

# **Digital Solutions**

January, 2016

1. One of America's top trusted brands
2. Largest retail footprint in the country and top 60 digital property
3. USPS mail provides evidentiary protection by law, punishable by fines or imprisonment



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

Just as it has provided high-quality universal access for the greater good for hundreds of years, the USPS is in a unique position to address a need for secure digital delivery of sensitive information. Our brand is a trusted one. Our physical assets are far-reaching and have extra capacity. It has law enforcement abilities and mandates that cannot be matched by any commercial entity.

Secure Digital Solutions was formed to explore growth opportunities in the digital space and generate new streams of revenue that supplement USPS' core business



By leveraging USPS' trusted brand and existing infrastructure, SDS will develop secure products and services that narrow the gaps between the physical and digital experience.

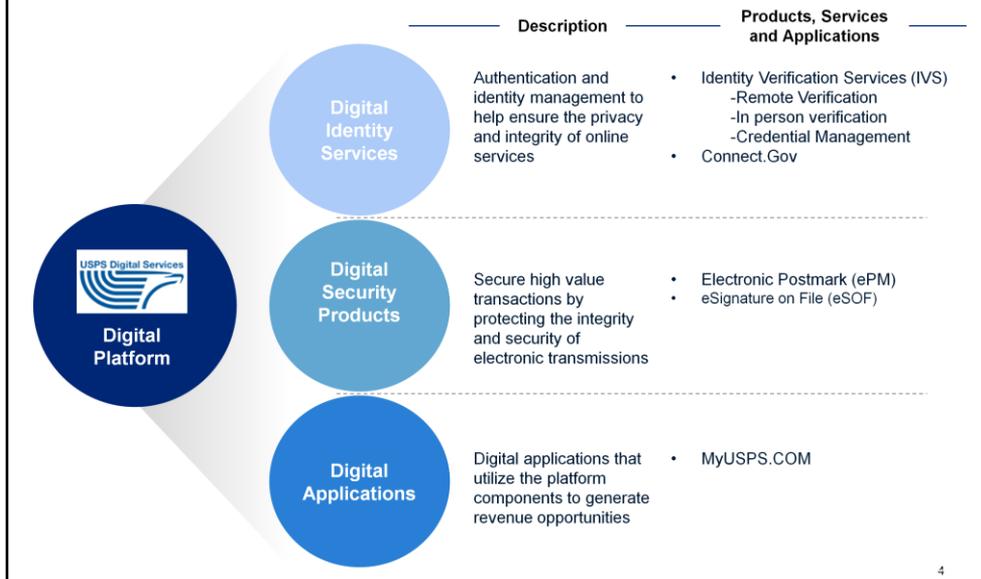


SDS works with top consulting firms, government stakeholders, and cybersecurity experts to examine business processes, consumer needs, and existing technology gaps within the digital environment to shape new products and services.

**SDS seeks to identify where USPS' current market position and digital capabilities align**

The Secure Digital Solutions group was created to explore new opportunities in the digital space. Over the years it has worked with Boston Consulting Group, IQT, Accenture, Raytheon, GSA, and NIST to name a few to examine the marketplace and determine offerings for this new and emerging market space.

*Focusing on digitally enabling existing USPS products and services along with reducing internal cost centers, the digital platform evolves into externally facing Products and Applications*



## Platform

Secure Digital Solutions has been building the standardized core platform for digital identity services, digital security products and digital applications to support USPS products and services and develop new externally facing products and applications.

This platform has leveraged and expanded upon existing USPS assets such as:

- Customer registration
- MPOS (mobile point of sale)
- MDD (mobile delivery device)
- Electronic Postmark patents
- Retail footprint of 32,000 post offices with focus on 3,000 premier post offices
- Over 200,000 carriers going to every residence



**Digital  
Identity  
Services**

**Identity Verification Services (IVS)**

- **Remote Verification:** Third party service integrated with USPS.com that uses knowledge based questions to verify identity online.
- **In person verification:** Technology solutions that enable in person verification of an individuals identity at USPS retail units or by Letter Carriers for the purpose of issuing a digital identity or offered as a service for a third party.
- **Credential Management :** Issuance and management of credentials (usernames/passwords, tokens or other authentication mechanisms) with increasing levels of trust to appropriately correspond with the online service or application being accessed.



