

cryptoV<sub>i</sub>sion



Phantasialand Brühl  
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# Identity Management: How Do We Get Rid of the Passwords in Web Authentication?

Klaus SchmeH, cryptovision

cryptoV<sub>i</sub>sion



office door PIN

Amazon password

LinkedIn password

Xing password

Freemail password

SAP password

Skype password

Twitter password

Facebook password

cellphone PIN

voice mail PIN

Stay Friends password

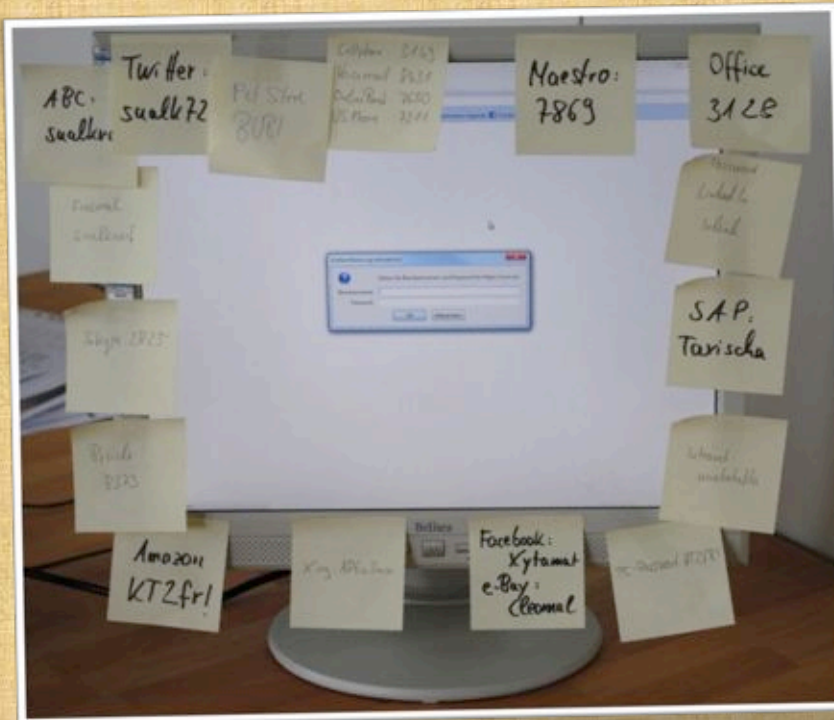
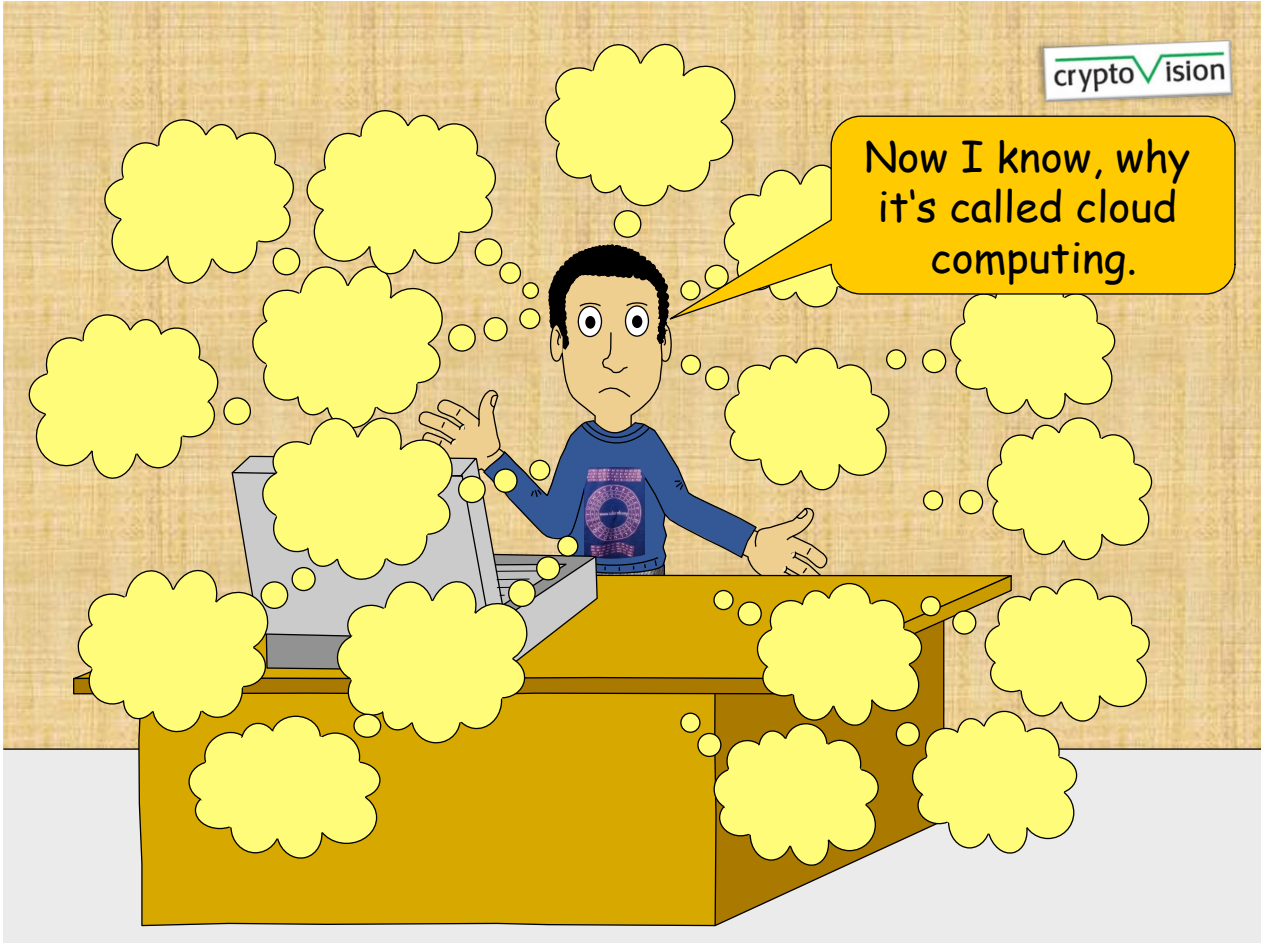
e-Bay password

