation links for 'PRINTERS', 'APPS', 'RESOURCES', and 'NEWS' are visible. A 'Sign In »' button is in the top right. A central modal window titled 'Sign in to ePrintCenter' is open, with a close button (X) in the top right corner. The modal contains the text: 'Use your existing account, or sign up for a new one.' Below this is a list of social media and service providers: hp ePrintCenter, Facebook, Google, Yahoo!, AOL, and OpenID. To the right of this list, it says 'You will be taken to Yahoo! to sign in.' and 'For your convenience, HP allows you register by importing your information from a third party identity. If you have not used HP ePrintCenter before, we will ask you to create a screen name for this site.' There is a checkbox for 'Keep me signed in for 2 weeks' and a 'Sign In »' button. A yellow circle highlights the list of providers. Below the modal, there is a row of small icons for the providers and a 'Sign In »' button, also highlighted with a yellow circle. A yellow arrow points to this bottom row from the right. On the right side of the page, there are sections for 'FAQ & Help' with links to 'ePrint >', 'Print Apps >', 'ePrint & Print Apps Forum >', and 'New Print Apps' with cards for 'Delta Air Lines' and 'Bing Maps with Directions'. The background of the page features an image of a printer and various documents.

# Customizable “Social Publishing” Interfaces





# Fast Sign-in for Mobile Apps\*

Customer selects profile from a single-column table view






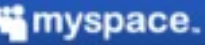




Customer logs in with a single click



\*Via Janrain open source libraries

# Customer Profile Data by ID Provider

Network	Email	Name	Location	Birth Date	Gender	Friends/Contacts	Profile Photo	Interests	Social Publishing
	X	X	X	X	X	X	X	X	X
	X	X	X			X			X
		X					X		X
	X	X	X	X	X	X	X		X
		X	X			X	X		X
		X	X	X	X	X	X	X	X
	X	X		X	X	X	X		COMING SOON
	X	X	X	X	X				

# Detail on Rich Customer Data

## Facebook

Get access to the following for users that authenticate with Facebook:

### Basic Profile

Read access to the users' profile data. Returned by the [auth\\_info](#) API call.

Address	Birthday	Display Name
Family Name	Formatted Name	Gender
Given Name	Homepage	Preferred Username
Profile Photo	Time Zone	Verified Email

### Extended Profile

Read access to the users' extended profile data. Returned by the [auth\\_info](#) API call.

About Me	Addresses	Books
Current Location	Emails	Friends List
Interested In Meeting	Interests	Last Updated
Movies	Music	Organizations
Photos	Relationship Status	Status
TV Shows	URLs	

### Contacts

Read access to the users' friends. Returned by the [get\\_contacts](#) API call.

About Me	Address	Addresses
Birthday	Books	Current Location
Display Name	Family Name	Formatted Name
Gender	Given Name	Homepage
Interested In Meeting	Interests	Last Updated
Movies	Music	Organizations
Photos	Preferred Username	Profile Photo
Relationship Status	Status	Time Zone
TV Shows	URLs	

### Social Publishing

Write access to the users' activity stream. Works with the [activity](#) and [set\\_status](#) API calls.

Activity/Status Message	URL	Title
Description	Media	

- Facebook
- Google
- LinkedIn
- Myspace
- Twitter
- Windows Live
- Yahoo!
- AOL
- Blogger
- Flickr
- Hyves
- Livejournal
- MyOpenID
- Netlog
- Verisign
- Wordpress

\* <https://rpxnow.com/docs/providers>

# PayPal™ Coming Soon...

- **225M users worldwide**
- **More data**
  - name, email address, **phone number, shipping address**
- **Verified data**
  - not just “self-asserted”
- **Better authentication and fraud detection**
  - Extensive backend infrastructure to protect Retailers and consumers
- **Seamless integration with payments**
  - PayPal IDs for registration/login and also for payment execution
- **White list approach with designated Retailers initially**

# Importing the Data

**A&M RECORDS** FOLLOW INTERSCOPE

HOME ARTISTS PREMIERES VIDEO NEWS TOUR RINGTONES REGISTER

WIN TICKETS FOR YOU & 3 FRIENDS TO ONE NIGHT ONLY

ENTER FOR A CHANCE TO WIN AXE Music

**Almost Done**

**Almost Done**

We need a few more details from you before we can complete your sign-in / registration process. Please fill in the details below and click the "Register" button.

**Email Address**

**Username**

**Gender**

Male  Female

**Birth Date**

**Zip / Postal Code**

**Country**

Check these boxes to receive the latest news, events and more!

