

USPS Digital Services



January 28, 2015

Mission

- Explore growth opportunities in the digital space and generate new streams of revenue that supplement USPS' core business



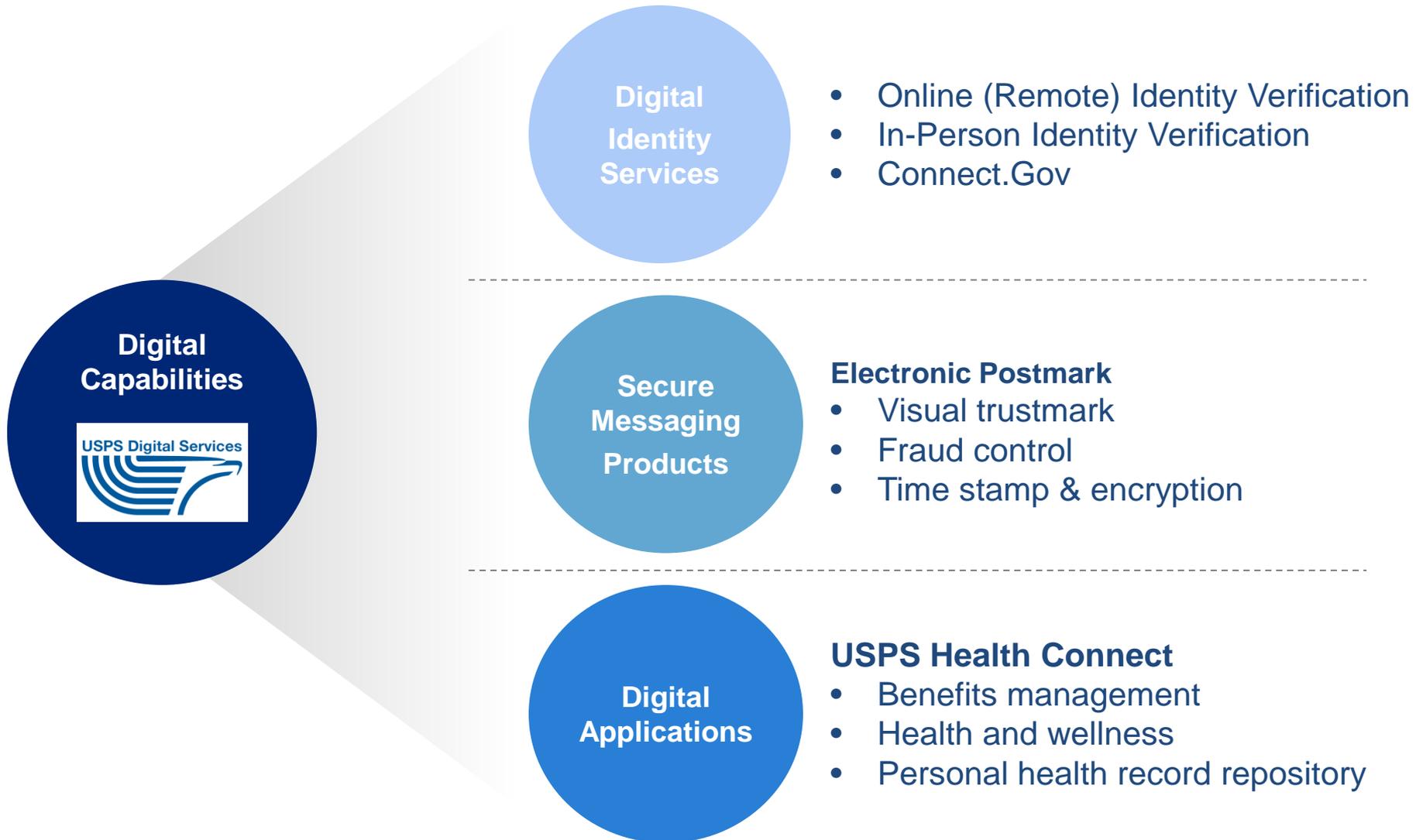
Guiding Principles

- Leverage USPS trusted brand and existing infrastructure
- Examine business processes, consumer needs, and existing technology gaps within the digital environment to shape new products and services

1. One of America's most trusted brands
2. Largest retail footprint in the country and top 60 digital property
3. The USPS Postmark® and Electronic Postmark® provide evidentiary protection by law

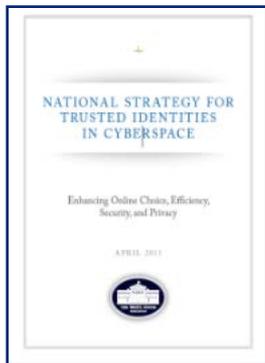


USPS's unparalleled asset base provides the foundation for a broader digital and commercial engagement



The Federal Government is developing a Digital Strategy to build a 21st century platform to improve the quality of services to the American people

April, 2011



Vision – National Strategy for Trusted Identities in Cyberspace (NSTIC)

Individuals and organizations utilize secure, efficient, easy-to-use, and interoperable identity solutions to access online services in a manner that promotes confidence, privacy, choice, and innovation.

Oct, 2014



Executive Order - Improving the Security of Individuals Financial Transactions

“Ensure that all agencies making personal data accessible to citizens through digital applications require the use of multiple factors of authentication and an effective identity proofing process”

What are some of the challenges?

Today, consumers and businesses/government are challenged with finding a user friendly, secure and cost effective method to access applications and conduct business on-line

Consumers

75% ...of customers will avoid creating new accounts

25 ...is the average number of accounts a user has that require passwords

6.5

...is the average web passwords held by a user

8

...is the average number of passwords a user enters per day

Business/Government

76%

...of network intrusions exploited weak or stolen credentials

54% ...of users leave the site or do not return when asked to create a new password

45%

...of consumers will abandon a site rather than attempt to reset their passwords or answer security questions

USPS can serve as a third-party identity provider to government agencies with its trusted and verified USPS digital identity



Option for people to use a trusted interoperable government credential for access to government on-line services

Connect.Gov allows users to access online government services in a simple and secure manner using an approved digital credential they already have and trust



**INCREASES SECURITY
AND PRIVACY**



**STREAMLINES
ACCESS**



**ENHANCES
USER
EXPERIENCE**



**REDUCES
AGENCY
INVESTMENT**