banking card PIN

intranet password

PC password

online banking PIN



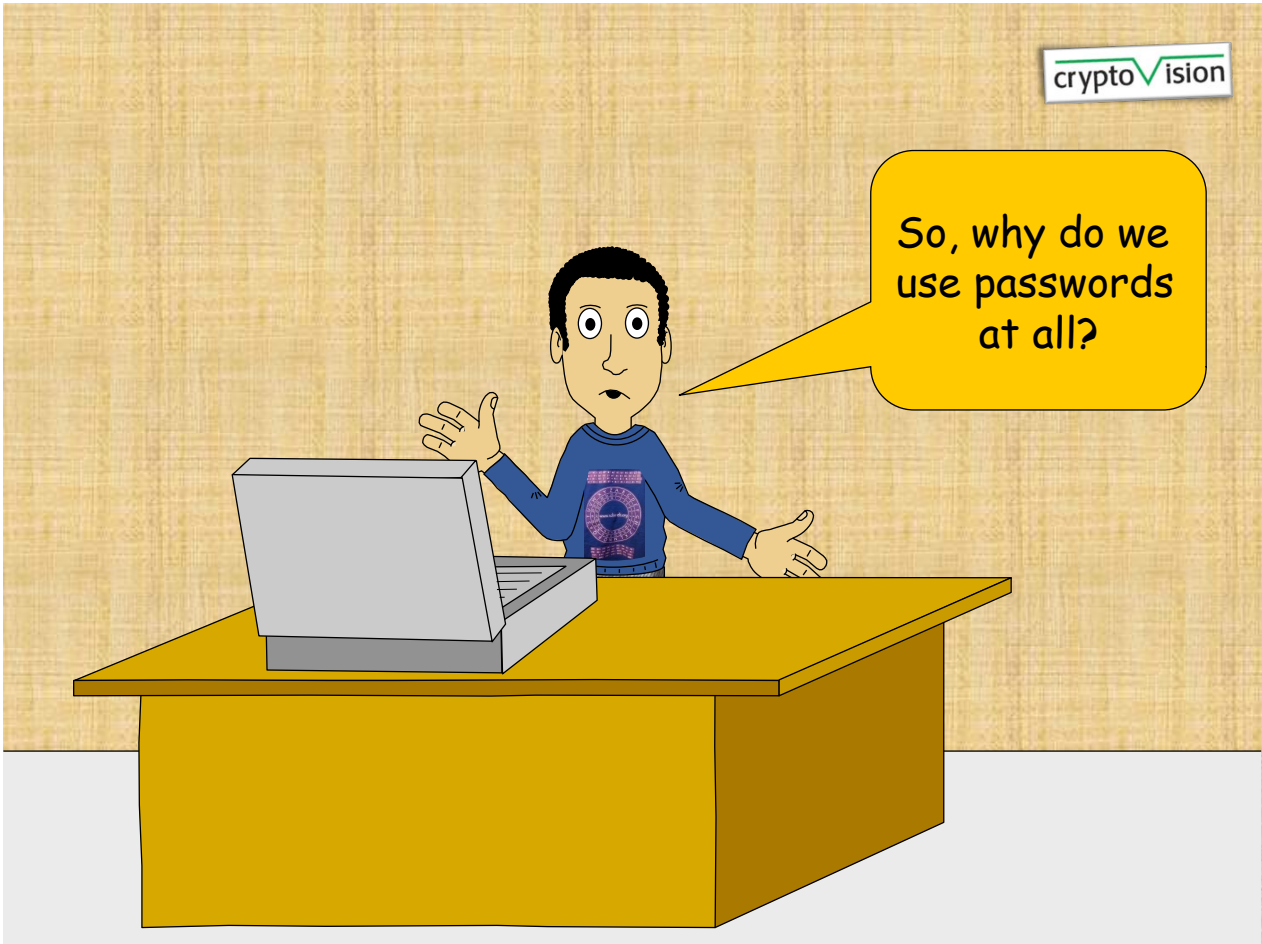
**Post-it Syndrome**



**Sony's Security Breach May Be the Biggest Personal Data Heist in History**  
by Lina on May 4th, 2011 in [Industry and Security News](#) [Security Alert](#)

A huge amount of personal data was exposed in a recent Sony hack. Today, Sony disclosed that the security breach affecting almost **77 million PlayStation Network users**, may also have affected **24.5 million users of Sony Online Entertainment**, making this the **second largest personal data heist in history**. Also at risk are the credit card numbers and

**Security experts now recommend changing passwords.**



## Password alternatives



OTP Tokens



Smart Cards

**How Do We Get Rid of the Passwords in Web Authentication?**



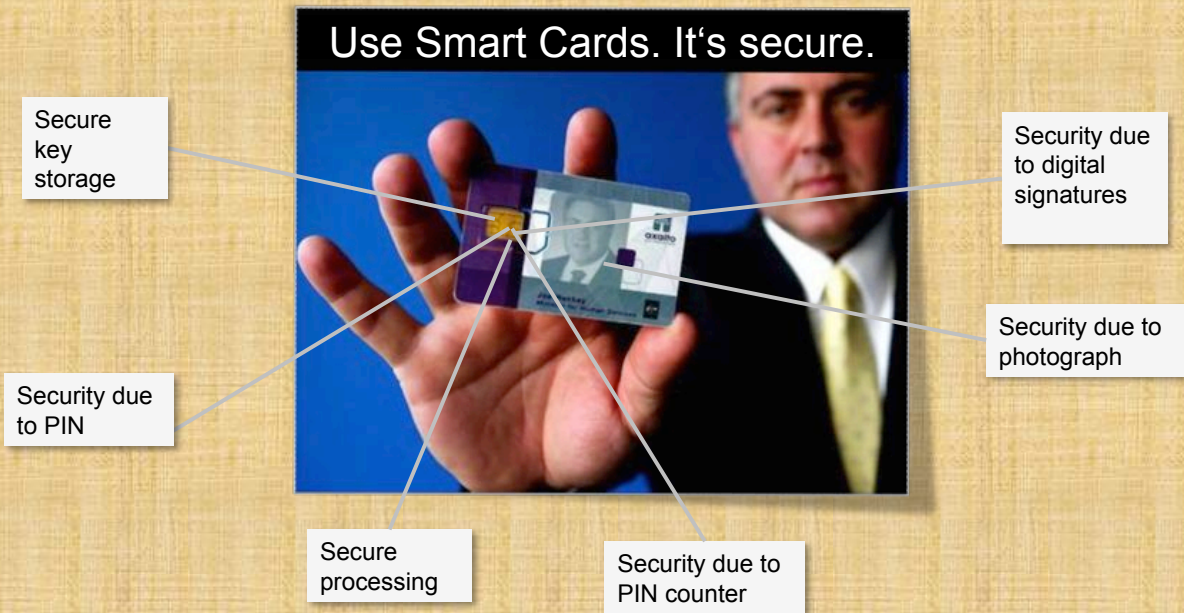
**How can we make  
smart cards more  
popular in Web  
Authentication?**



**Specialized on cryptography**

**More than 50 million people  
use our solutions.**

**Products: smart card  
middleware cv act sc/interface  
and many others**



Use Smart Cards. It's secure.

If you want to sell security,  
don't try to sell security.