**FCCX/Connect.gov:** Federal government online authentication and attribute broker solution that enables individuals to use previously issued credentials for access to agency applications.

## Digital Identity Services

These capabilities are in production and support USPS login to Panorama (USPS new sales tool for USPS and business customers) powered by Salesforce.com and support MyUSPS.com verified identities.

Other applications to be considered for integration include:

- Gopost
- Change of address
- Hold mail
- Commercial Mail Receiving Agency (CMRA – form 1583)
- Mailbox of the future

USPS approach to Digital Identity Services is unique as we are one of the only companies who have integrated on-line knowledge based questions for remote identity verification with the option for in-person identity verification capabilities at post offices or your door. This approach has opened up potential new revenue streams to USPS for offering Digital Identity Services outside the Postal Service in the area of credential management and in-person ID verification services.

**Identity Verification Services:** USPS has the opportunity to expand the use of the USPS.com credential for login to the mailing and package industry websites and to the Federal Government via Connect.gov (formally the Federal Cloud Credential Exchange).

**In-Person ID Verification Services:** USPS has the opportunity to offer In-Person ID Verification services to multiple external entities leveraging the physical infrastructure we have, the devices we are deploying and the proven track record of Passport Services. (example of service flows on next slides)

**Connect.gov:** Specifically for Connect.gov, the USPS portion of the system is live and it received FedRAMP certification December, 2014. GSA completed the contract awards to 2 identity providers (ID.me and Verizon) and we have completed integrating both into the system. Right now VA, Dept of State and NIST are integrated with Department of State and NIST using LOA1 applications. VA is looking at launching with MyHealthVet in Spring 2016 and Department of Labor and National Institute of Health are working on integrating in early 2016.

## Process for the issuance of a verified USPS digital identity



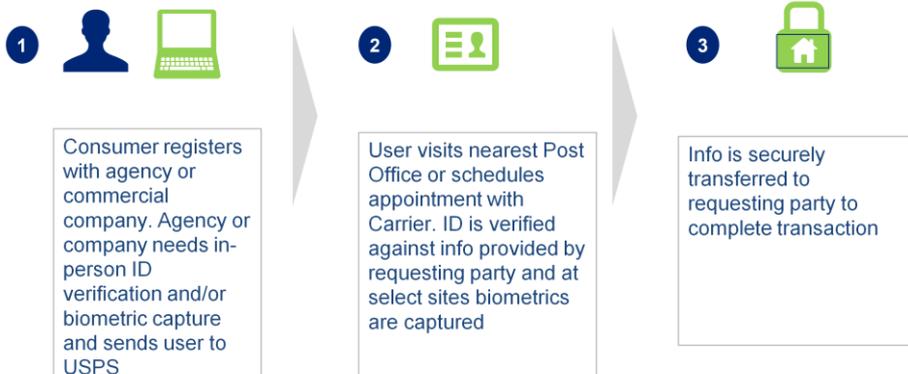
Consumers can use their verified USPS.com credential for login to USPS services, government services and commercial sites. Increases USPS digital brand and revenue while also improving the privacy and security for users.

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**Internal Digital Identity Services** have been integrated into USPS.COM to support the current MyUSPS.COM implementation. The process in place today uses a remote proofing vendor (Equifax) and Knowledge Based Answers (KBAs) to validate the consumers identity online and provide a higher level of assurance. If a consumer is unable to complete the online verification process, they are directed to an in-person identification process at their local post office where the clerk can verify their identity using a mobile point-of-sale (mPOS) device. This feature is now in pilot at the L'Enfant Plaza post office and will be rolled out in January/February to additional pilot locations in Northern Virginia and New York. Ultimately, the in-person verification will be available at the 3200 premier post offices.

A future enhancement for 2016 will be to enable carriers to use their mobile delivery devices (MDD) to do verification at the customer's home location.

