

Kantara Initiative – Board of Trustees



Strengths

- Two house governance structure
- Relatively strong international member/participation base
- Relatively reliable/diverse revenue model
- Transparent financials
- Low barriers to participation/open access
- Diverse programs/WGs that are running
- Staff/infrastructure available
- Clear legal status (501c6)
- Flexible IPR/Easy WG spin-up

Opportunities

- Identity (federated) central building block for cloud security
- Need for an umbrella org./identity org. Collaboration/consolidation
 - Collaborate further OIX & OSIS
- Jurisdictional work/industry specific verticals
- Expansion of certification programs (trust framework/relying parties)
- Do more with international community
- Being the one-stop source for business case vetting
- Telco/mobile internet/payment systems leveraging higher assurance/IAF
- Liaison relationships with ISO, OECD, OASIS, ITU-T etc...making Kantara more attractive to some

Weaknesses

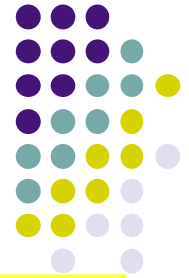
- Message & recognition of purpose
- Problem of attractiveness/clarity to some portions of identity community (social media)
- Board of Trustees depth & breadth
- Mis-perception of Kantara as related to Liberty
- Under-rep. In governments globally
 - Washington/Brussels
- Under-rep in industrial federations (TSCP, smart grid, global emergency services, cloud industry)
- No process/mech. for confidential consultations
- No official status in Europe/ROW to enable grants from those governments

Threats

- No clear path to member growth & retention/rev. Growth
- Out "aware"/communicated
- Social network/low security phenomenon overwhelming higher assurance efforts
 - Ubiquity forcing usage by more sensitive apps
- Being perceived as legacy/too slow/too complex
 - Confusion that Kantara has highly flexible IPR options
 - General SDO baggage

Kantara Initiative

SWOT Analysis – Leadership Council View



Strengths

- **Effective Working Structure**
- **Proven Work Output**
- **Existing Participants are Active & Engaged**
- **Expanded Breadth Into New Areas**
- **Wealth of Technical Expertise**
- **Effective International Regulatory Input**

Weaknesses

- **Fewer Active Participants than Hoped**
- **Communication / Marketing of Activities**
- **Light in User-Facing Expertise**
- **Low External Funding**
- **Confusing Operating Processes**
- **Lack of Coherent Cross-Group Liaisons**

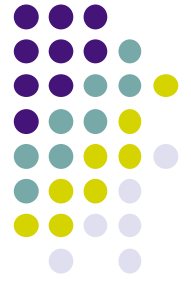
Opportunities

- **Speaking About Key Activities**
- **Growing International Regulatory Input**
- **Shifting Identity Landscape**
- **Expand Cross-Organization Work Groups**
- **Collaborations with Other Organizations**

Threats

- **Lack of Energy to Maintain Activity**
- **Spread of Inaccurate Messaging**
- **Other Organizations Syphoning Activities**
- **Global Economic Difficulties**
- **Lack of Collaboration with Organizations**

General Topics



- Meetings/conferences/summits 2011?
- Budget structure 2011
- OIX membership
- Broadening BOT membership from lower levels of membership
- Participants .vs. members
 - Why be a member. Vs. only a participant
- Member fees that would be partially self-directed (10%?)
 - Maybe raise fees, but make delta directed to projects
 - Project funding that would be 1-1 matching
- Mechanism for confidential doc. review
 - NDAs/Chatham House

General Topics



- New WG/DGs
 - European DG – Serge
 - Internet of subjects DG - Serge
 - Open source DG - Mikel
 - Federated business models DG - Rainer
 - Trust Framework Privacy WG – Mark
- Had staff meeting to address awareness
 - Website, presentation, collateral
- Kantara catalyzes federation markets
 - Bridging technologies & markets