OpenID Foundation: Retail Advisory Committee

Monday, December 6, 2010

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 12th, 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 3rd Party ID and Social Networks for Retailers

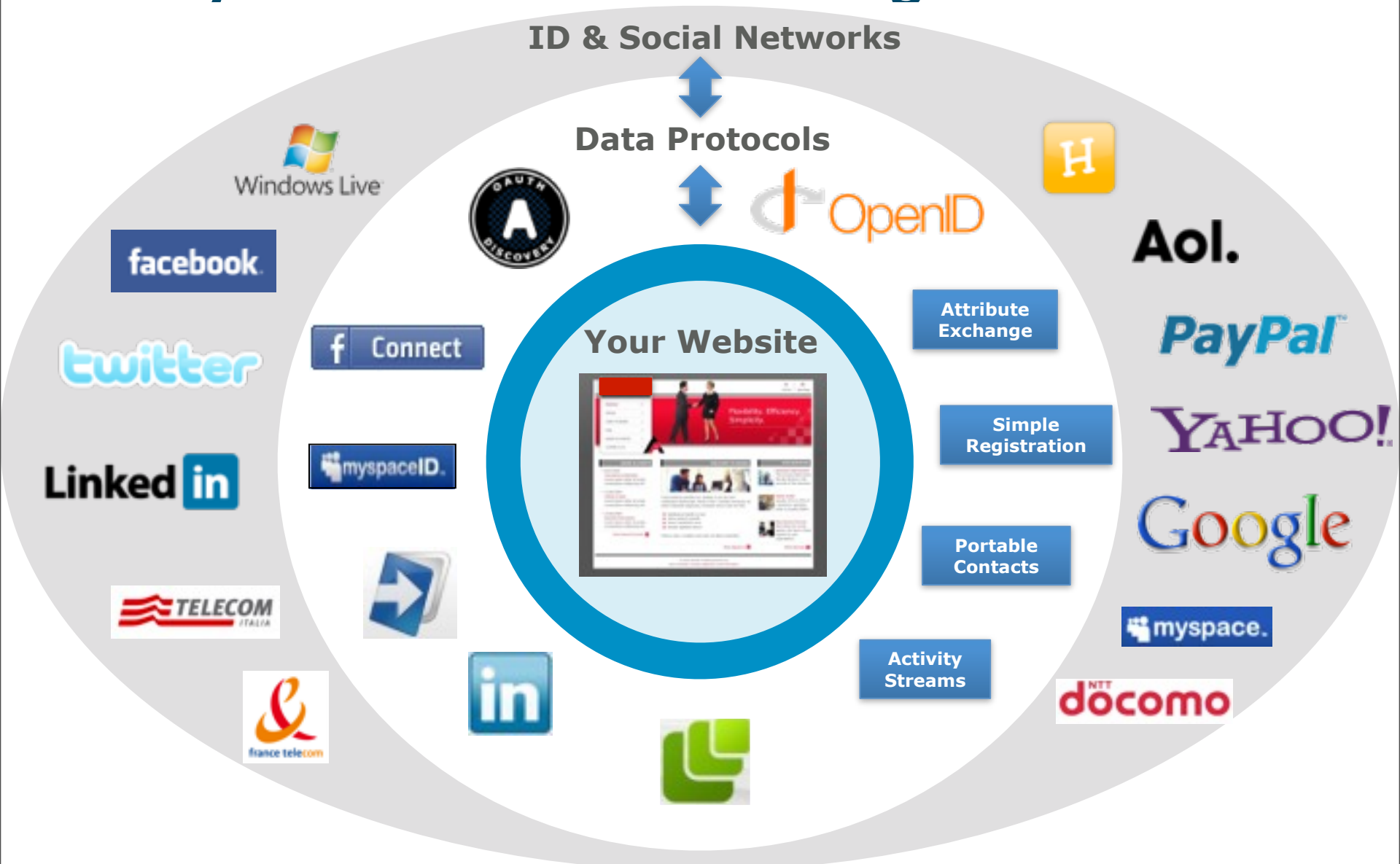
- **Higher Registrations**: Increase conversion of visitor to registered user by 25% to 50%*
- **Better Login:** Reduce forgotten password costs and frustration by up to 50%*
- **Increased Referral Traffic, SEO, and Brand Projection:**
  - Allow users to share activities (purchases, product reviews, 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 3rd Party Identities?

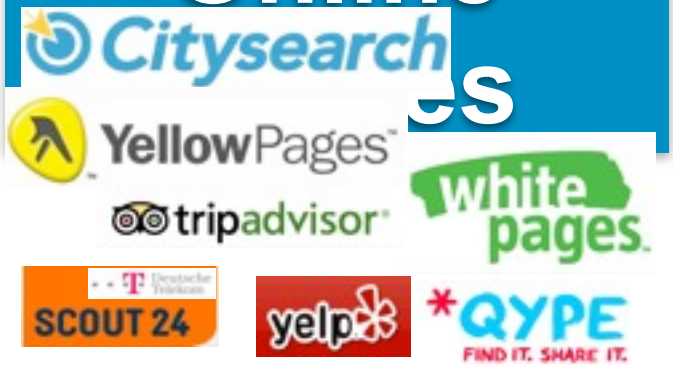
News & Media

Retail

Entertainment

Government & Non-Profit

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.

