

# BUILDING A BUSINESS MODEL

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# Learning Objectives

What needs to be in a business model around identity federation

How to build on a value proposition to make the case for resources

How to build a business model that in support of identity federation on your campus

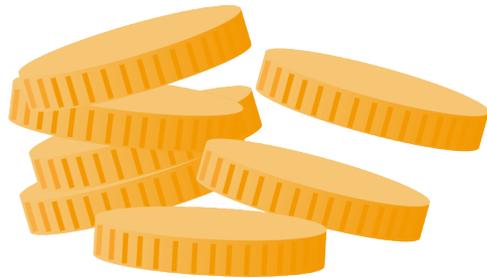
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graph TD; A[What needs to be in a business model around identity federation] --> C((How to build a business model that in support of identity federation on your campus)); B[How to build on a value proposition to make the case for resources] --> C;
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# Business Context for Identity Federation

*Identity* is highly strategic to some commercial providers, who are trying to control the space. An anchor service such as a social network or email service often makes these providers attractive to users.

Services are also moving onto Cloud platforms that feature easy integration with the operator's AAI. This is leading to the adoption of non-interoperable AAI.

*Trust* is becoming a significant issue. While the network creates many positive opportunities it also introduces risks, particularly with the growth of Cloud. Users (or their organisations) do not trust some of these entities, and some actors are even considered hostile.



In an increasingly constrained budgetary environment, *funders* are consolidating funding on horizontal activities such as eID. Positioning and communicating our T&I work is more critical than ever; the NRENs must articulate how we add value, given these other activities.



# Building a Business Model

- Learn about the technology required (in this case, the tools and platforms around identity and access management)
- Understand and develop the policies required (including federation policies, organizational policies, and security policies)
- Develop a business model regarding the operations of the federation (often the service will need to be self-sustaining; grant funds help but cannot be a long-term solution)
- Create a Service Delivery system to support the use of the service (for example, web content and a knowledge base for help desk support, training, communication and outreach, and marketing)

# The Value Proposition for Identity Federations

- <https://wiki.refeds.org/x/MoA4>
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# What is the Value?

- Collaboration Opportunities
- Reputation and Branding
- Network Security
- Budget and Business

# How to Make Federated Identity Work

- Identify the business model
- Make the case
- Track metrics
- Report on the value received