

Authentication & Social Publishing

1 Authentication 2 Social Publishing

Improve your website sign-in experience.

- Increase Registrations
- Gather rich user profile data
- Quickly engage your users

[Learn More ▶](#)



Sign In
Select one of these third-party accounts

facebook. Google

myspaceID. Windows Live ID

YAHOO! OpenID

Powered by RPX

Sign-in Widget

1 Authentication 2 Social Publishing

Reviews, comments, activities. Publish them to the social web.

- Empower your users to be advocates
- Increase referral traffic
- Gain insight through analytics

[Learn More ▶](#)



Share Your Review

Facebook twitter YAHOO! myspaceID

✓ Robert ✓ rsmith ✓ rsmith ✓ Bob Smith

Your Post/Tweet

Grand Central has the best peanut butter cookies in town. Sandwiches are pretty good too.

<http://www.qype.co.uk/review/1069263>

Powered by RPX

[Publish](#) or [cancel](#)

Social Widget

[Try it out!](#)

DAS EIS Priorities

- **Transparency, Social Media, Web 2.0**
- **Software as a Service/Cloud Computing**
- **Data Management and Governance**
- Health Information Technology/Health Information Exchange
- Technology/solution assessment
- Electronic Records Management, Email Archiving, e-Discovery
- Mobile Workforce Solutions
- Green IT and Energy Management



Transparency & Citizen Engagement

- **US Federal Government is embracing OpenID for citizen engagement**
- **Initial adoption at NIH, HHS, and CIT with support of Federal CIO, Vivek Kundra**
- **Public/Private partnership between GSA, NIST, OpenID Foundation, Yahoo, Google, AOL, Verisign, and PayPal**
- **Improves registration rates, simplifies login, facilitates social publishing**
- **Can be used for federated login across websites**


Commercial Adoption is Building

- **1.5 billion enabled accounts**
 - AOL, Blogger, Facebook, Flickr, Google, Hotmail, Microsoft LiveID, MySpace, Twitter, Verisign, and Yahoo!
- **9 million websites:**
 - Sears, Kmart, Zappos, Nike, Random House, Sony BMG, NetFlix, DC Shoes, Nokia, RedPlum...
 - Facebook, Universal Music Group, EMI Music, CNN, FoxNews, Time, CBS, CitySearch, Deutsche Telecom, Microsoft, AOL, Savings.com, Mint, TwitterFeed...



Social Publishing Example



facebook Home Profile Friends Inbox 34 Brian Kissel Settings Logout




Brian Kissel

Wall Info Photos Boxes +


What's on your mind?


Attach:   **Share**

 Options


View Photos of Me (1)
Edit My Profile

Write something about yourself.

Information 



Brian Kissel I just took a look at Skies of Glory on Social Gaming Network, pretty cool...<http://sgn.com/games.php?name=sog>



RPX Social Demo
Brian commented on the RPX social demo



Contact Information

We'd welcome the opportunity to speak with you...

- Brian Kissel: bkissel@janrain.com
- Websites: www.janrain.com and www.rpxnow.com
- Coming soon to www.apps.gov