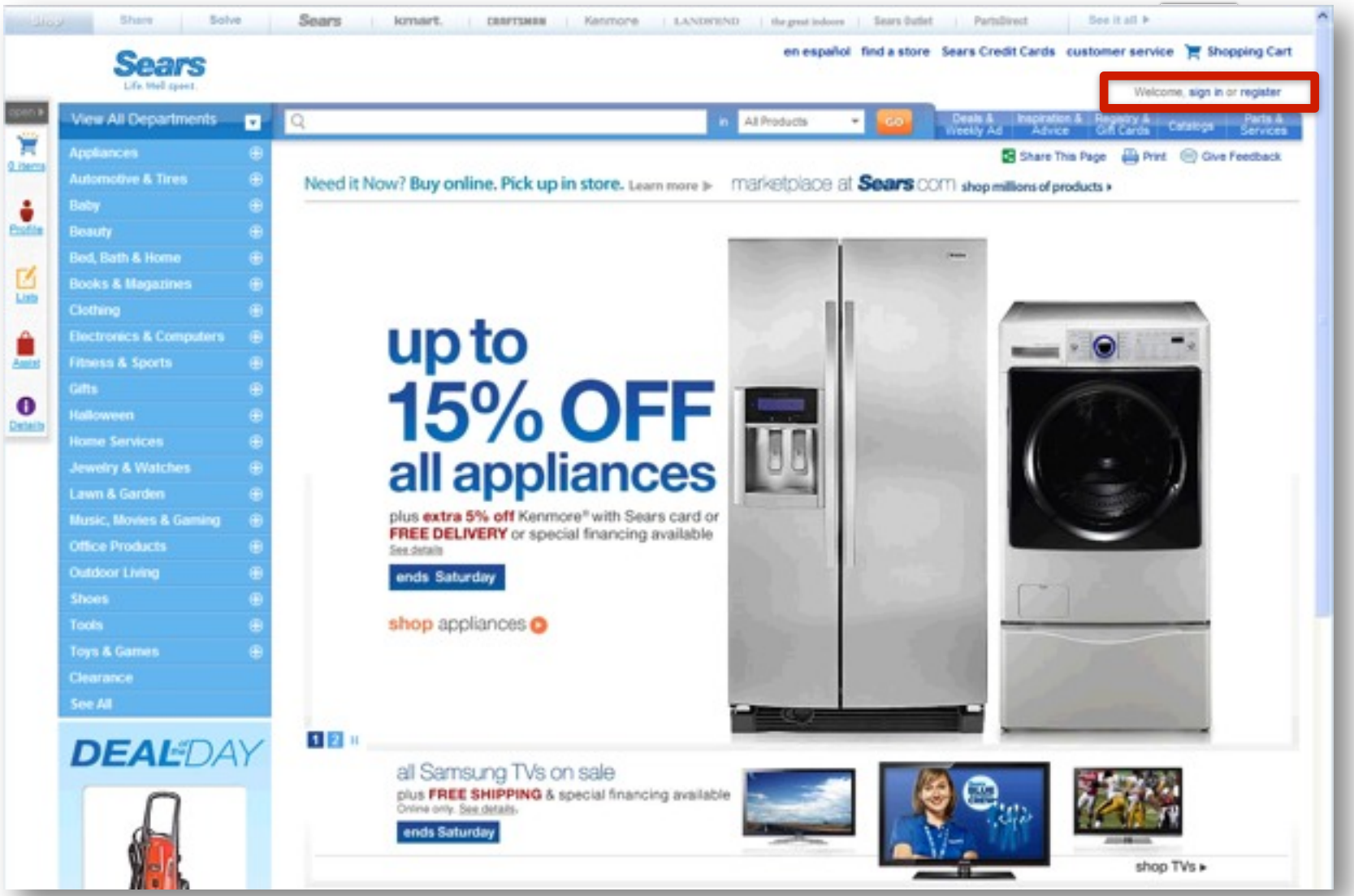
Content Communication Platforms

Deployed on >100K websites of all sizes and markets

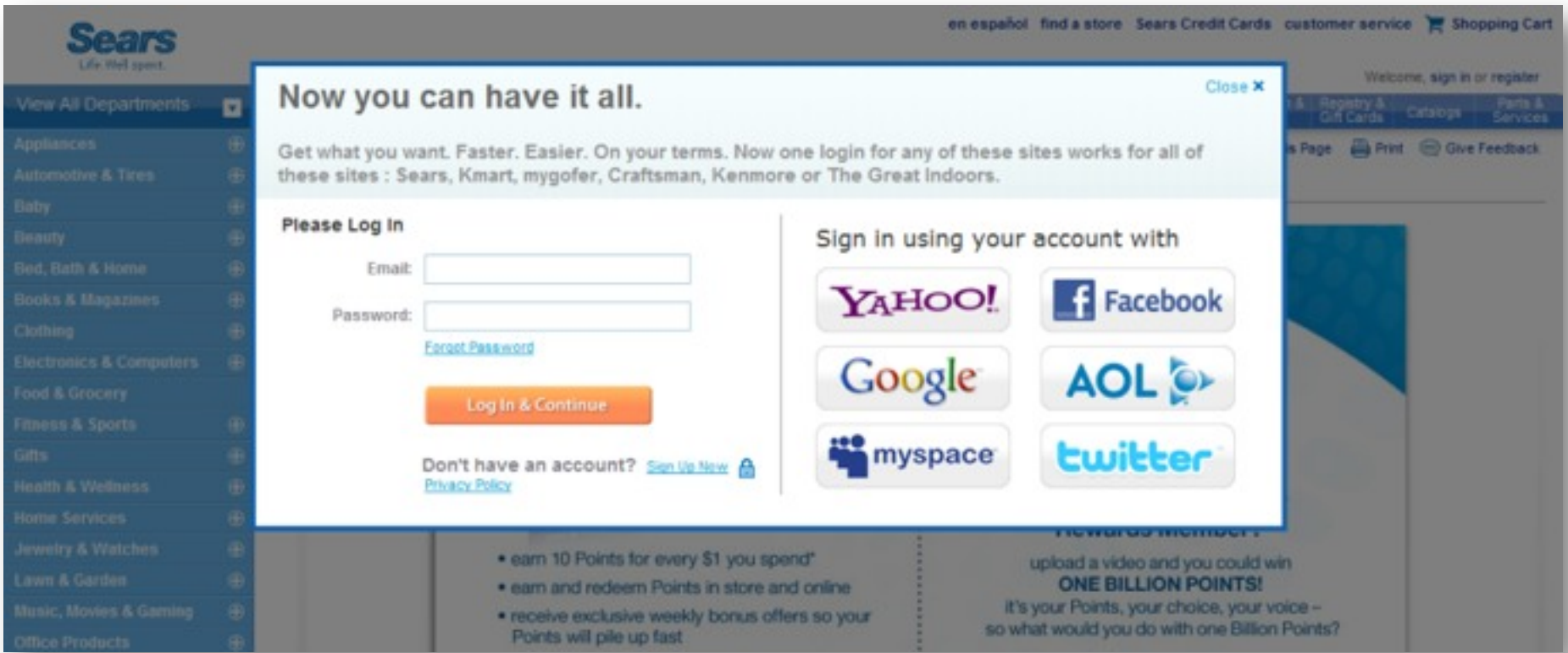
Market leading media sites including AMC, Newsweek, Time, Forbes, Wash Post, Discovery, cNet, Dow Jones, Hearst, etc.

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

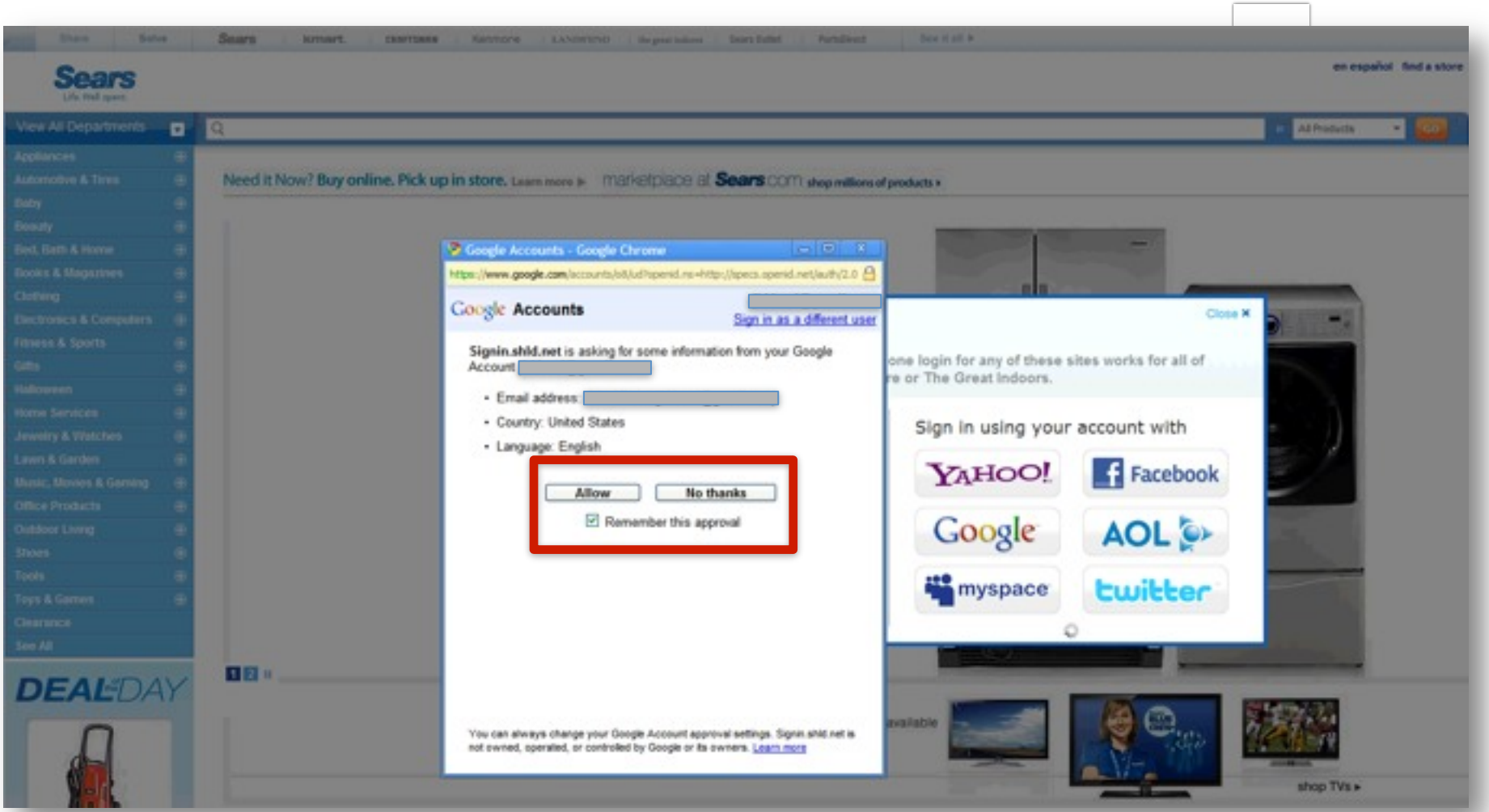
Sears Sign-in and Social Publishing Demo