Secure  
key  
storage

Security due  
to digital  
signatures

Security due  
to PIN

Security due to  
photograph

Secure  
processing

Security due to  
PIN counter

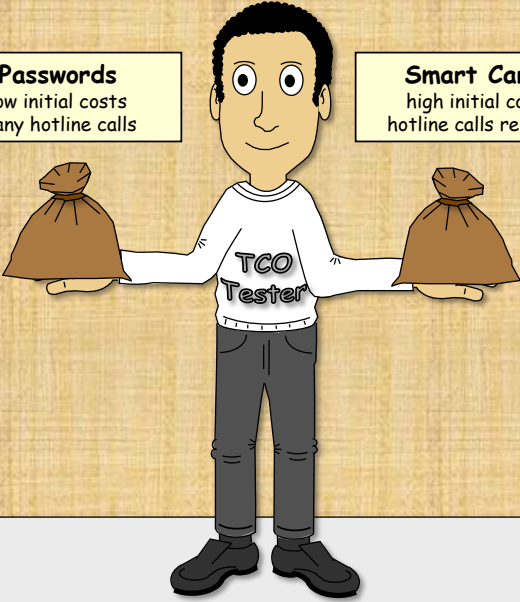
Security is rarely  
a killer argument



# TCO Test

**Passwords**  
low initial costs  
many hotline calls

**Smart Cards**  
high initial costs  
hotline calls reduced



# TCO Test

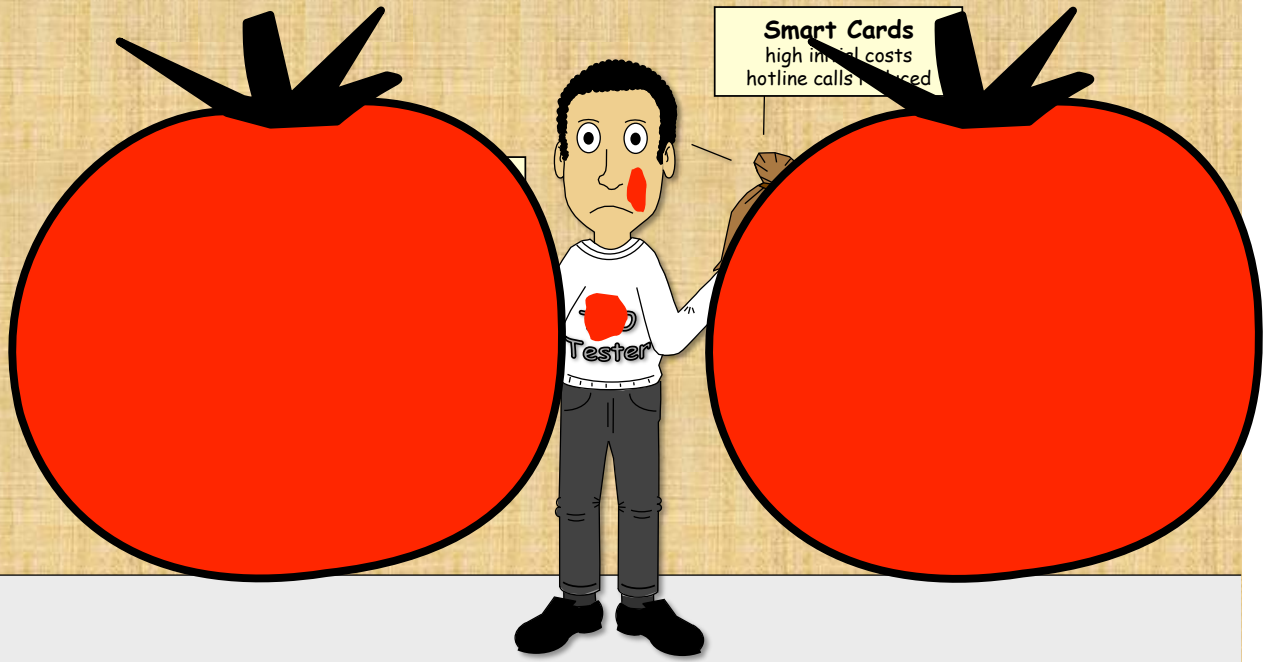
**Passwords**  
low initial costs  
many hotline calls

**Smart Cards**  
high initial costs  
hotline calls reduced





# TCO Test



## Passwords

at least 10 characters

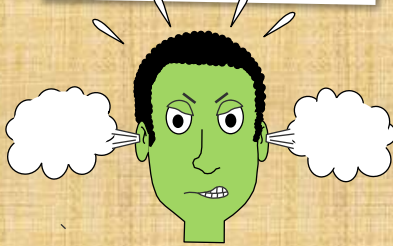
at least 1 upper case

at least 1 lower case

at least 1 numerical character

at least 1 &-!#\*

change every 3 months



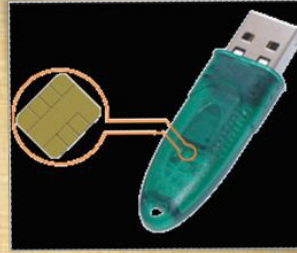
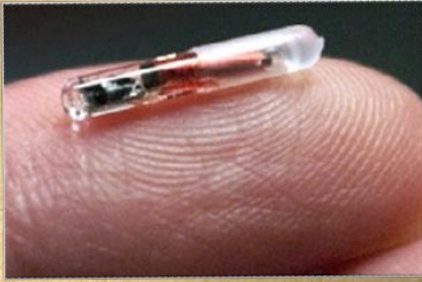
## Smart Cards

