

Executive Summary

The 'Business Information NetworkSM': Next Generation Services for the 21st Century



The Internet has had a significant, positive impact on the Business Information Industry. Costly, physical distribution of high value content to a relatively small number of business clients is no longer necessary: content and services are available online and accessible by clients globally in real time. The only limitation to accessing business information on the Internet are the credentials used by end users to access the providers' Websites.

That single check point to limiting access - typically passwords - is both a strength and a weakness. Passwords are very familiar to end users and are also easy to use: they have been the de facto way to access protected content and services even before the Internet. However, passwords are terribly insecure and are not usually well managed. Passwords are easily shared and used by multiple end users - which leads to content sharing and subscription leakage. They are subject to phishing, so they can be stolen and used by 3rd parties. And typically, they are managed by end users, not the enterprises that actually pay for the service.

Pseudo-NYMSM's 'Business Information NetworkSM' is a partnership with business information providers and their enterprise clients to replace passwords with secure, managed, reusable virtual 'Internet Authentication CardSM's. With an IACSM, a cardholder is easily identified as an employee of a sponsoring company across the entire network of participating sites. Accepting IACSMs allows business information providers to replace their Website specific passwords with a credential that is managed by their corporate client and that is hard to share or steal.

IACSMs benefit business information providers and the enterprises that access their content:

- An IACSM allows the cardholder to visit any site in the network and be recognized as an employee of the sponsoring company, anonymously.
- Because the IACSM includes a globally unique identifier, it allows cardholders to be recognized as new or repeat visitors, all without the use of cookies or other information.
- IACSMs are an opt-in technology: cardholders have to explicitly offer their IACSM.
- IACSMs replace passwords at the content provider's site and support a seamless logon.
- IACSMs are hard to share, so password sharing and subscription leakage will decrease.
- IACSMs are managed by the sponsoring enterprise, where they are issued, monitored and revoked, which helps manage license costs and misuse.
- The underlying technology is already available on Internet ready devices, is easy to use and allows seamless, opt-in access to all sites participating in the network.

Pseudo-NYMSM is looking for business information providers to join the 'Business Information NetworkSM' and accept Internet Authentication CardsSM to replace passwords. Pseudo-NYMSM will work with corporate clients of those content providers to issue and manage IACSMs. Pseudo-NYMSM will also work with content providers to enable their Websites to accept IACSMs. The underlying technology is already available in Web servers and is simple to implement and maintain.

Enterprises will pay an annual fee for each employee that has an IACSM. Business information sites pay an annual fee to participate in the 'Business Information NetworkSM'.