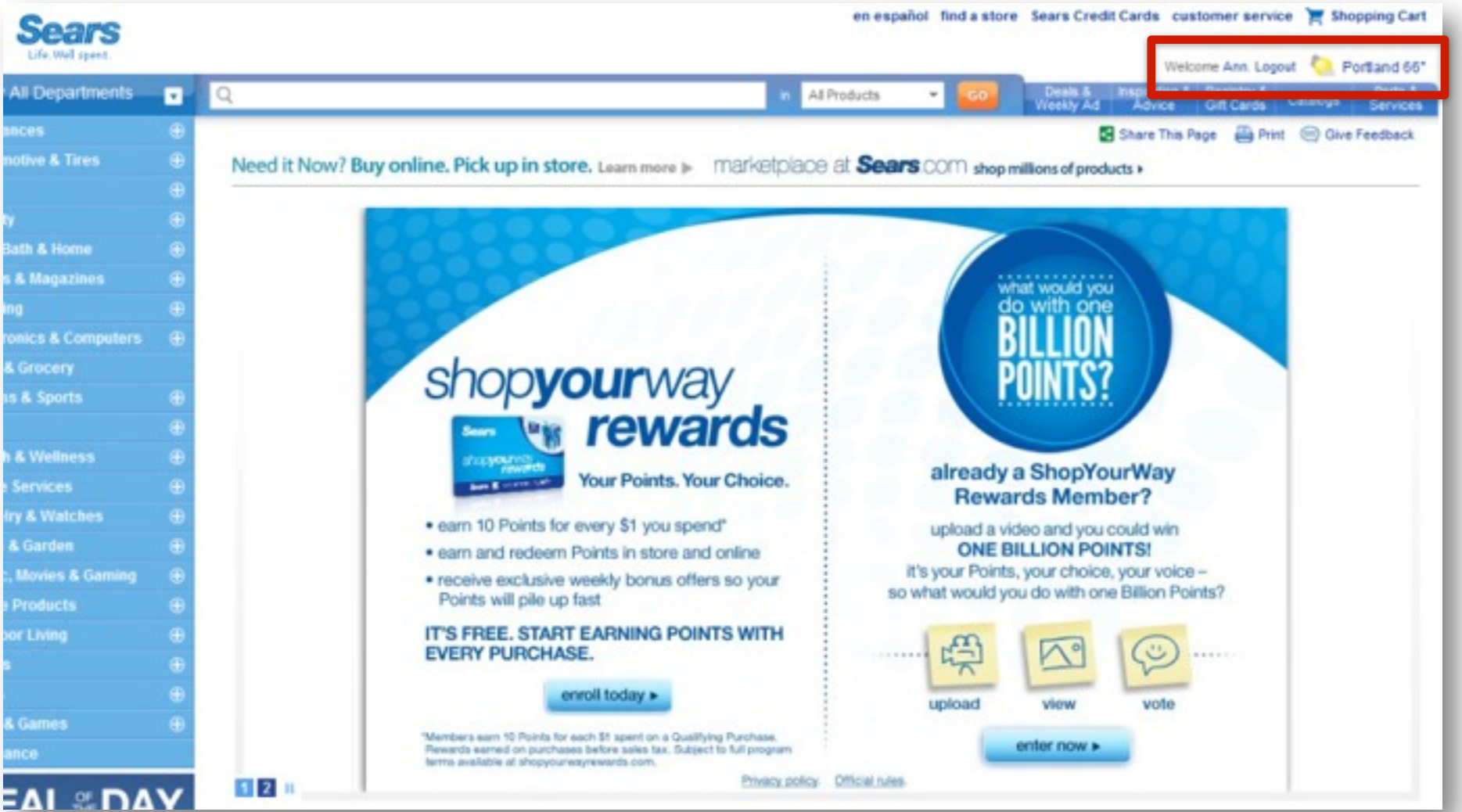
Offered choice of 3rd party ID providers…



