tScheme News

tScheme Limited
Russell Square House,
10-12 Russell Square
London
WC1B 5EE
020 7331 2053/2021

tScheme Website
tscheme Members area

A monthly tScheme round-up from the Secretariat

August/September 2001

Welcome back! Summer is seemingly over, although those of you who blinked might have missed it. However, whilst the sun has been lying low, tScheme has been extremely busy this summer. It is of course thanks to you, the members, but here is the Secretariat's monthly round up, where we'll try and make it look like it was just the 1 ½ of us doing all the work…

Since tScheme announced Viacode as our first Registered Applicant in last month's letter, further progress has been made. We can reveal four further Registered Applicant contracts are in preparation for announcement shortly.

All Registered Applicants, will be using this new logo. It will be displayed on each Registered Applicant's website, clearly relating to the service that has been registered.

To confirm the validity of the logo, the image will link through to the tScheme website – a specific page with just that company's details on. At the same time, we have now approved the Mark below for use with Approved Services.

Reserving the shield for full approvals only, will make the difference in status between Registered Applicants and Approved Services instantly clear. Online users can click the Mark and be taken to a specific page within the tScheme website. This will have more detail about the particular service, and it is hoped that by then the Mark will be secured by digital certificates – practising what we preach!

A example link will shortly be set up in the "Directory" section of the tScheme Website.

---

tScheme membership is now at 22, with the board confirming our newest member, Dun & Bradstreet, who are

already getting involved with the Marketing Forum. Other members are expected to join during the last quarter. tScheme is also expanding in other areas, and a firm interest has been established from two more assessors – NQA and BSI.

The call for user representatives for the board was answered, and the Board has invited two people to join its regular monthly meetings. The individuals invited were chosen as people who can speak for the users and potential users of trust services within a particular sector or community. The idea behind this is to ensure that tScheme approval criteria are in line with market needs and user priorities.

The focus for September is the ISSE exhibition. The Secretariat has received lots of help and assistance from the membership, and everything seems to be on course for an excellent publicity coup (see box below).

Although at the time of going to press our literature is still in the final stages of production, the Marketing Forum have produced some high quality work, and Stephen has personally been in charge of "inspiration" on the key messages, emphasising tScheme's unique, independent framework and focus, as well as the practical side of facilitating e-commerce.

A briefing document is being prepared for those noble volunteers who will be "manning" the stand – and there will be a agenda item at the next Profiles meeting to ensure all our ducks are in a row. Once the designers have finalised (to Secretariat approval) the panels & leaflets, they will be distributed to the membership. Many of you have requested this to ensure the correct use of your logos, so please remember to pass the proofs on your brand manager.

Tom Parker, one of our tScheme Editors, has been working with opposite numbers from the Identrus scheme. His first report has been submitted to the board, and further work on equivalence, leading to a level of mutual recognition is planned. This demonstrates the quality of the work already done by tScheme participants in establishing such a robust scheme.

Stand Staffing – Volunteers required

The biggest event on the tScheme radar is the ISSE. We're still looking for people to help staff the stand; so if you feel inclined to join in, please let us know as soon as possible. If you want to attend the conference – the exhibition/stand manning part is free – please book through the Secretariat. As an incentive, we've arranged a £300+ discount for those doing a stretch on the stand. If this does appeal, could I have names by the 14th, as we're having badges produced. Any latecomers might have to use an false identity…

This brief round up is published on a monthly basis. Between issues, please feel free to contact the Secretariat for information on any tScheme matter – ben.brierley@tscheme.org or 020 7331 2053.

© tScheme Limited 2001.