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# Who's in the driver's seat?

## Car evolution over the last 15 years Physical transport ⇒ Digital experience

### **OEM Mobility Vision:**

- Software Updates
- Service Subscriptions
- Data Monetization

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#### **Smart mobility brings new risks and challenges Both physical <u>and digital security</u>**



#### Smart mobility brings new risks and challenges Security and privacy



#### Smart mobility brings new risks and challenges Security and privacy and...user experience

- Connectivity issues can cause disjoint UX and open attack vectors
- Need shared identity context between entities for secure decisioning
- Security, Privacy AND Experience must be a no-compromise deal









## The new digital-to-physical car buying journey



### What actors & identities are involved?



# The journey continues post-sale...



#### **Access rules are driven by entity Relationships**

**Without** an identity layer: security, privacy, and UX are hard





### Whose requirements do we need to solve for? The owner

- Is the manufacturer **trustworthy**?
- Is the car **safe**?
- Can I **share** the car with others?
- How do I position the seat and manage other **preferences**?
- Where is my **data** going? Can I control that?
- Can I easily set up payment for services and tolls?





### Whose requirements do we need to solve for? The manufacturer

- Do we have **supply chain** telemetry during manufacture?
- How can we secure every digital touchpoint?
- How do we manage **subscriptions**?
- Can we handle **data privacy** correctly and in a trustworthy fashion?





### Whose requirements do we need to solve for? Third parties

- **Dealers** need access to inventory data, prospects, and buyers
- **Mechanics** need privileged access to car subsystems
- **Music services** need accurate subscription connections
- ...and so on



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### A reference architecture for IAM Driving powerful, flexible, scalable solutions



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### **Summary**

Putting Identity at the center of the connected car world greatly simplifies many of the security and experience challenges facing manufacturers, buyers, owners and 3<sup>rd</sup>-party services

By using the relationships between the various people, services and things associated with the connected car, simple and safe access controls can be provided across the ecosystem at scale.



# **Thank You!**



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