Customer selects Google and grants permission…

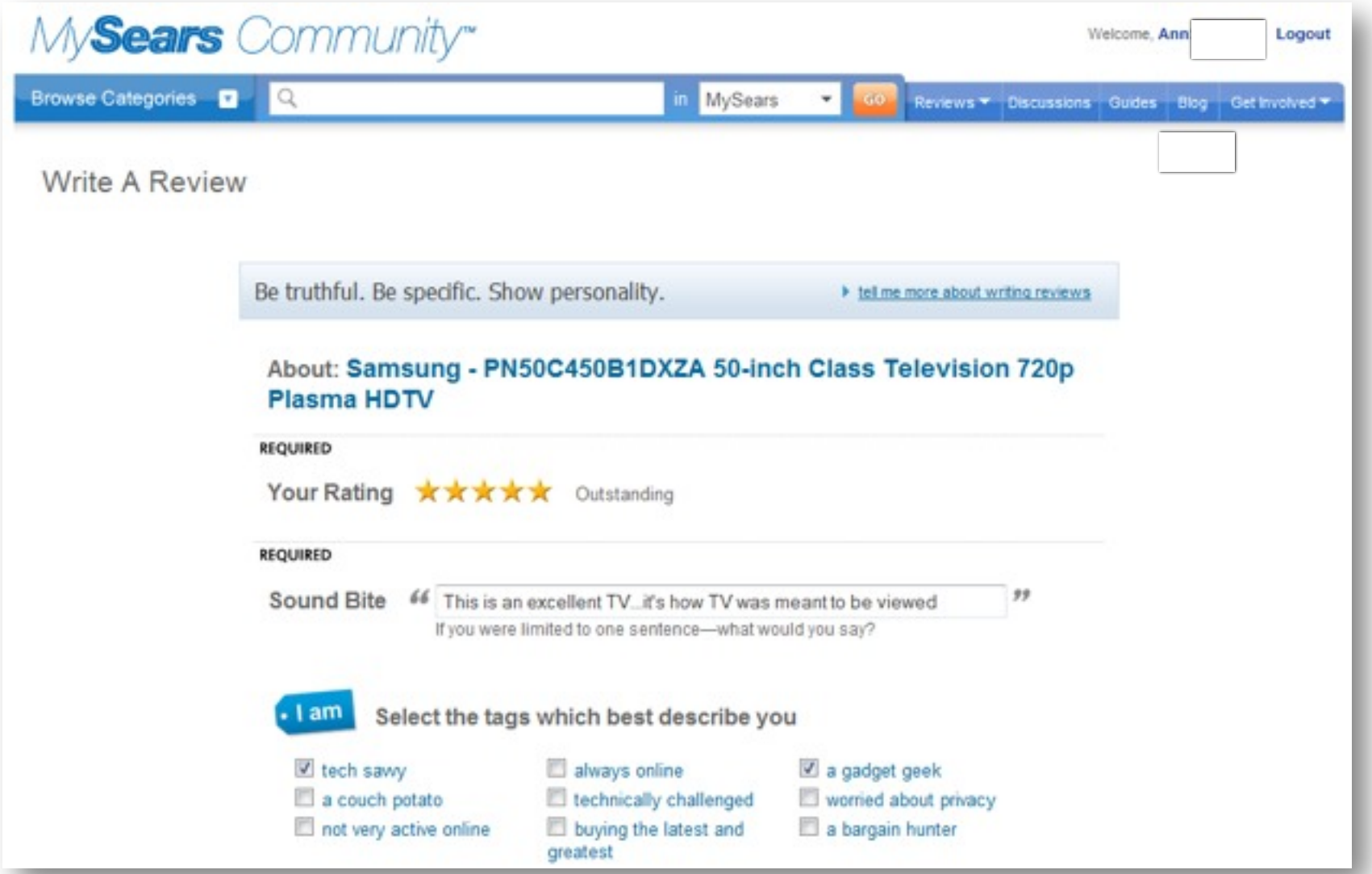


Logged in, personalized experience…

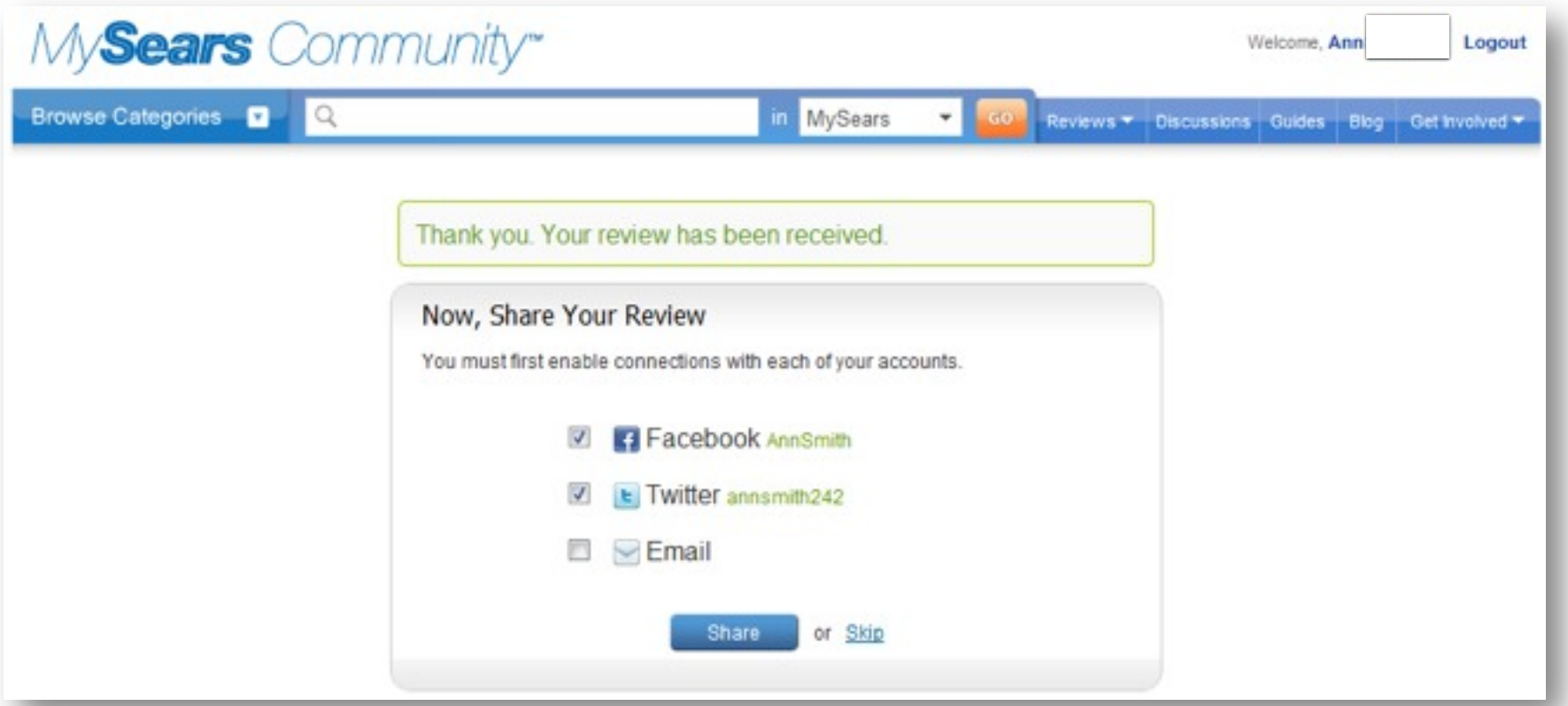


Offered opportunity to write a product review…

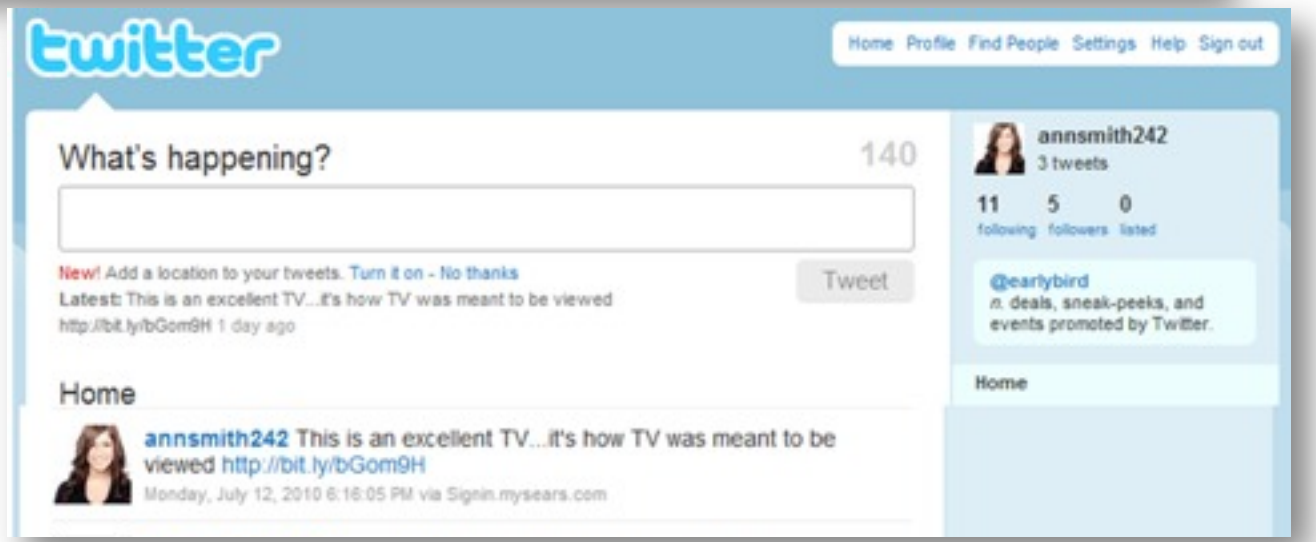
Customer writes personal product review…



