

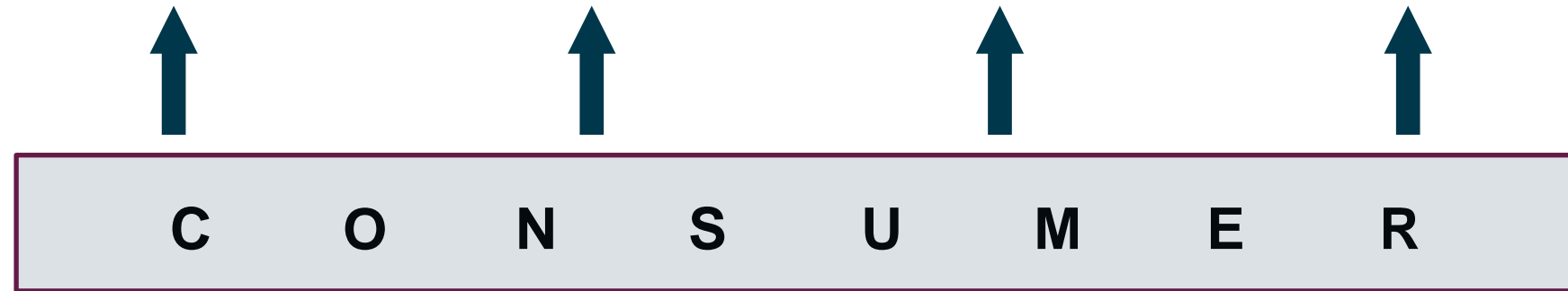
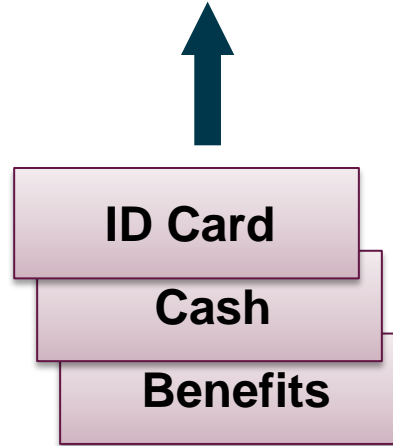
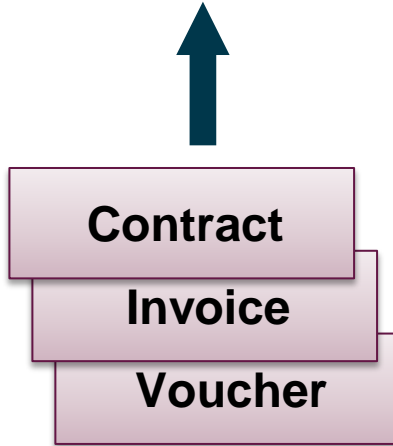
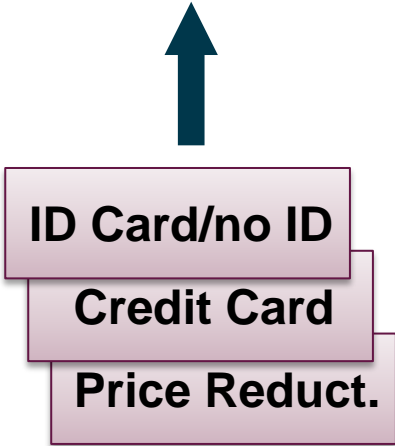
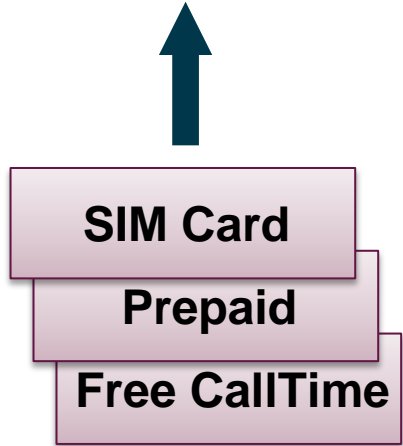
SIEMENS



