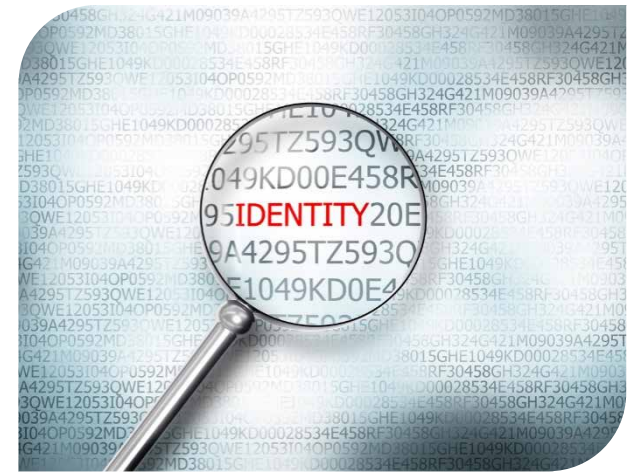


Defining the Digital ID

- DDL, mDL, eDL, EDL, eID...?!
 - With all of the different talk about digital identities, how are you supposed to keep up?
- All forms of digital IDs have one thing in common
 - They bring new functions and new capabilities not available in a traditional, physical format
- In the coming years, we will see many digital ID trends emerge
 - Some will fade, some will evolve
 - But they will all play a role in shaping the future of the digital identity landscape



Why DDL and why now?

- A recent PEW Research study found that SmartPhone penetration among Americans is now at 77%.
- Not surprisingly, this number jumps to 92% when looking at the segment of the population between 18-29.
- Somewhat surprising though, is that number still holds strong with a whopping 74% of those between the age of 50-64.
- The point is: SmartPhones are here to stay, and they are becoming more and more prevalent in our every day lives – like it or not!



**<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>*

Why DDL and why now?

- As other industries are embracing the consumer mobility trends through mobile boarding passes, garden variety payment applications, and smartphone app domination in the social media sphere; so to is the government sector.
- Citizen expectation is changing when it comes to the anytime/anywhere need for services and accessibility.
- A digital driver's license is the portal through which that channel to the end-user is created, and establishes a foundation for future services.
- Think of a DDL as the backbone of a person's digital identity wallet.



Changing the DDL game

- Sponsored by NIST, a multi-jurisdictional digital driver's license pilot is taking place

- NIST
- Colorado
- Idaho
- Maryland
- Washington D.C.
- Gemalto



- This pilot brings key stakeholders from four distinct jurisdictions together to engage in a collaborative, iterative effort to evaluate a DDL from all angles: end-user, DMV, law enforcement, TSA, retail merchant, liquor control boards, lottery commission, etc.

Defining the Digital ID

- Through NIST's guidance, we defined a digital driver's license to be:
 - Highly secure
 - A supplement to the traditional driver license
 - Optional and flexible
 - Privacy-enhancing
 - Continually evolving
 - Part of a bigger ecosystem
- A digital driver's license is NOT a:
 - Replicated image of a physical credential
 - Full replacement for a physical credential
 - Required for license holders
 - Mechanism to track or compromise PII
 - Static technology with a fixed application
 - Standalone credential with limited scope

- **WHY BOTHER?**
 - States are busy
 - Idaho is changing their business model; looking to the future
 - Providing services in a new, different manner helps both

- **COLLABORATION IS IMPERATIVE**
 - IT had a concept
 - States had a concept
 - Vendors/public had a concept
 - Key is to work together to identify best solution (ease of use, safety for officers, etc.)

Discover DDL through purpose

PURPOSE

STRATEGY

EXECUTION

- If the purpose of a DDL implementation is merely to execute, that is all you will get – execution to some degree of successfulness.
- Starting the process with purpose:
 - Helps to design and refine the DDL with the end goal in mind
 - Motivates ecosystem partners to act on your behalf
 - Provides direction so all players are all moving together
 - Prepares us for the future with a wider framework
 - Shifts how our DDL users perceive their experiences
 - Ultimately drive positive outcomes for all of us

“We shape our buildings; thereafter they shape us.”