4 digits



User-friendliness  
is never a killer  
argument





## Form Factors



Form Factors are  
never a killer  
argument





# Where the hell is the killer argument?



Security



Less helpdesk calls

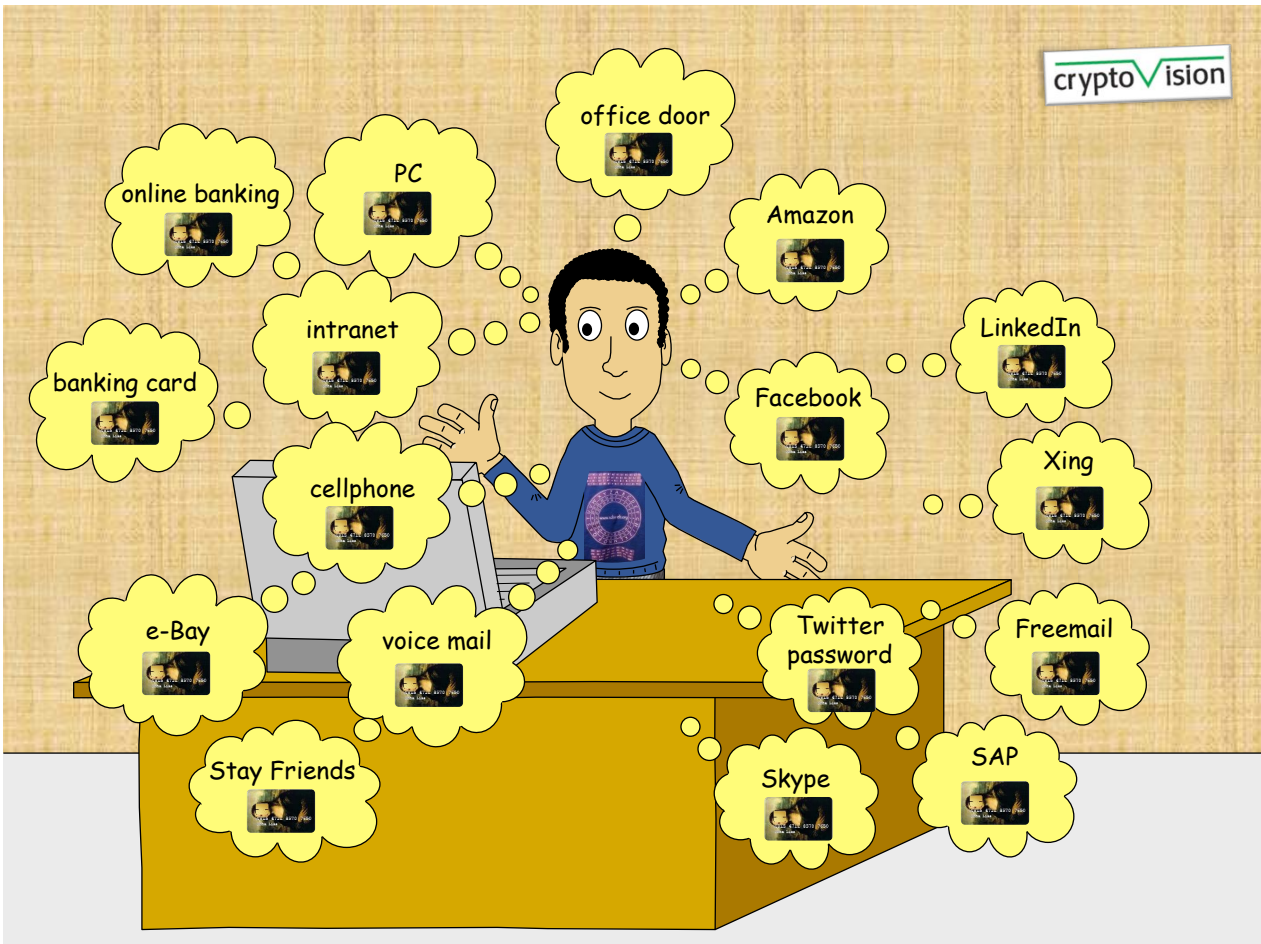


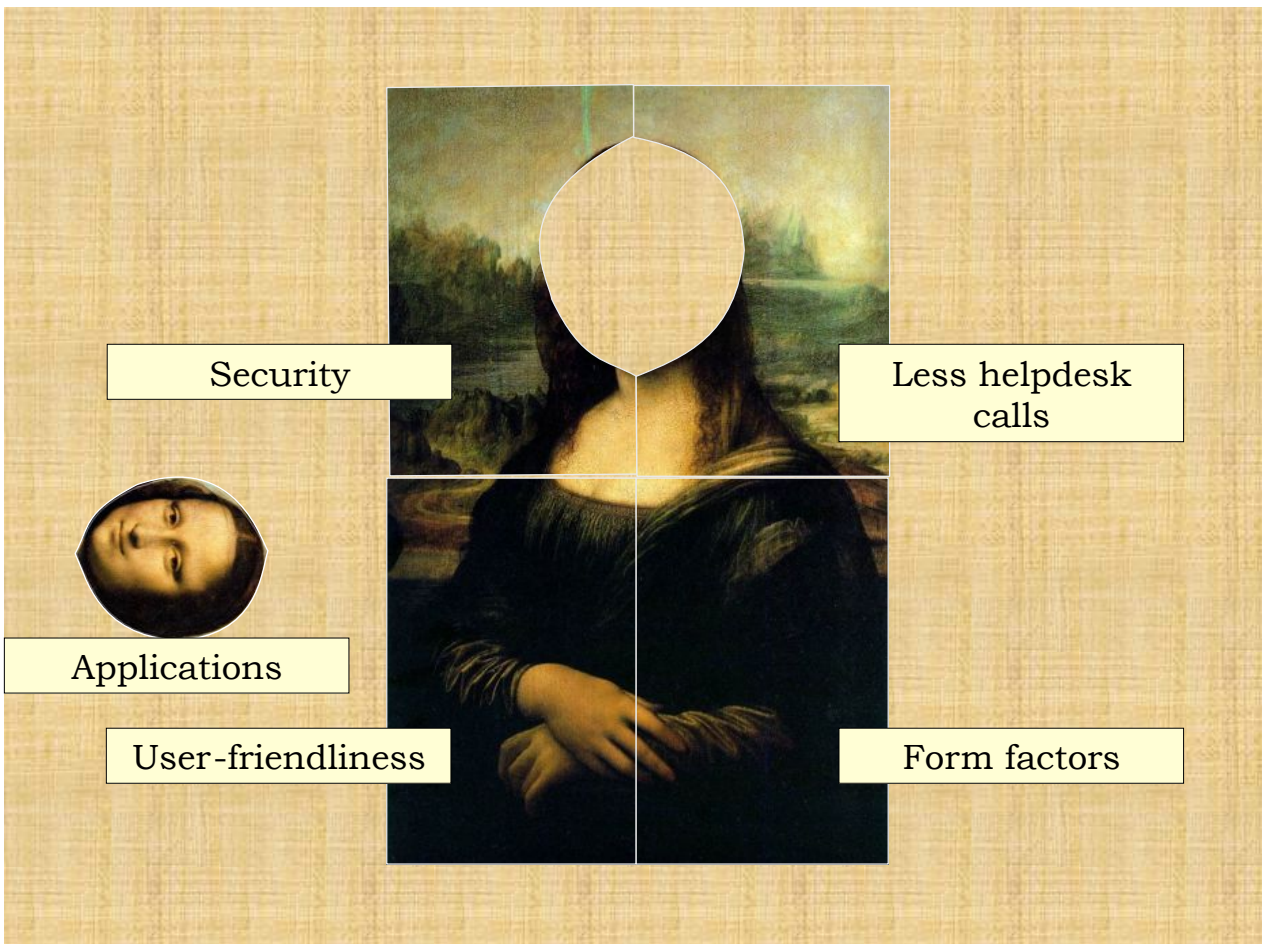
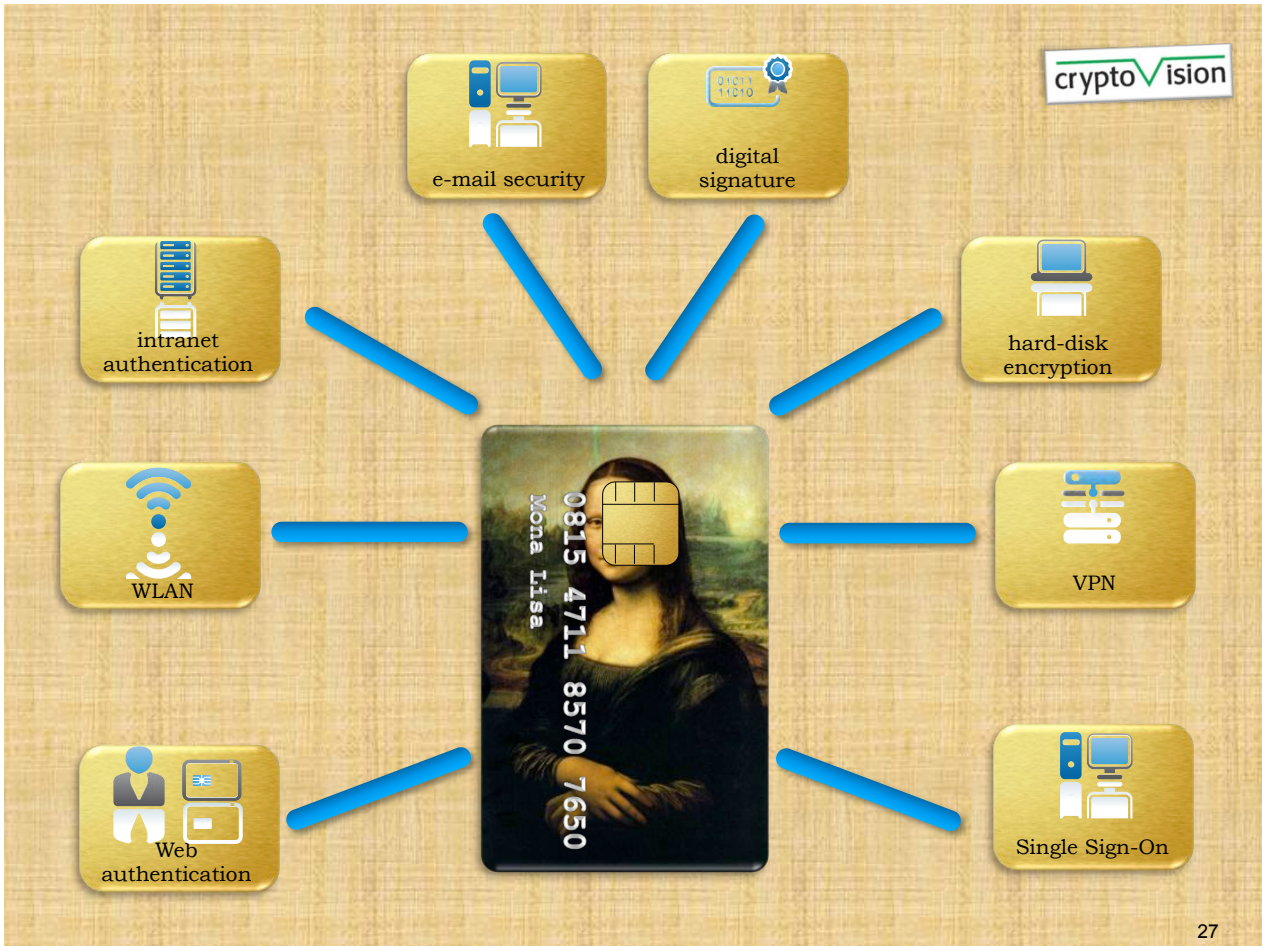
User-friendliness

