Government Smart Card Migration Strategy

DECISION POINT

Review, Analyze, redirect

DECISION POINT Review, Analyze & Redirect

INTRODUCTION

(6 - 18 mos)

(May 2000-Oct. 2001)

AWARENESS

- Program Start-up
- Product/Service Development
- Name Recognition/Product Branding
- Mass Marketing & Communications
- ■Determine Market
- Establish contract vehicle
- Defining Industry Partners
- Establish IAB, IS/assurance testing

GROWTH (18. 2004) > 2001. Oct. 2004)

INTEREST

- ■Enhance IAB Org Structure
- Develop IS Revision, Certification, and Security processes
- ■Enhance Coordination with Other Security Entities
- ■Nat'l Level Sales Calls
- Conferences (forums & seminars)
- Develop Agency Education, Marketing, and Support Tools
- Streamline Contract Procedures and Improve Customer Service
- ■Increase state & local government awareness of GSC/IAB activities
- Increase industry awareness of GSC/IAB

MATURITY

(36 - 60 mos) (Oct 2004-Oct.2006)

DECISION POINT

TRANSITION

ACTION - GSC FRAMEWORK IN PLACE

- Develop strong client base for Government Employee ID/Physical/Logical Access Control
- Obtain high-level sponsorship and ongoing funding for GSC/IAB
- Complete framework for GSC Program
- Encourage state/local government usage of contract and participation in IAB
- Expand scope of Interoperability Specification (e.g., contactless, biometrics, PKI, etc.)
- Develop common business practices
- Promote application specifications and unique product applications
- ■Re-award Smart Card contract
- Obtain additional Industry Partners and expand industry participation in IAB
- Encourage Development of SC Infrastructure

TO INDUSTRY

- ■Decouple IAB and Contract
- Move Interoperability Specification to Standards Organization
- Encourage public/private partnership for Citizen Cards
- ■Offer sharable government applications to Issuers