Government Smart Card Migration Strategy

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


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

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

TRANSITION
EXIT STRATEGY - TRANSITION 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

DECISION POINT
Review, Analyze, Redirect

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