- Winston Churchill

Clearly, a successful pilot will require:

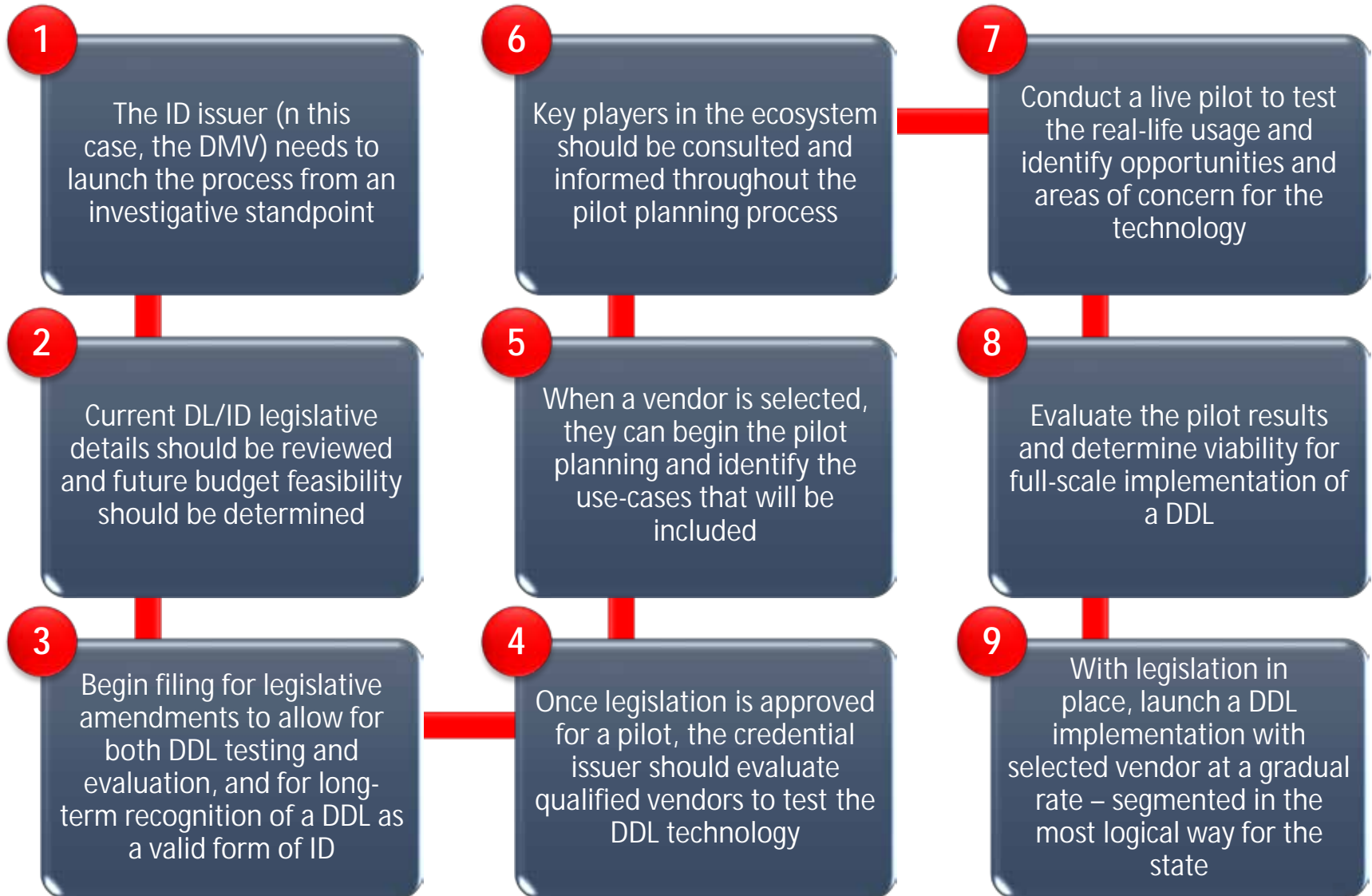
- ü A DDL solution that works, technically
- ü A solution that is secure
- ü A transaction method that protects user privacy
- ü A positive user experience
- ü Multiple applications of usage and proof points in different scenarios

But there's more to the story than that...

- q People need to be talking about it
- q Need a large network proposing services for users
- q Need stakeholders that want to get involved and lead the market
- q Need to have a 3-5 year roadmap to drive the revolution
- q Need to define your political agenda to enable a movement

- Lessons Learned
- NEXT STEPS
 - Conduct pilots
 - Develop standard
 - Create awareness

DDL implementation overview



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