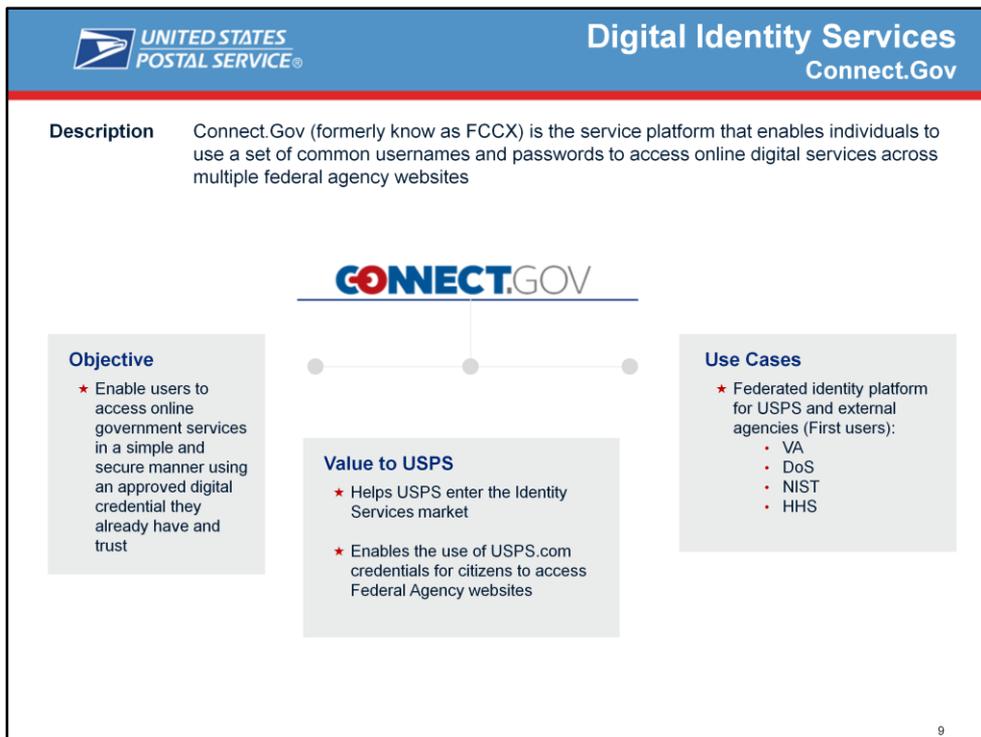
**USPS can also provide in-person ID verification and biometric capture services to other government agencies or companies as a component service**



USPS can be a national enabler of verified digital identities and convenient biometric capture partner

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USPS is exploring options to offer in-person verification and biometric capture services to other government agencies. An initial pilot test with the US Census was completed over the summer of 2015 in several locations in Maricopa County, AZ. The process is similar to the Internal Digital Identity Service with the potential addition of fingerprint or other biometric capture. USPS is in discussions with Census and other agencies about the potential for other pilots of this functionality in 2016.



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

### Background

In April 2011, the National Strategy for Trusted Identities in Cyberspace (NSTIC) published a vision to enable 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.

In October 2014, the White House issued an **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”

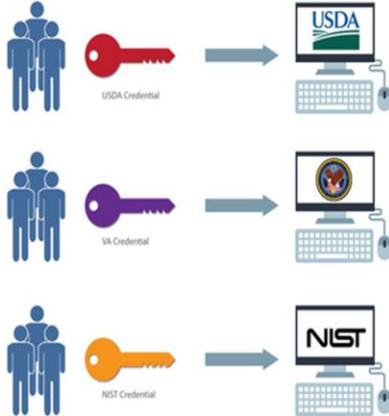
### USPS Role

USPS is acting as the Technology Service Provider (TSP) to GSA for the Connect.gov program. USPS, with its vendor SecureKey Technologies, manages the broker that allows the citizen to access different agencies using a commercial credential. This program is in pilot form with a limited number of users and agencies. The core benefits of the overall Connect.gov program is:

- Increases privacy and security
- Streamlines access
- Enhances user experience
- Reduces agency investment

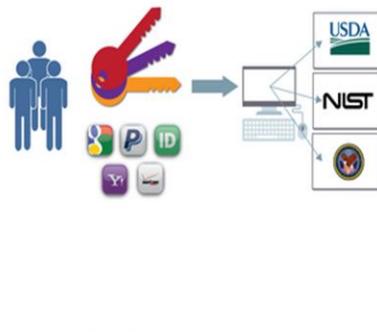
Before Connect.Gov

You can only use an agency-issued credential for access.