Building up the Ecosystem

Experiences in Multi-Stakeholder Environments

Today's Consumer Interactions



Silo solutions imply

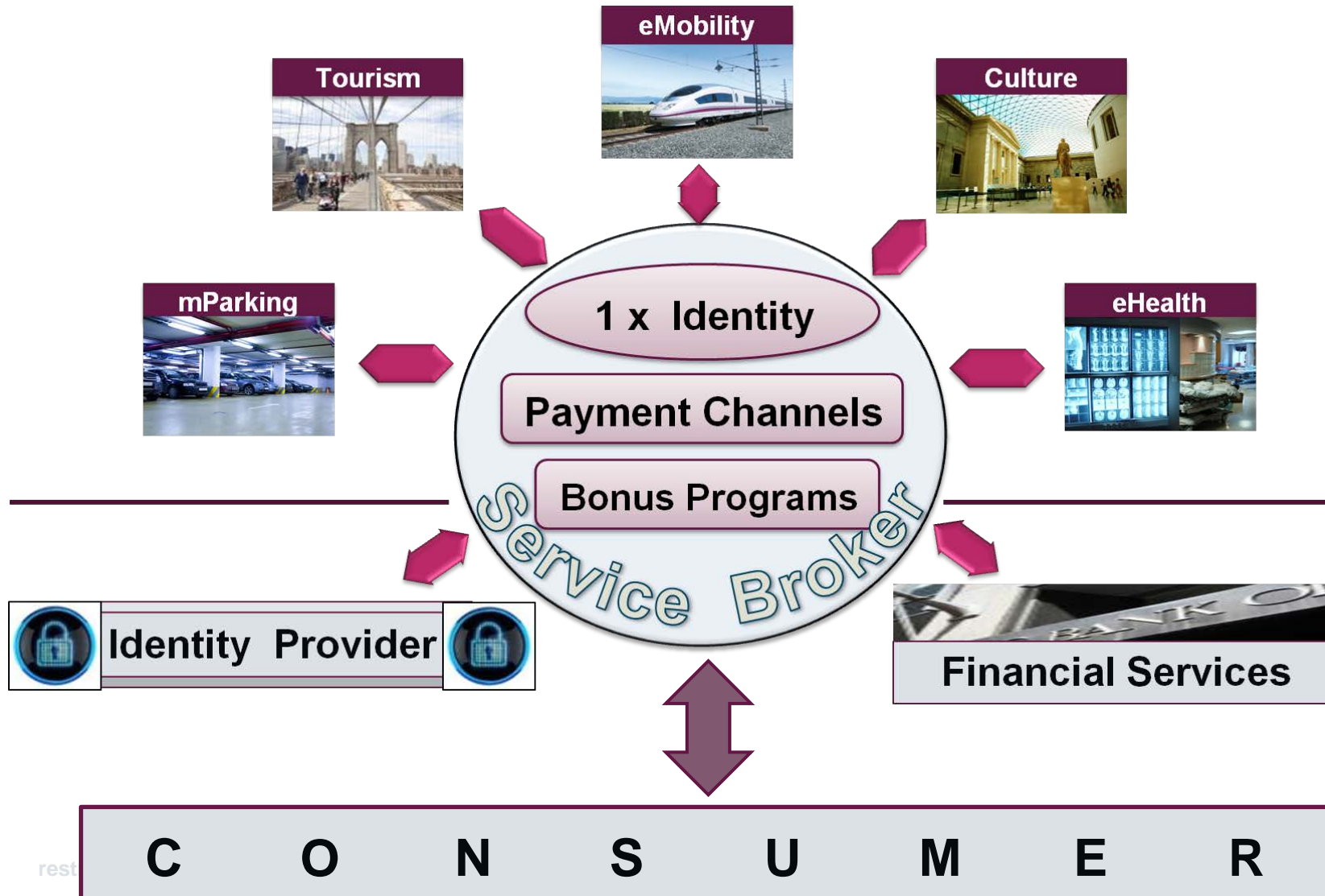
- numerous passwords
- complex handling
- no added value

→ lack of convenience

- limited reach
- high solution costs
- no additional offer

→ limited business value

Concept for a Multi-Stakeholder Environment



CONSUMER BENEFITS

- Secure one-time Identification for all Services
- Single or Combined Service Offerings
- All Payments via one Portal

Goals & Considerations

Consumer

Goal: Convenience, Privacy

→ Ease of Use

- Availability, Stability, Performance

→ Data Security

Service Provider

Goal: Enhanced Business Model

→ Cooperation with Platform Partners

→ Comply with Security Policy

→ Technical Service Integration



City Council

Goal: Reputation, Service Efficiency

→ Provides Access to Citizens

→ Offers Access to City Services

Platform Operator

Goal: Attractive Operational Model

→ Contractual Framework

→ Marketing, Customer Care

Federation Authority

Goal: Security Standards

→ Provide Governance & Policy