Review received by Sears, offered chance to share…

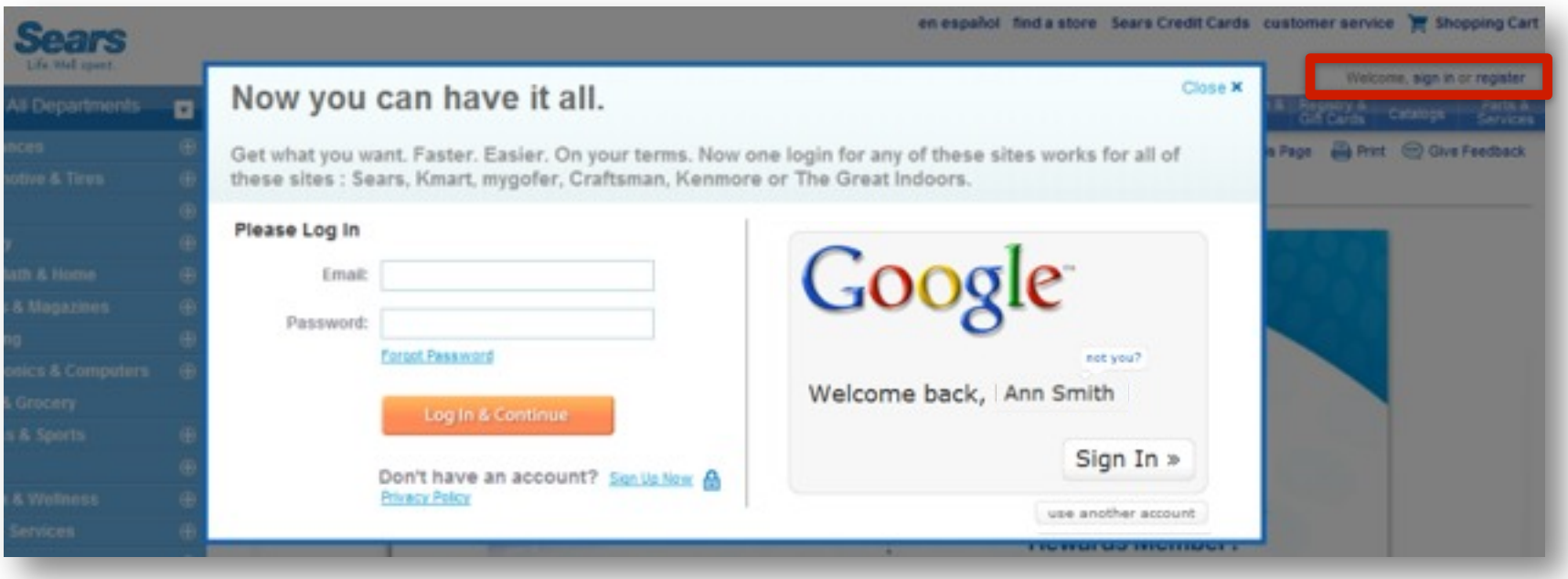


Review published to multiple social networks…

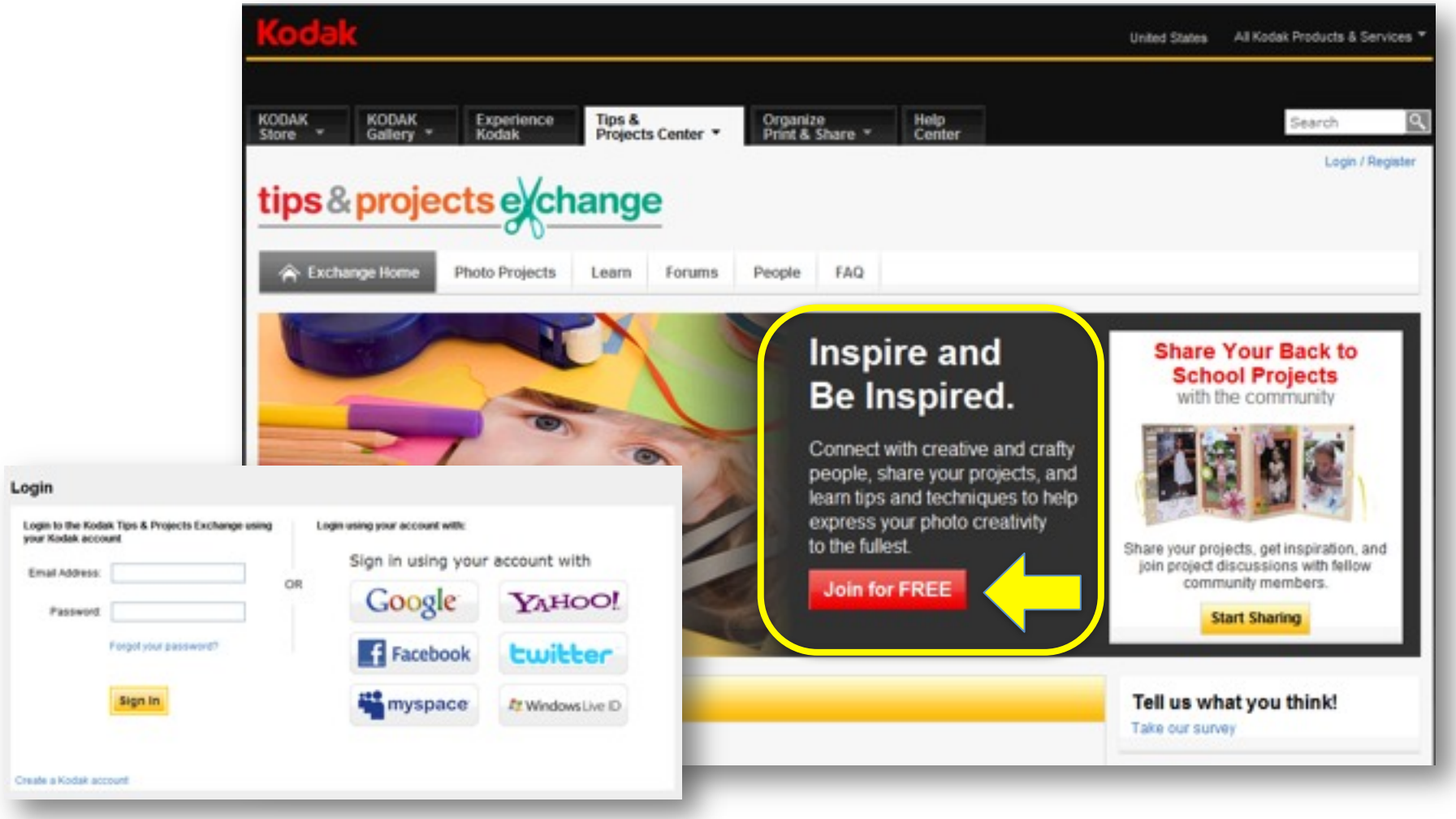


Increase Customer Lifetime Value

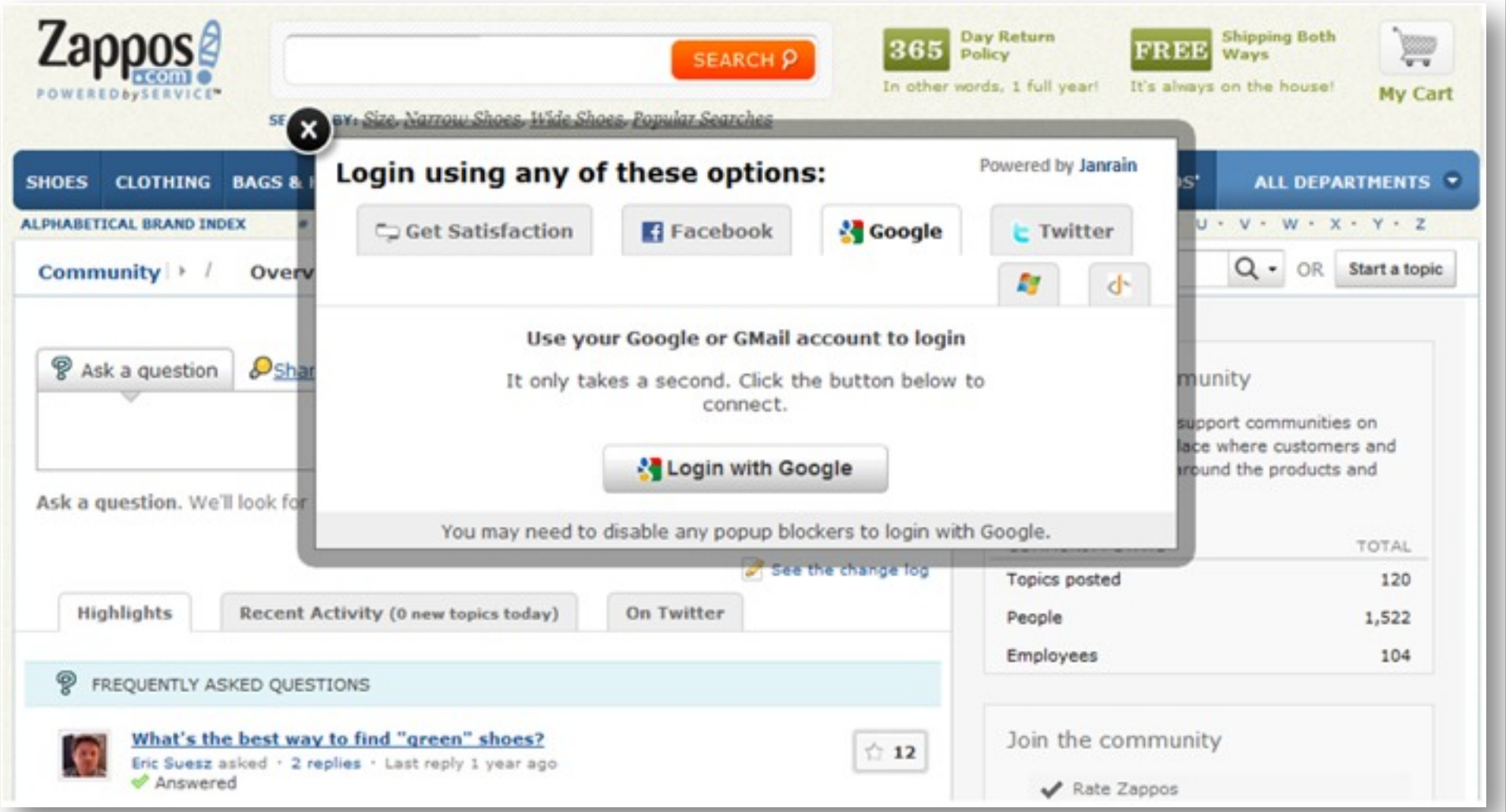
- One click sign-in for return customers
- More inclined to log-in early
- Higher satisfaction, better targeting, lower support costs