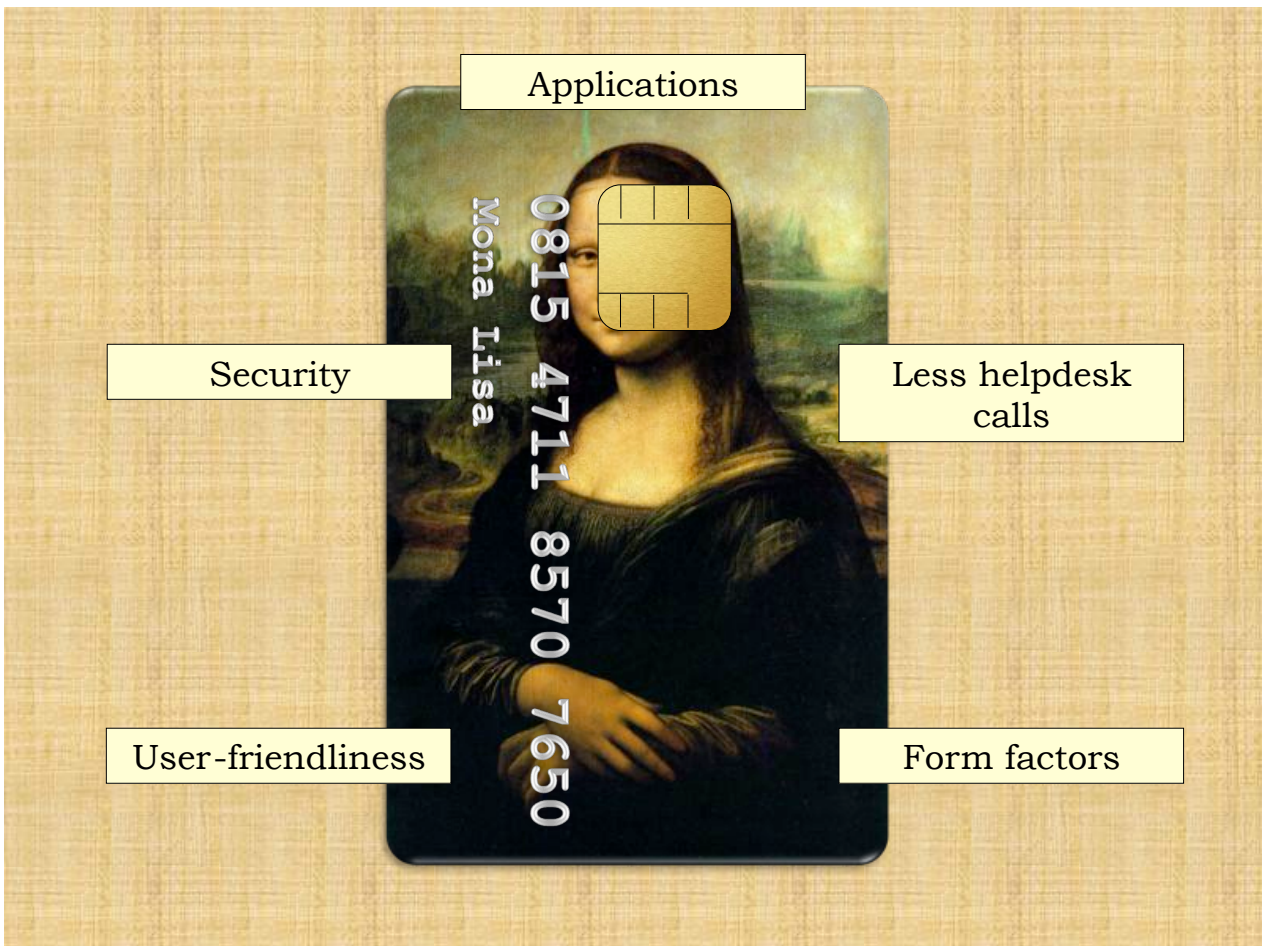
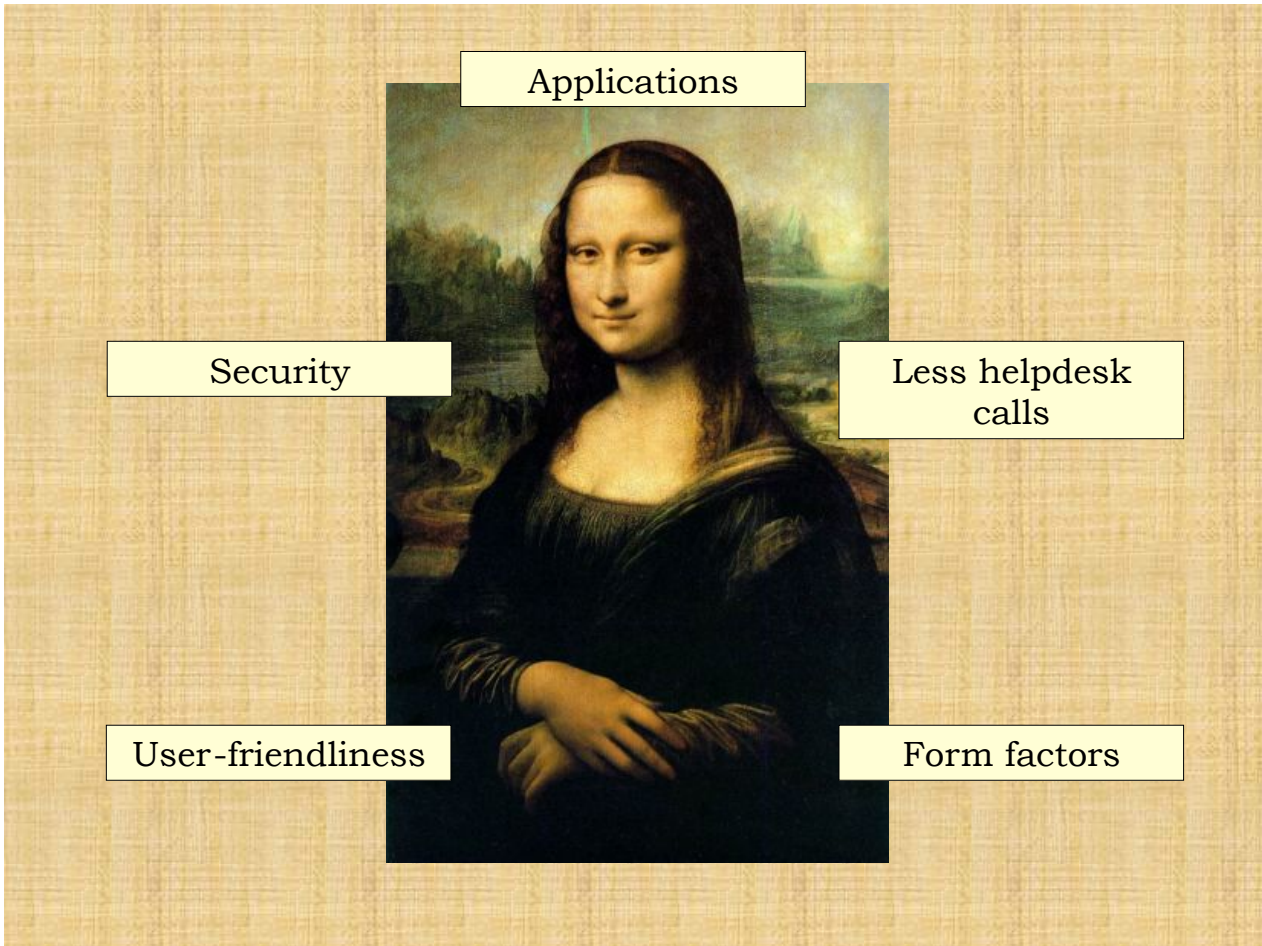


