



Rakuten's OpenID Use Case and Future Plan

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1 Introduction

2 Challenges and Goal

3 Why Rakuten Adopted **OpenID**

4 Use Case

5 Future Plan

About Rakuten Group

- Founded in 1997
- One of the world's leading Internet service companies
- A variety of services including e-commerce, travel, banking, securities, credit card, e-money, e-book, portal & media, etc.
- Expanding globally and have operations throughout Asia, Western Europe and North America
- Empower people and society and establish a “Rakuten eco-system”



Empower Japan. Empower the World.

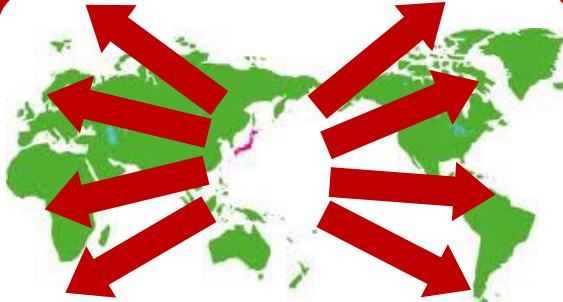
Challenges and Goal



Enable access from multi devices



Collaborate closely with SNS



Provide worldwide services

Support multi level authentication

Manage user profile globally

Improve convenience, user-friendliness and security

Why Rakuten adopted **OpenID** Rakuten

- **Requirements**

1. Open to outside Rakuten

Needed open ID solution to deliver simple,
easy and secure service to users

2. De facto Standard

Needed to ensure interoperability
to cooperate with our partners

3. Simple, Easy and Secure

Important for users and partners
to be simple, easy and secure to use

OpenID met these requirements

In Oct 2008, Start payment service 楽R天 あんしん支払いサービス

At the same time, introduced OpenID into authentication system

What about 楽R天 あんしん支払いサービス

Provide payment service to Rakuten outside sites

1. Use only Rakuten ID and password



Easy

2. No personal info and credit card info



Secure

3. Earn and use Rakuten Super Point



Valuable



Use Case

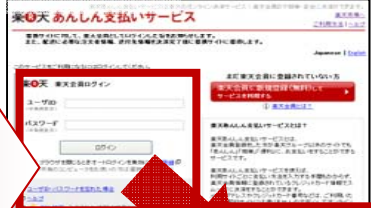


- Take just 3 easy steps to complete shopping
- Payment step uses **OpenID**

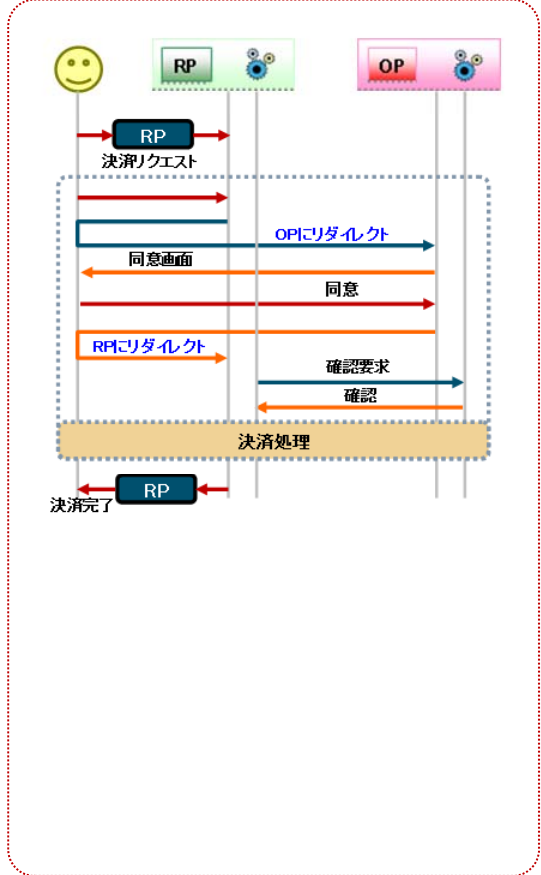
STEP 1



STEP 2



STEP 3

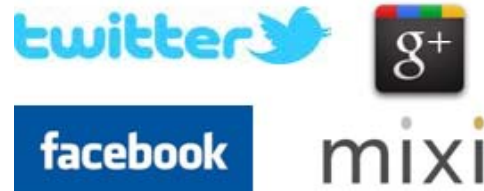


- | | |
|-----------------|---|
| Oct 2008 | Launched 楽 ^R 天 あんしん支払いサービス |
| Dec 2008 | Joined in OpenID Foundation Japan |
| May 2009 | Implemented OpenID AX for internal use
to provide nickname and so on |
| Sep 2009 | Released Rakuten OpenID mobile
to use for cell phone |
| Apr 2010 | Implemented OpenID OAuth Hybrid
to provide auth and attributes to partner sites |
| May 2010 | Implemented OAuth solely
to use for smart phone and internal API access |
| May 2011 | Implemented OAuth 2.0 |

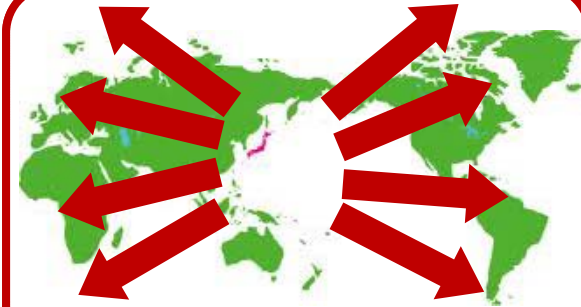
Future Plan



**Enable access
from multi devices**



**Collaborate closely
with SNS**



**Provide worldwide
services**

Respond to diversity

Increase convenience

**We have to respond to diversity by increasing
convenience and adding value**

- Provide information according to a variety of authentication level
- Provide simple and easy solution to users and developers

OpenID Connect

- Keep OpenID simple, easy and secure
- Provide secure access to resources for clients

We will use **OpenID Connect**,
OpenID and OAuth as the situation demands.

And challenging diversity and globalization