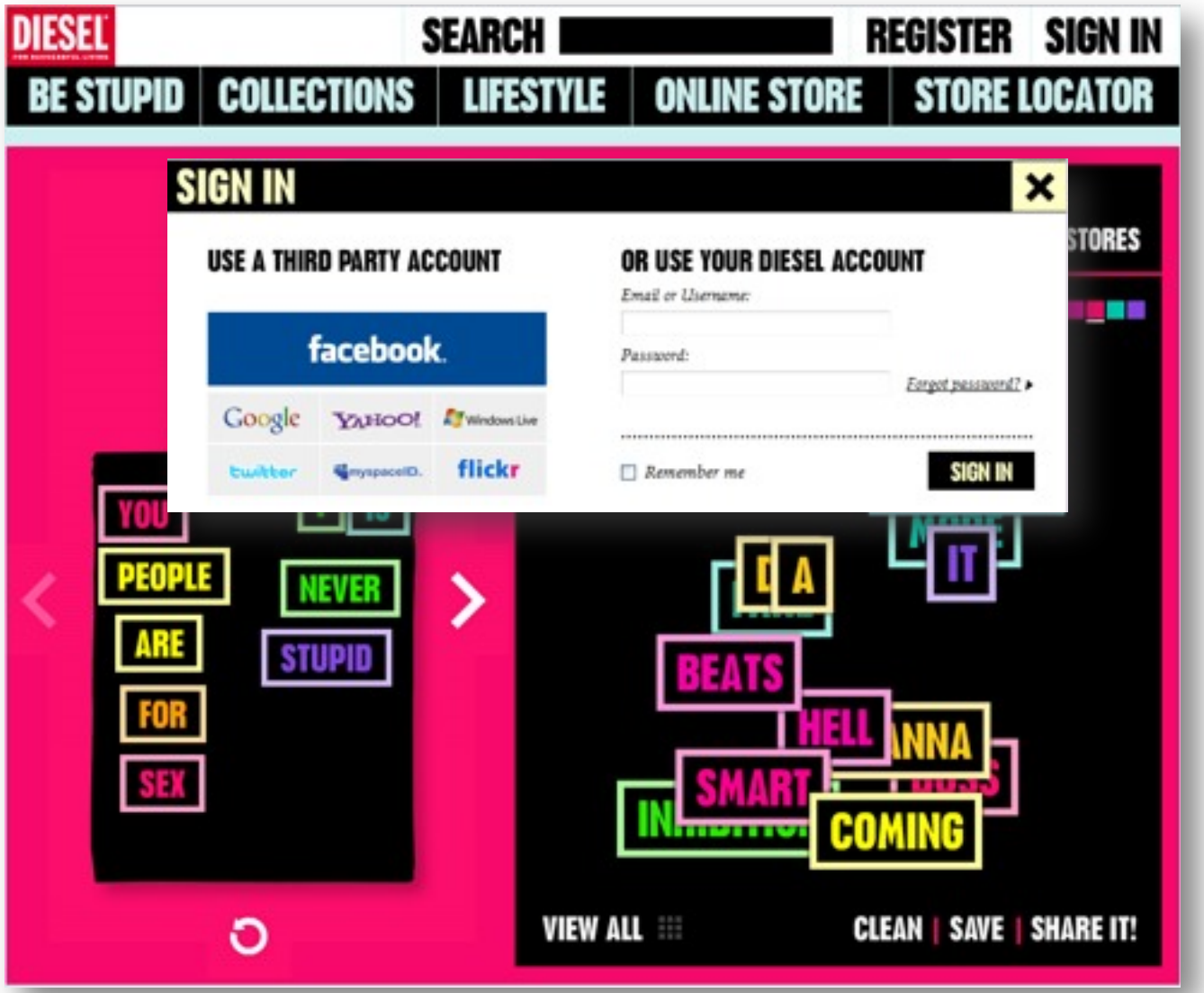
Customizable Sign-in Interfaces: Kodak



Customizable Sign-in Interfaces: Zappos

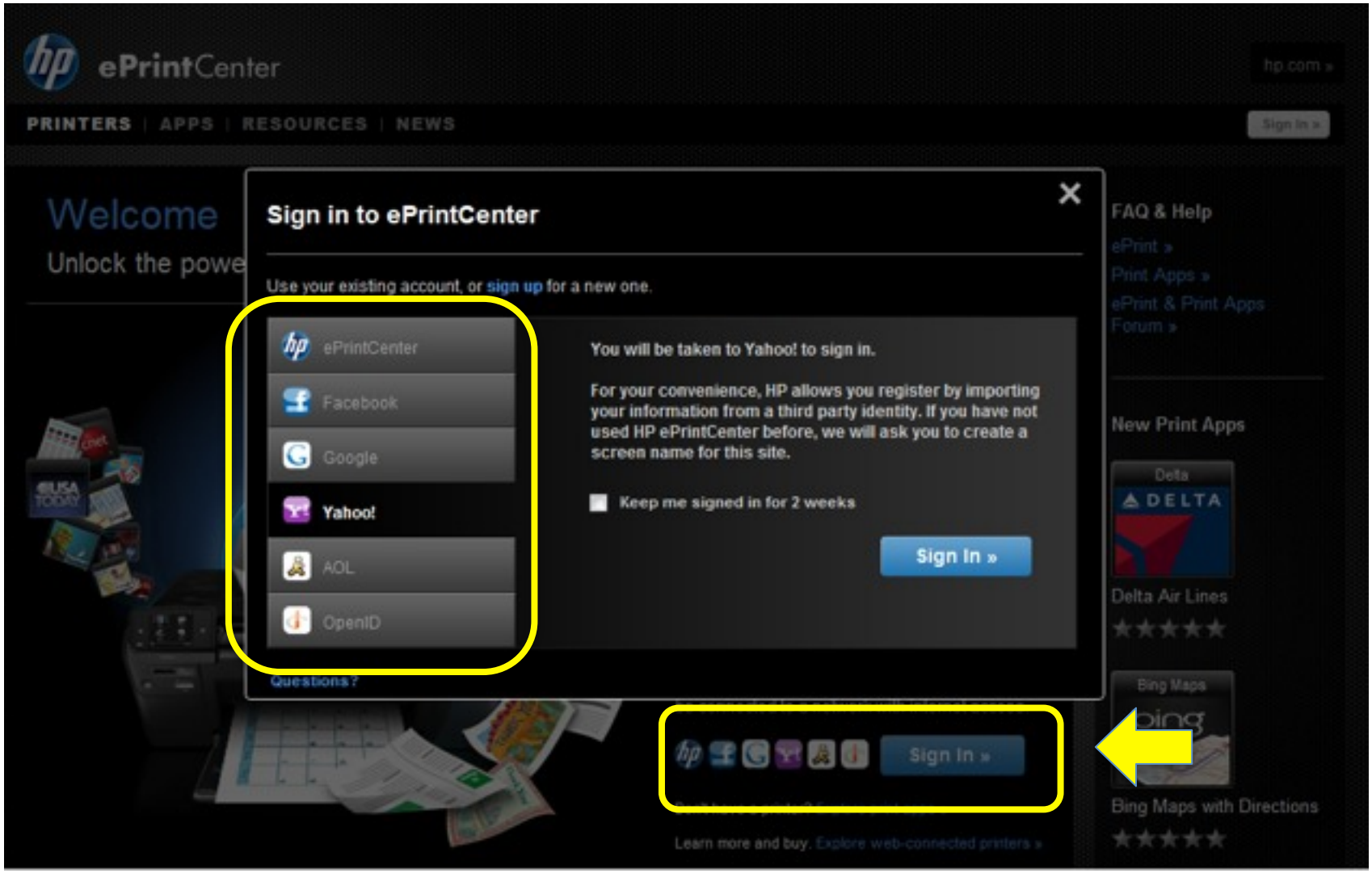


Customizable Sign-in Interfaces: Diesel



Customizable Sign-in Interfaces: Redplum

Customizable Sign-in Interfaces: HP



Customizable “Social Publishing” Interfaces

Fast Sign-in for Mobile Apps*

Customer selects profile from a single-column table view

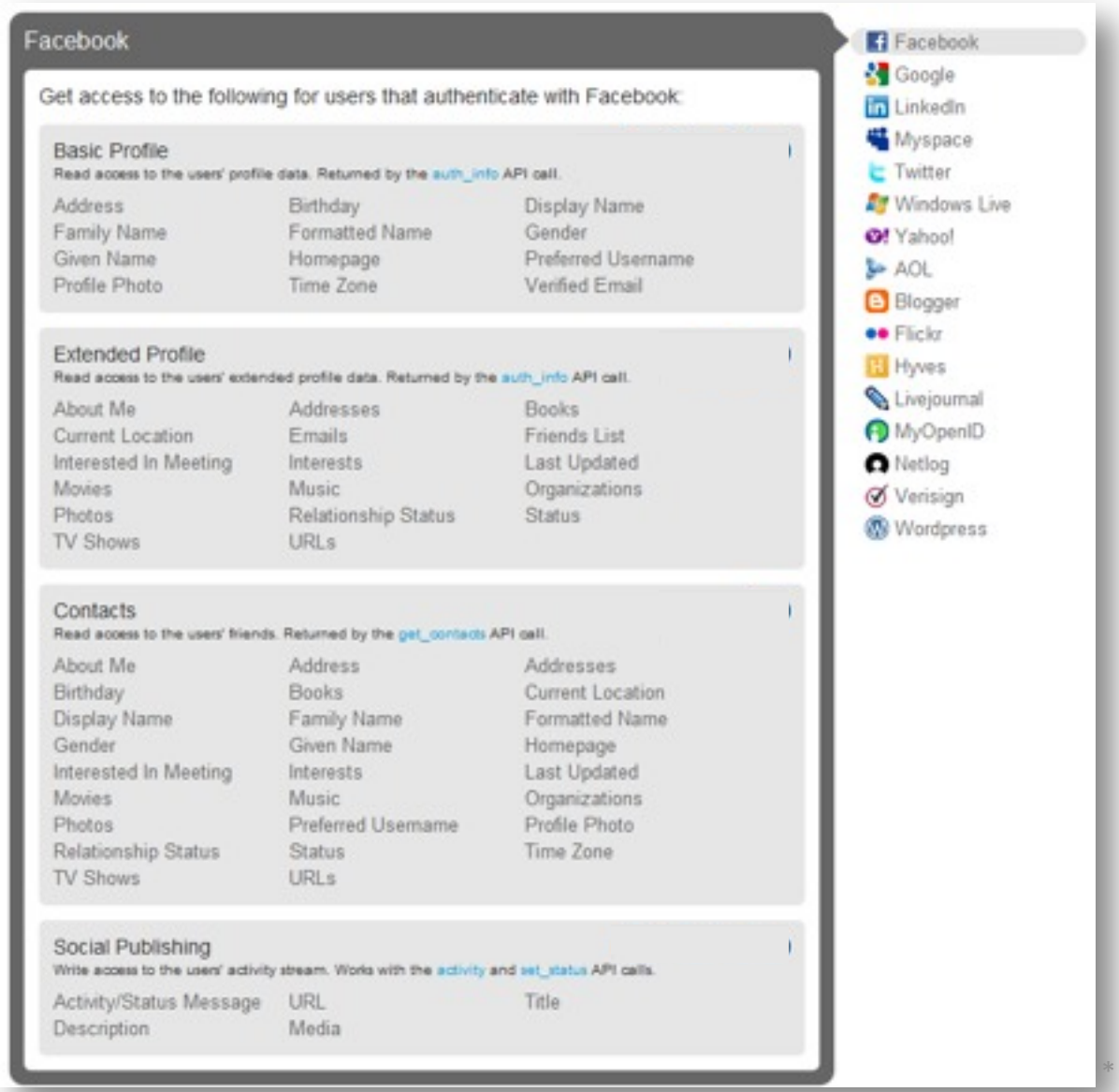
Customer logs in with a single click

*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
facebook	X	X	X	X	X	X	X	X	X
Google	X	X	X			X			X
twitter		X					X		X
YAHOO!	X	X	X	X	X	X	X		X
LinkedIn		X	X			X	X		X
myspace		X	X	X	X	X	X	X	X
Windows Live	X	X		X	X	X	X		COMING SOON
Aol.	X	X	X	X	X				