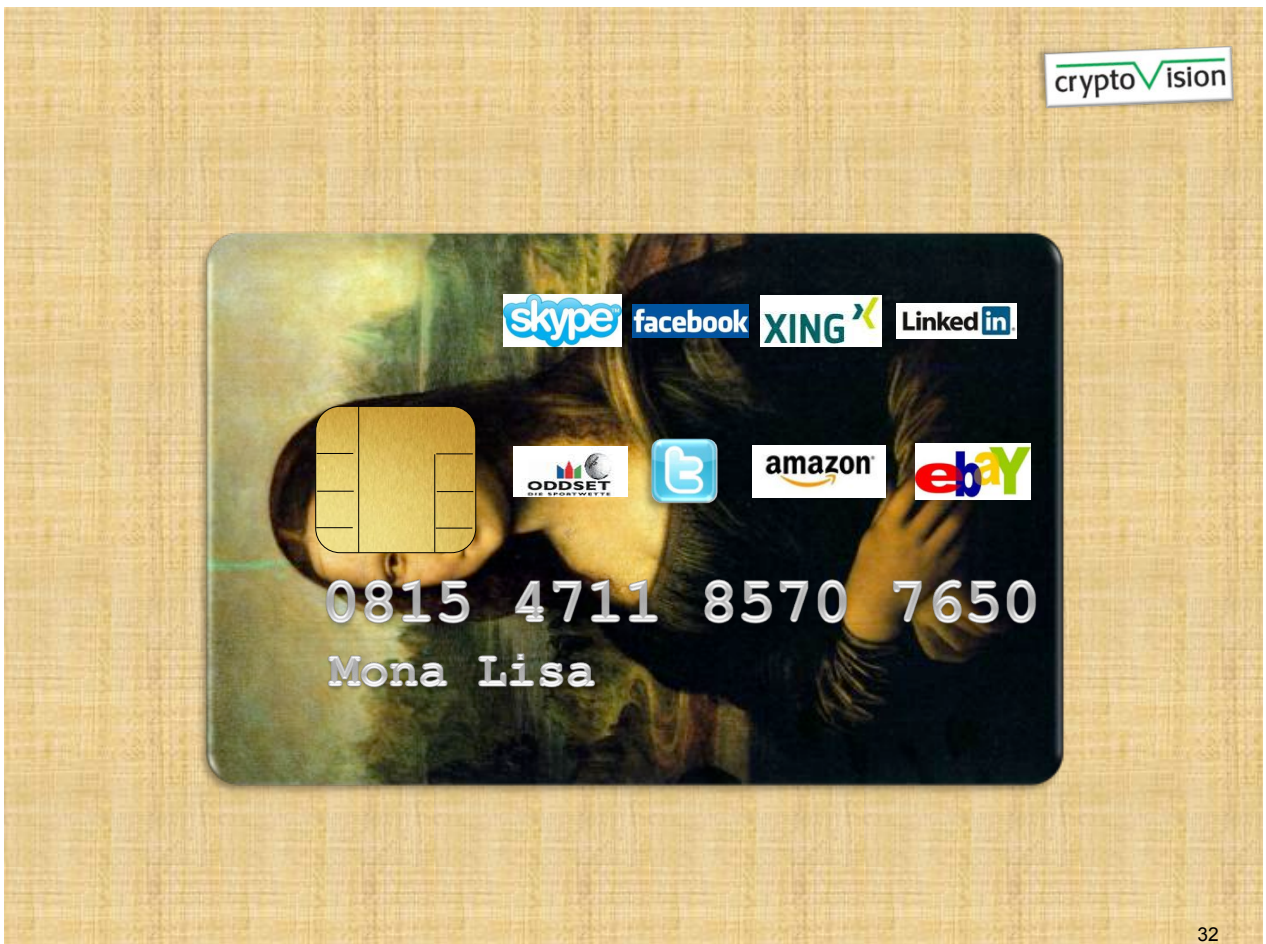
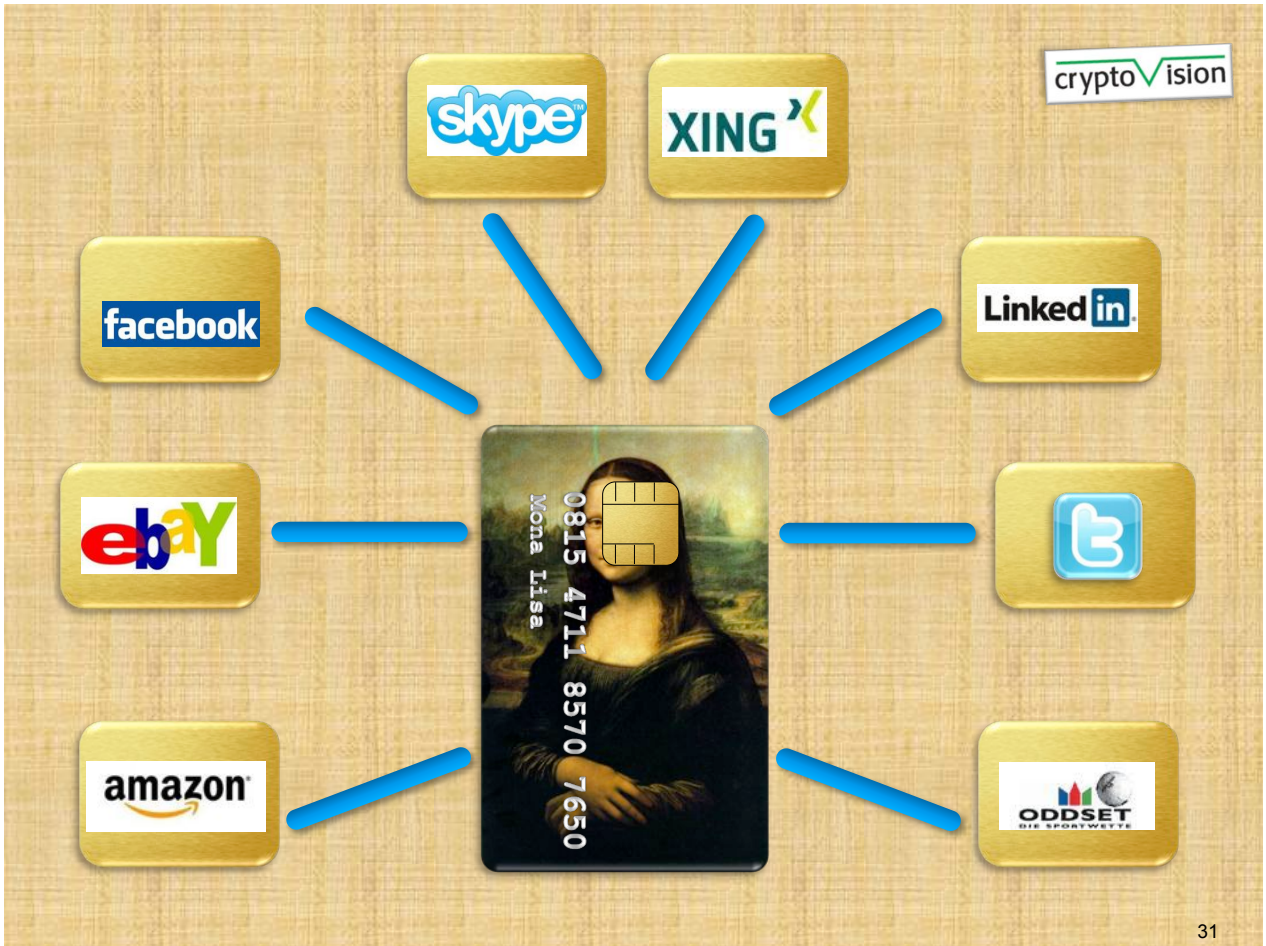
Form factors