Interscope A&M Records

**Community**

BlackBerry Torch \$199.99

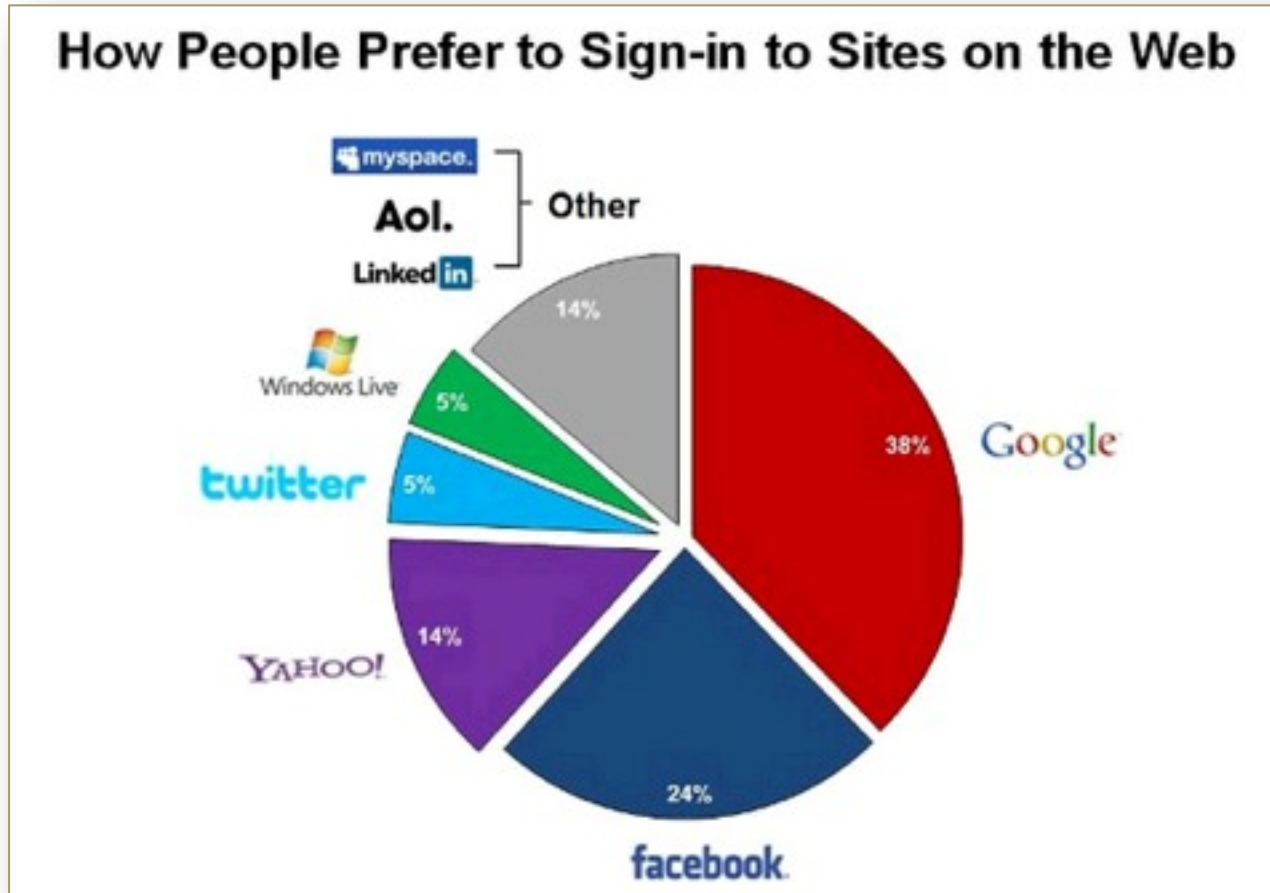
BUY NOW

Rethink Possible

**JIMMY EAT WORLD**

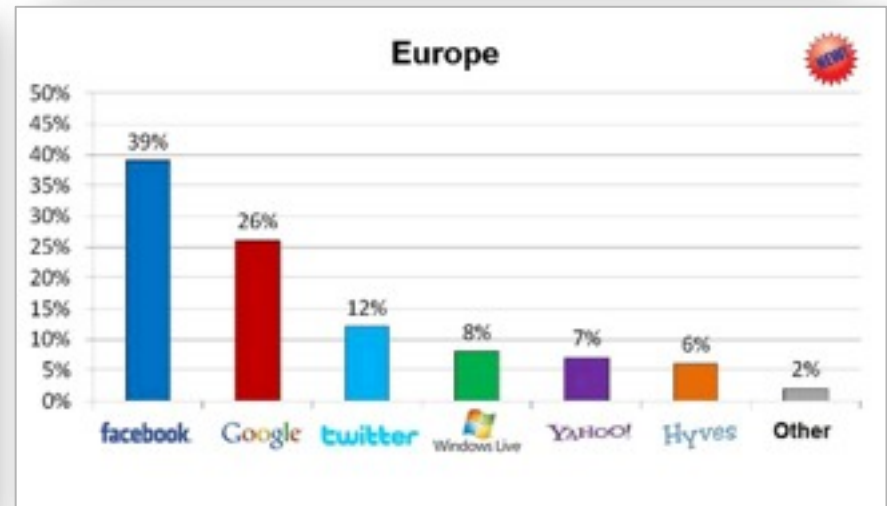
