tScheme Member Briefing for October/November 2003

New Member and Approval prospects

As another New Year fast approaches, our prospects both for new members and for new service approvals are beginning to look healthy. During October there has been a heightened level of interest in *tScheme* membership, and in new service approvals - and this is an encouraging sign that our messages are beginning to strike a chord out there in the market. However, we should take this as the signal to redouble our efforts, and not to relax them - if so we stand to make strong progress in 2004.

Please therefore forgive my repeating once again that *tScheme* can only continue to function given the active participation of a growing membership base. This will not only reduce the current dependency on our most loyal members, it will also help us maintain the broadest consensus on service best practice - which lies at the very heart of *tScheme*'s approval value. Members therefore share a responsibility to identify new participants and approval prospects - and to encourage new members to join *tScheme* to contribute to our ongoing development.

Profiles and Processes Committee

An excellent meeting on 15th October explored a number of items including WebTrust criteria mapping; and also discussed enhancements proposed for the Identity Services Approval Profile. A revised draft is now out for comment (a Word version can be found in the Members' area to assist with member input).

Ideas continue in discussion with the e-envoy project team for joint activity to promote take-up of this new Identity Service opportunity among an initial target group of potential service providers - including Local Authorities, an online Bank and a major private sector employer organisation - and to promote *tScheme* service approval as the required standard.

International markets

Inbound delegations from another three regions during October requested presentations on *tScheme*, and proved to offer interesting prospects for future discussion. This is a highly cost-effective way to increase the level of *tScheme* global recognition - and the consequent cross-border acceptability of our '*tScheme*-Approved Service' Marks.

tScheme *Strategic Action Plan*

The Business Development team is continuing detailed work on the Strategic Action Plan.
This is a key document setting out *tScheme* target markets, objectives and priority actions required to achieve our goals. Provisional 'Action Tables' for each market segment are being reviewed by the Board on 6th November, and their conclusions will provide further input to the Business Development

team as it completes work on the overall Plan for presentation to the Board at the December meeting. All members will then be invited to adopt the agreed plan and to help achieve our future objectives.

Members' delegate meetings during November & December

Business Development Committee & Marketing Forum - *12th November*

All members of this joint team are encouraged to participate or to provide their input in advance of the meeting, so that final editing of the Strategic Action Plan can be completed during November. The final version of the full Plan, including agreed Actions, will then be presented for acceptance by the Board in early December.

PR & Communications Committee - 4th December

This committee continues to focus on positioning *tScheme* in the market and on raising awareness through the development of a Media Plan. Our market positioning includes both *tScheme*'s existing focus on certificate-based services, and our emerging role as the independent regulator for electronic identity provider services. Such future services would include those associated with the proposed introduction of Entitlement/Identity cards. Meanwhile, planning continues for a key event early in the New Year, with the full participation of the DTI minister, both to mark *tScheme*'s success to date and to announce our key new contribution in assuring best practice in the emerging identity provider services market.

Profiles & Processes Committee - 18th December

The Agenda for the next meeting will once again include a review of WebTrust 'criteria-mapping', to support continuing discussions with Microsoft regarding their potential recognition of *tScheme* as an equivalent independent approval scheme for inclusion of certificates in the browser CTL.

The *tScheme* Board is now making some important decisions regarding our role as the independent regulator for identity provider services. All PPC members are encouraged to get involved therefore, as the team reviews all inputs and proposes final edits for the very first Approval Profile to focus on this significant new market for *tScheme* Grants of Approval.

NB: Full details of all tScheme committee and expert working group terms of reference, including current membership participation, can be found in the members' area of the website.

Thank you for your support for *tScheme*.

SHU

6 November 2003