# It's the apps, stupid!





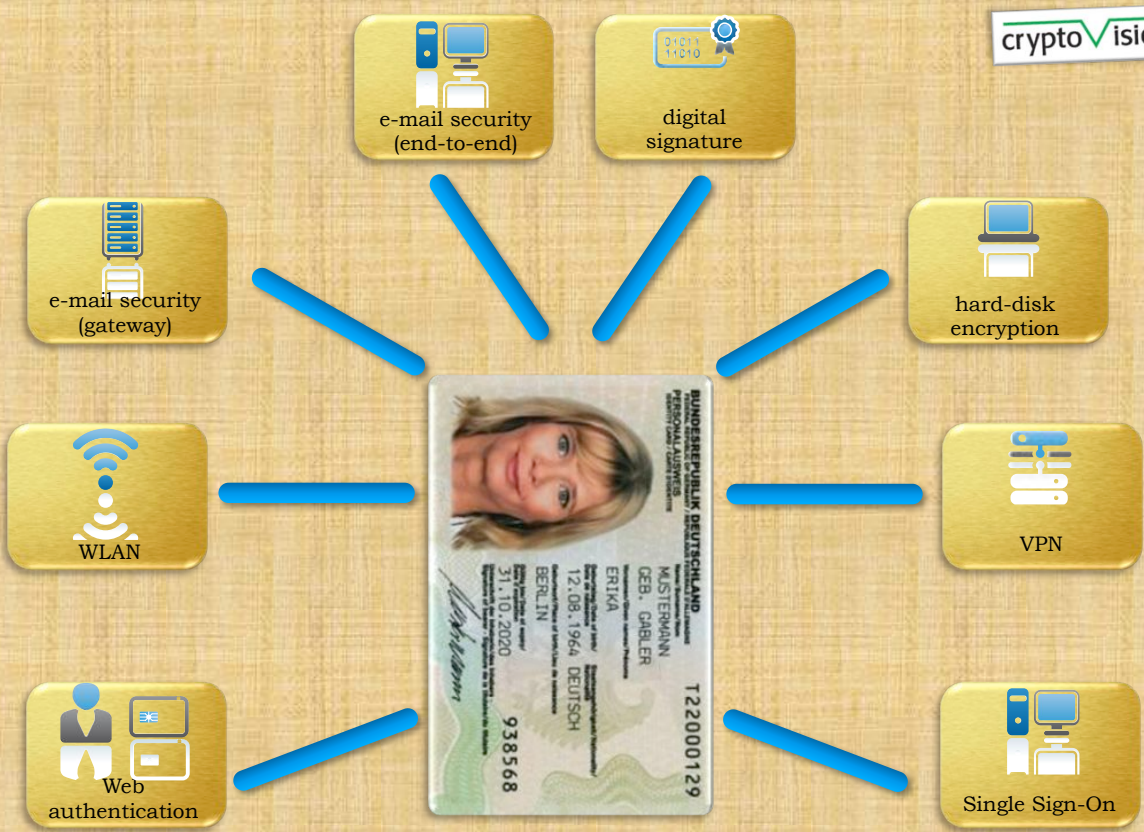


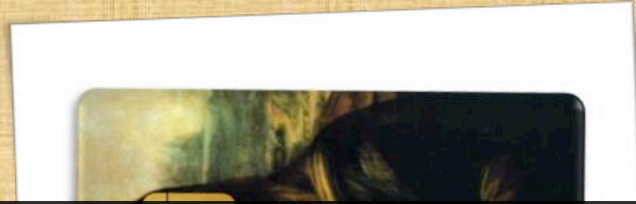






# New German Identity Card

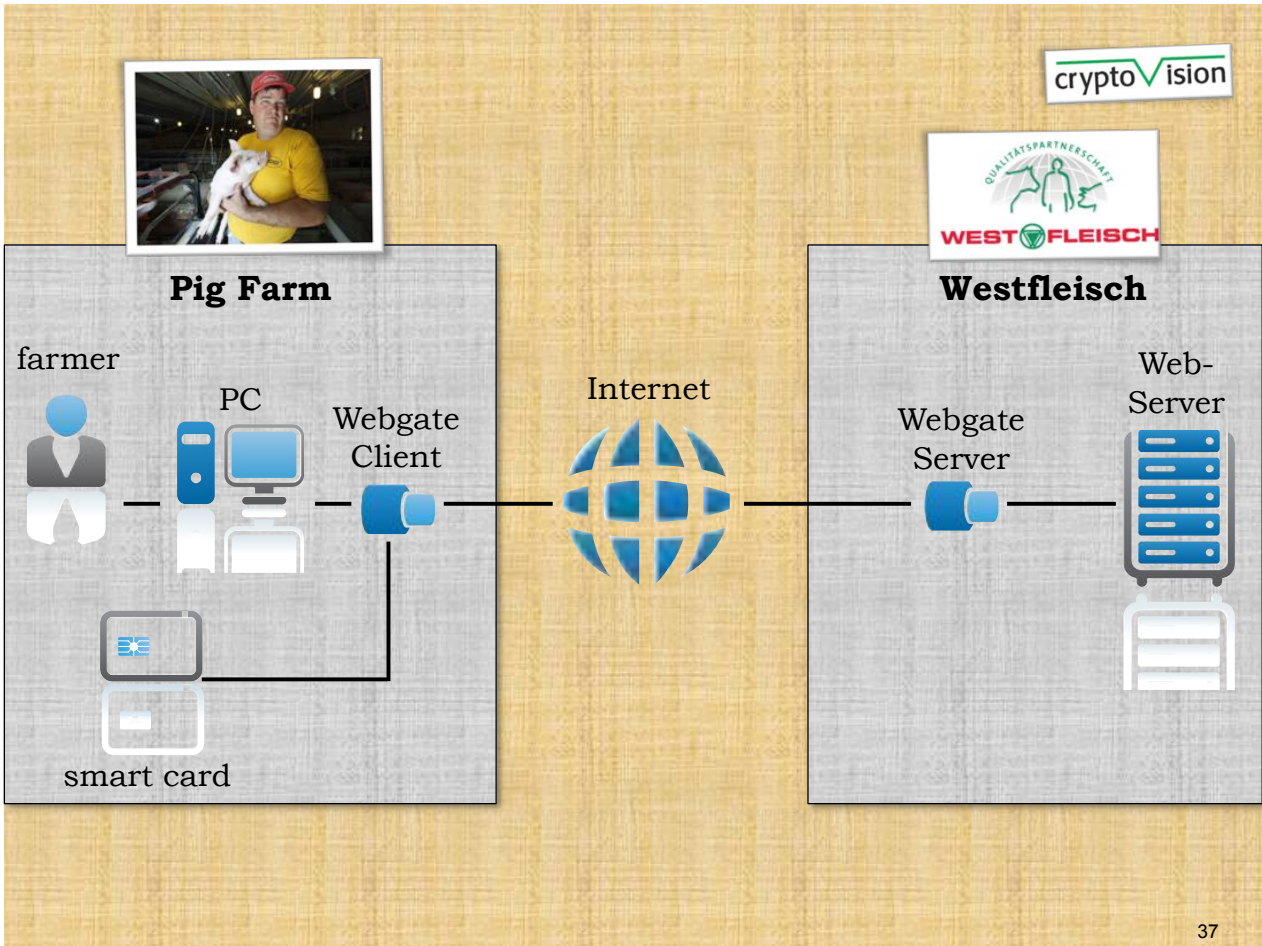




**There is no easy answer!**

**How can we make smart cards more popular in Web Authentication?**





This slide features a central image of a farmer holding a pig, with a 'Pig Farmer Card' overlaid. The card has a gold chip and the WEST FLEISCH logo. Five callout boxes with red checkmarks or boxes are arranged around the image: 'Applications' (red box), 'Security' (red checkmark), 'Less helpdesk calls' (red checkmark), 'User-friendliness' (red checkmark), and 'Form factors' (red box). A large white box at the bottom contains the text 'It's not always the apps, stupid!'.



It's a long road to smart  
cards in web authentication.  
But we have to go it.



Questions?