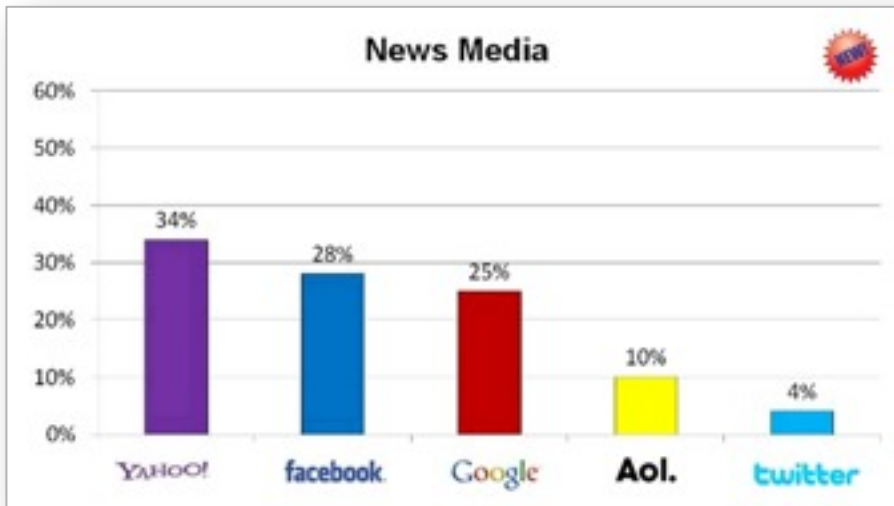
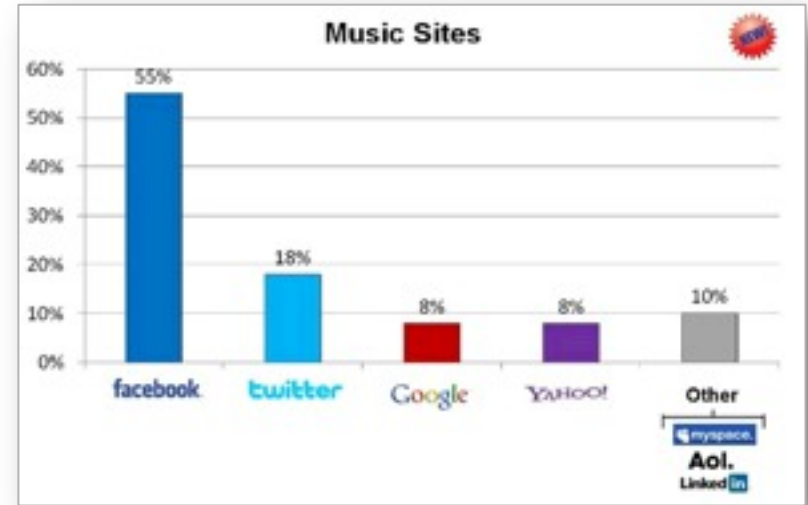
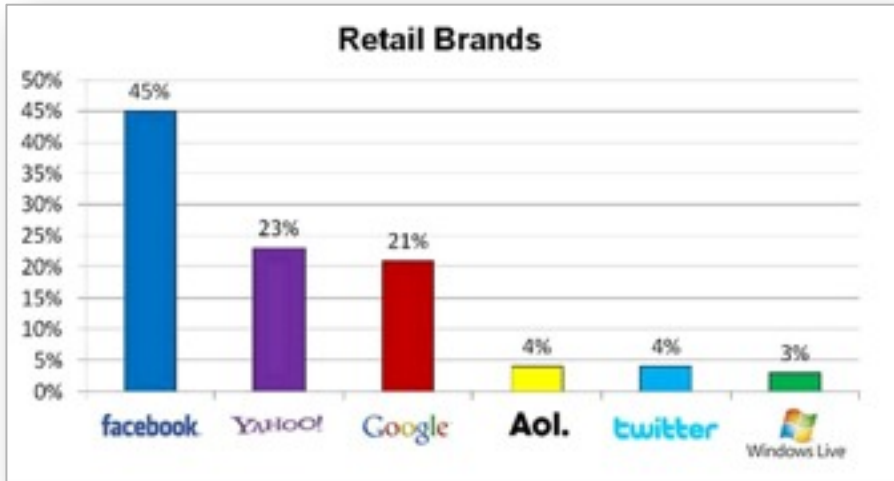
Invented (Deluxe Edition) (9/28/2010)