With Connect.Gov

You can use a single third-party credential to access multiple agencies.



\*FICAM IT'S Program approved providers.

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. Before Connect.gov, citizens had to manage multiple credentials to interact with the agencies. 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.



**Digital  
Security  
Products**



**Electronic Postmark (ePM):** Digital signature technology offered as Webservice that can be used for authentication of sender and receiver, secure message delivery and data veracity assurance.



**eSignature and eCertified services:** An ePM enabled web-based application for digitally signing forms and documents currently outside of the mail stream. Initial use cases are an "electronic" PS Form 3849 and an external pilot focusing on third party partners in the real estate sector.

Several new products and services are in development or pilot or being worked through a concept stage.

**Electronic Postmark (ePM):** This capability was originally developed and launched by USPS in the '90s as a form of personal electronic certification of veracity. This has been modernized and commercialized so that it can be used in electronic communications at the commercial and consumer level.

**E-Signature (eSOF):** Combining EPM with a signature application such as Adobe or DocuSign gives USPS the opportunity to tap into the secure document market and service internal and external needs.

**Description** A Webservice that securely generates digital signatures that can be used for authentication of sender and receiver, secure message delivery and data veracity assurance.

 **Electronic Postmark (ePM)****Objective**

- ★ Enable consumers and businesses to send digital content while ensuring the authenticity of the information. Creating a trusted federal service for securing digital transactions

**Value to USPS**

- ★ Builds the brand of USPS in the digital transaction management space
- ★ Confirms the authenticity of data
- ★ Establishes a revenue generating product as well as a component for other USPS SDS service offerings

**Use Cases**

- ★ USPS internal use cases
  - ★ PS Form 3849
  - ★ Contracting applications
  - ★ Secure email
- ★ Health Connect – Securely send encrypted health data between network of physicians
- ★ Financial Services
- ★ Mailers – Secure ePostage data transmission
- ★ Real Estate transactions
- ★ Government services



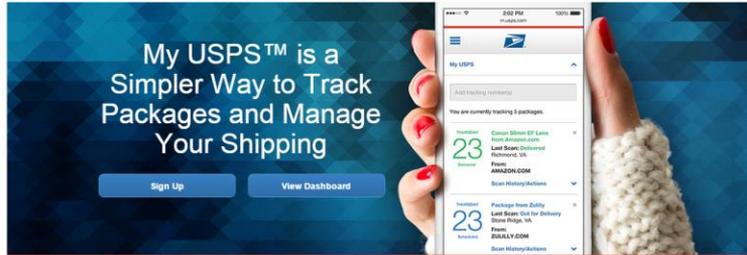
**Digital  
Applications**

The screenshots that follow show the MyUSPS.com integration with Identity Verification Services.

USPS.COM

Search or Enter a Tracking Number

Quick Tools Mail & Ship Track & Manage Postal Store Business International Help



[My USPS™ Terms & Conditions](#)

Get started in 3 easy steps





### Sign Into Your Account

**Already have a USPS account?**  
Enter Your Username and Password  
\*Indicates a required field.

\*Username

\*Password

Forgot your password?

[Sign In](#)

**New to USPS.COM?**  
Create a USPS.COM Account to...

- Post online
- Request a Package Pickup
- ...
- ...
- ...

**Verification Questions**

A financial service provider generated these questions. USPS does not keep either the information used to create the questions or your answers.

\*You must answer every question to verify your identity and address.

\*Your credit file indicates you may have a mortgage loan, open:

ABC Mortgage  
 Citibank  
 Sunbank  
 Capital One  
 None of the Above

\*What is your total scheduled monthly payment for the above risk?

\$0.00 - \$1,000  
 \$1,001 - \$1,500  
 \$1,501 - \$2,000  
 \$2,001 - \$2,500  
 None of the Above

**Identity Verification Success**

**Success - Your Identity Has Been Verified**

An activation email was sent to [john.doe@usps.com](mailto:john.doe@usps.com). Follow the link in the email to complete the identify verification process.

NOTE: The activation link will only work for 24 hours from the time the email was sent. If the link expires, you can request a new activation email.

[Request New Activation Email](#)

# Questions?