Detail on Rich Customer Data

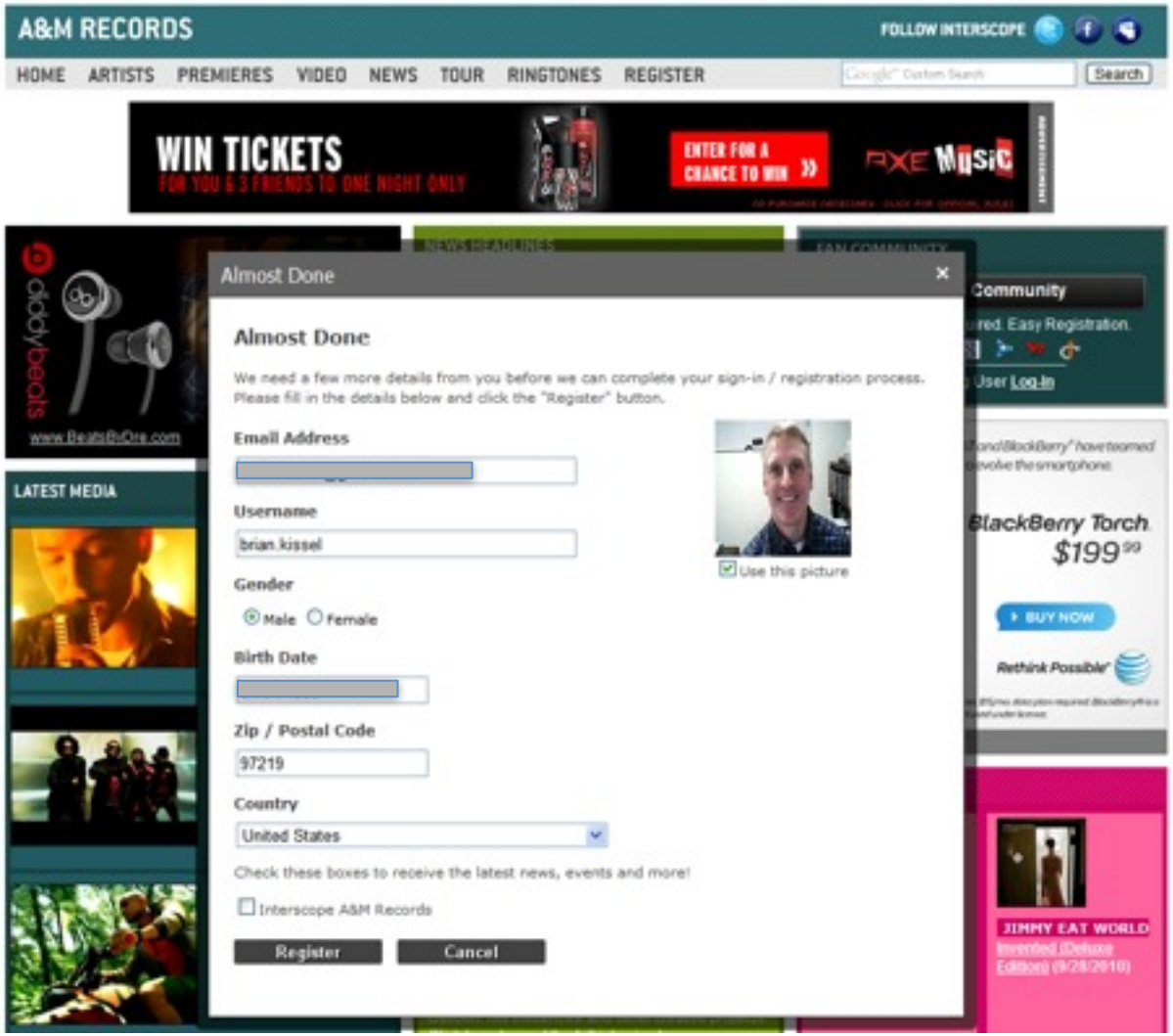


* https://rpxnow.com/docs/providers

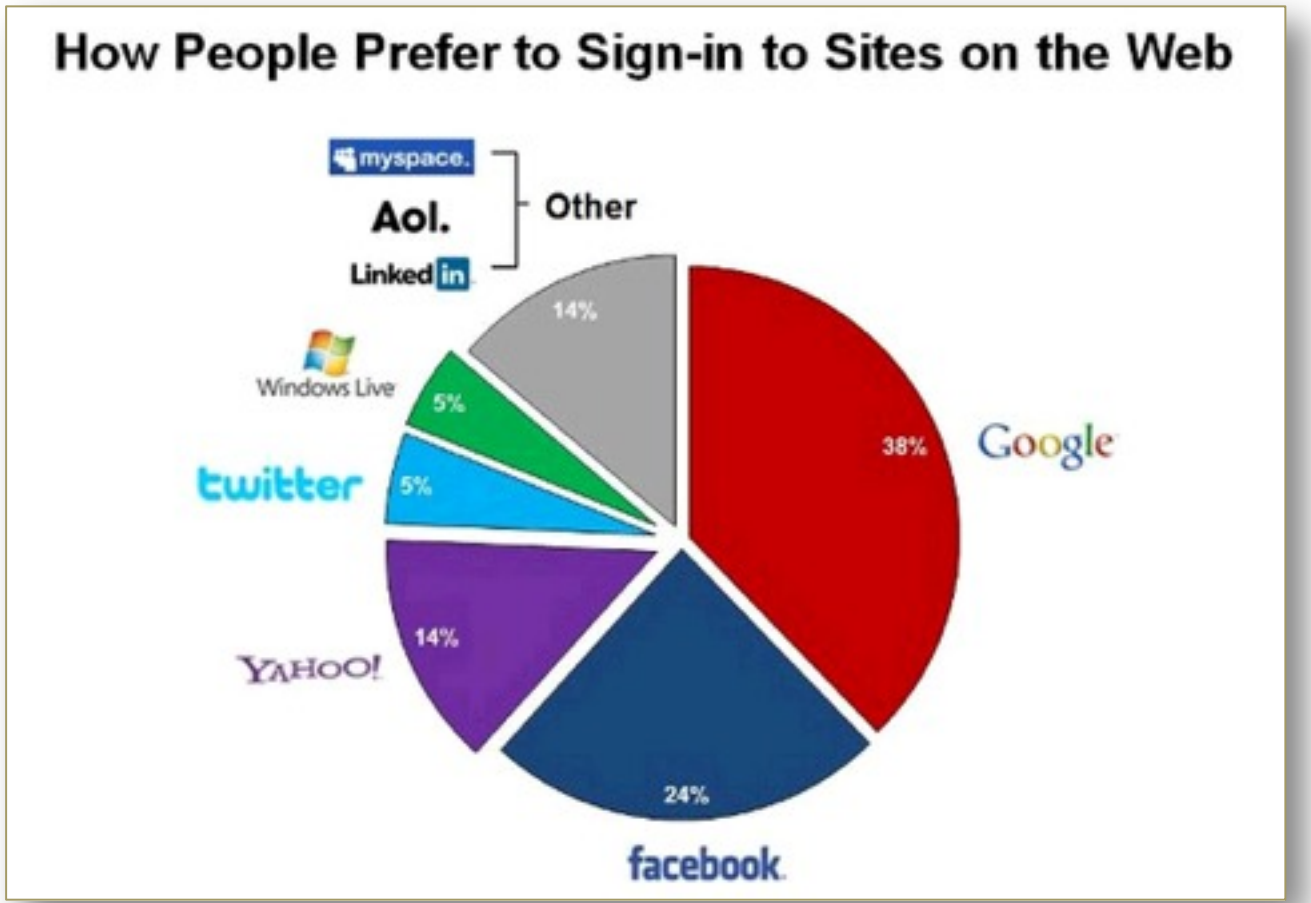
PayPal™ Coming Soon…

- **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

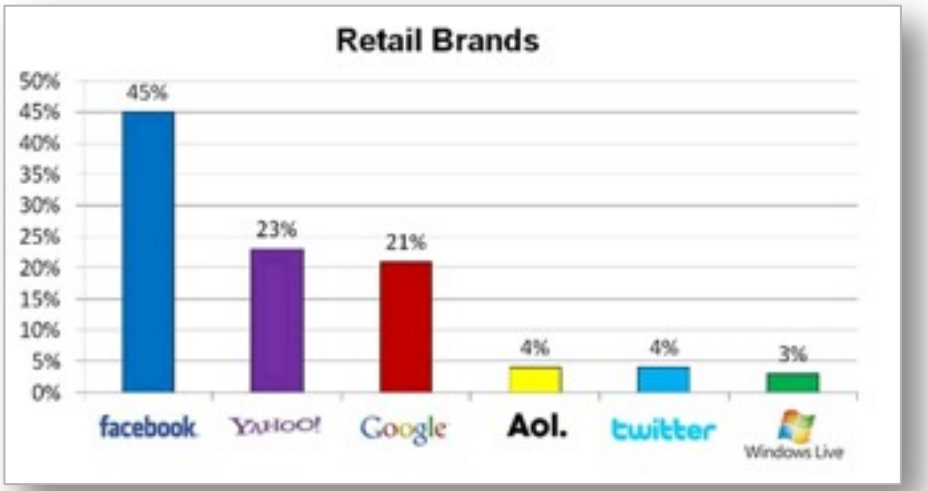


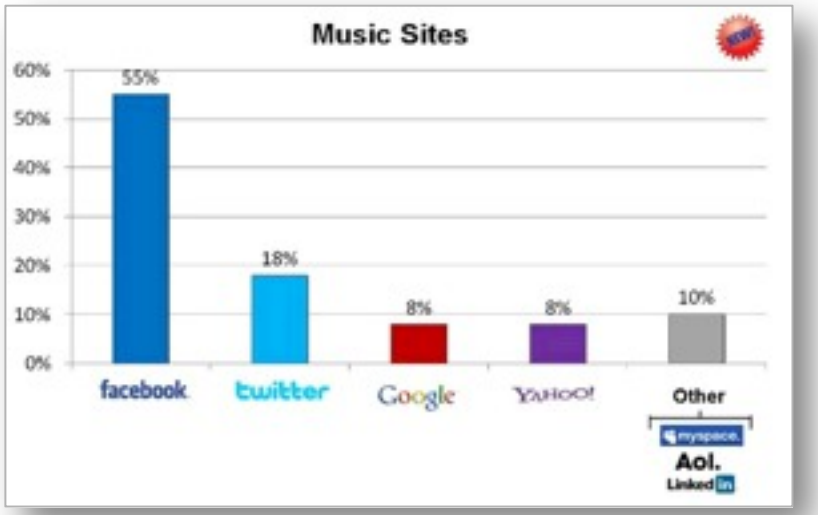
Customers Prefer Choice

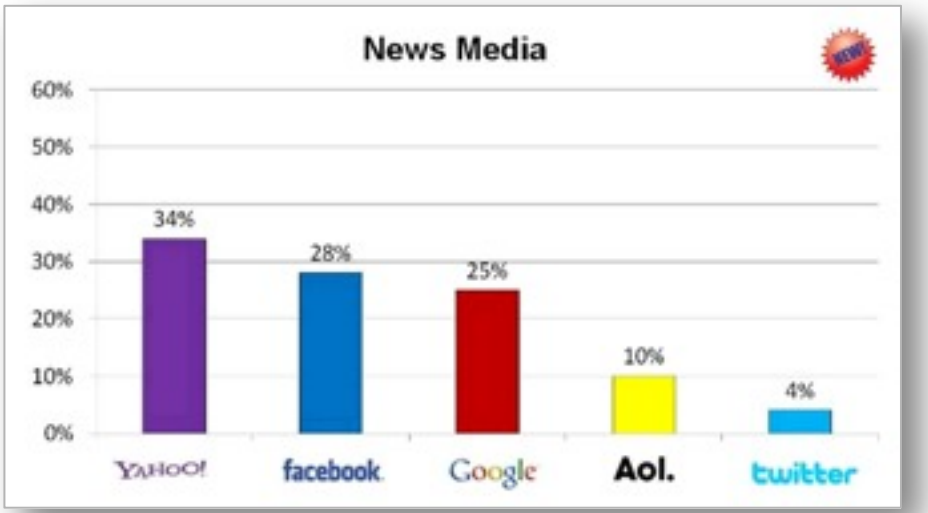


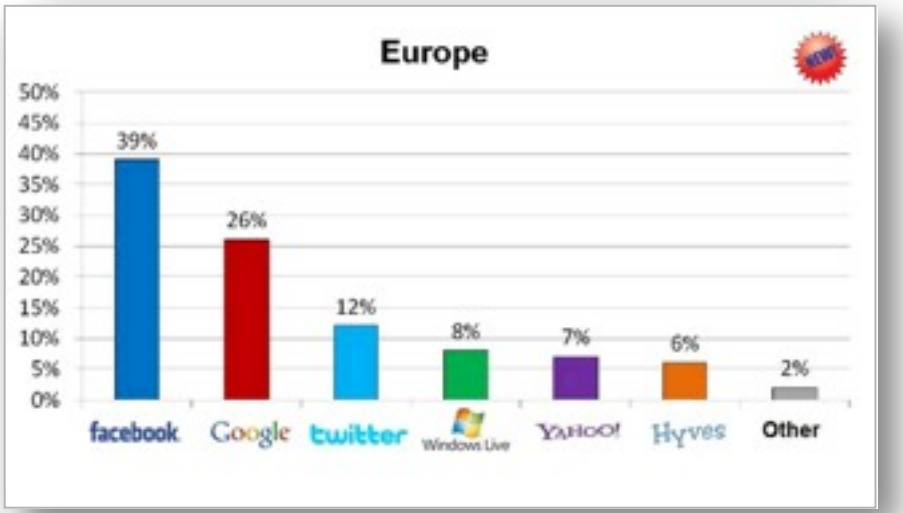