# Customers Prefer Choice



\*Statistics from Janrain Customer Base

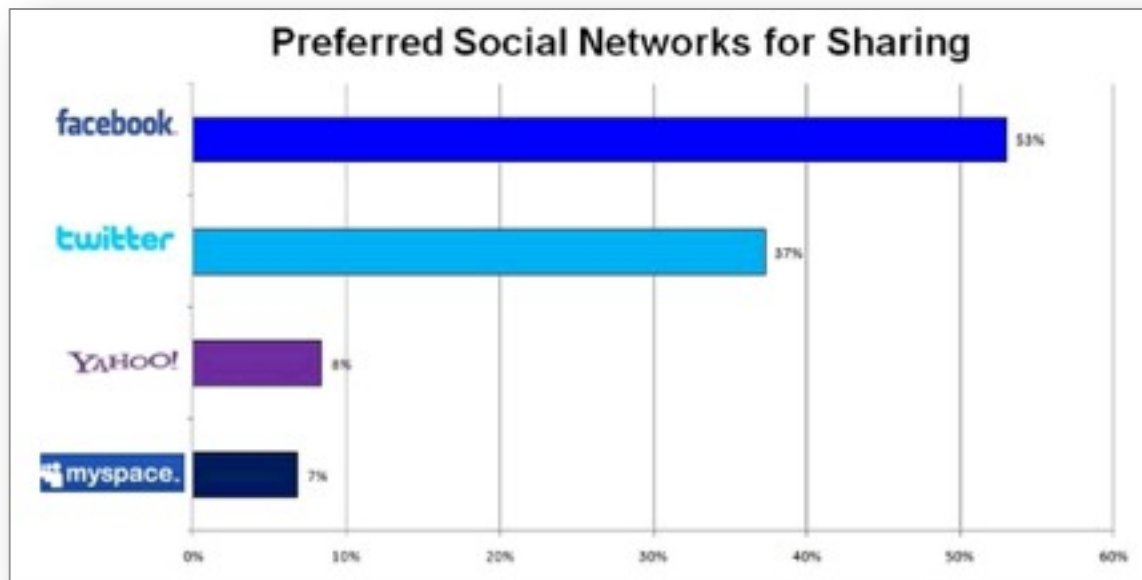
# Login Preferences Vary By Category\*



\*Statistics from Janrain Customer Base

# Social Publishing Preferences\*

- Facebook and Twitter are strongest today
- The category is still very new, expect to see changes
- MySpace was dominant less than 2 years ago
- Twitter was nearly non-existent a year ago
- Yahoo Updates, Google Buzz, Windows Messenger Connect, and LinkedIn are innovating rapidly
- Open standard technologies like Activity Streams are evolving
- The best approach may be to remain flexible and adaptive



\*Statistics from Janrain Customer Base



# OpenID Foundation Retail Advisory Committee (RAC)

- **The purpose of the RAC is to solicit input and feedback from Retailers utilizing 3<sup>rd</sup> party IDs and social networks via online channels (web, mobile, interactive TV, etc.) to better serve their customers and prospects.**
- **Expected Activities:**
  - Outbound communication from the OpenID Foundation (OIDF), Identity Providers (IDPs), and Social Network Providers (SNPs) to Retailers on progress and plans for OpenID and related technologies (OAuth, Portable Contacts, Activity Streams, Webfinger, Salmon, XAuth, Backplane, etc.) that may be of interest to Retailers.
  - Direct input and feedback from Retailers to the OIDF, IDPs, and SNPs on the needs and expectations of Retailers and their customers.
  - Collaboration between IDPs and SNPs serving Retailers
  - Collaboration between Retailers looking to leverage OpenID and related technologies to serve their customers better and achieve improved business results
- **More information at:**
  - <http://wiki.openid.net/OpenID-Retail-Advisory-Committee> (overview)
  - [Sign-up: http://tech.groups.yahoo.com/group/openid\\_RAC/](http://tech.groups.yahoo.com/group/openid_RAC/) (sign-up)
- **Email Contact:**
  - Don Thibeau, Executive Director, OpenID Foundation – [don@oidf.org](mailto:don@oidf.org)
  - Brian Kissel, Chairman, OpenID Foundation – [bkissel@janrain.com](mailto:bkissel@janrain.com)