*Statistics from Janrain Customer Base

Login Preferences Vary By Category*





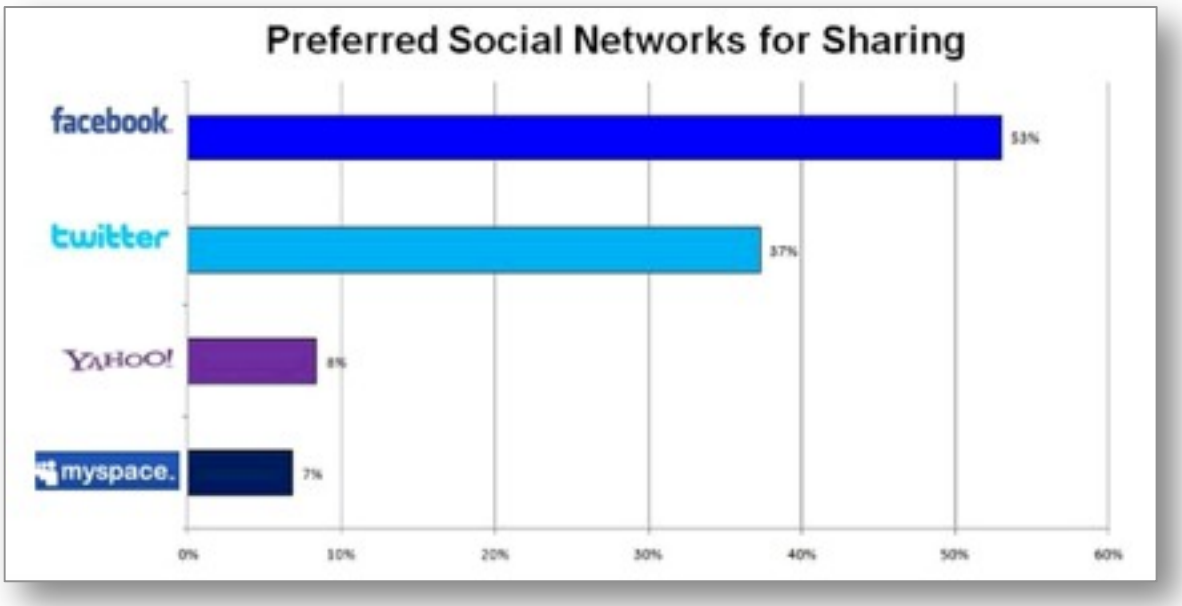




*Statistics from Janrain Customer Base

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 3rd 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/ **(sign-up)**
- **Email Contact:**
  - Don Thibeau, Executive Director, OpenID Foundation – don@oidf.org
  - Brian Kissel, Chairman, OpenID Foundation – bkissel@janrain.com