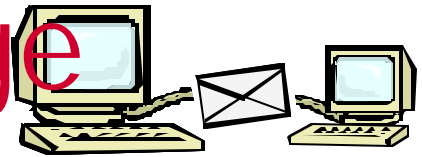




# The Message



Volume 2 Issue 4

July 2002

## Getting the Message at the Boundaryless Information Flow: The Role of Web Services

Playing a major role at The Open Group Conference 22-26 July in Boston are sessions of interest to The Messaging Forum. Set aside Wednesday and Thursday, 24 and 25 July for the following topics:

### Instant Messaging

- **Bethann Cregg**, IBM Lotus Software, speaking on corporate culture changes resulting from Instant Messaging (IM) and IM interoperability and security issues

### Anti-Virus and Anti-Spam

- **Dean Richardson**, The Boeing Company, will discuss current trends in anti-spam methods
- **Bert Quarfordt**, Hewlett-Packard, will talk about maintaining the security of end users and challenges faced in interconnecting the new network



### Secure Messaging Challenge

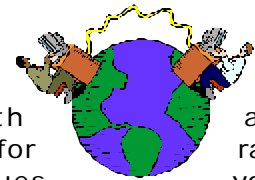
Part of the goal of the Secure Messaging Challenge was demonstrating the functionality of the proposed architecture, making it easy to adopt the architecture into any organization's existing email systems. Members of the

Challenge Team will present results and discuss the configurations. Full documentation is offered in *The Secure Messaging Challenge Toolkit*, copies of which will

be available. Testing information is found in *Secure Messaging Challenge Test Plan and Results*.

This session will also include a discussion about the direction of the next phase of the Secure Messaging Challenge. This discussion offers the perfect opportunity for getting your company involved in directing

that path well as for ing issues company may have with Secure Messaging.



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### Joint Work Projects

Please contact Messaging Forum Director Teresa Schauer (t.schauer@opengroup.org) if you are interested in attending any of the following members-only sessions on 25 July:

- Identity Management (to review the Identity Management Business Scenario)
- Access Control workshop to gather input for a business scenario and assess currently available solutions
- PKI Guidelines and Manageability, to review the PKI implications arising out of the Secure Messaging Challenge, as well as the Business Guide to PKI

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# Message Board

The Messaging Forum is delighted to announce that Steering Board Chair Dean Richardson's name



has been submitted to *Computerworld* for consideration as one of the Premier 100 IT Leaders for 2003. Leaders selected will be published in January 2003 and available as printed and online ([www.computerworld.com](http://www.computerworld.com)) versions.

In 2000, *Computerworld* magazine began recognizing individuals who positively affect their organization through technology. Those selected from among the nominations include people who manage, mentor, and motivate and those who envision and innovate solutions to challenging business issues. These people will think beyond short-term tactical needs to long-term strategic goals, create positive and rewarding work environments, develop leadership skills, and encourage innovation.

## Memorable Messages

From Fast Company  
Listen to your experts—the people on the front line.

*Karl E. Weick*  
University of Michigan

Quit looking for the next big thing. Put the technology that's sitting on the shelves to work, and do it with a clear purpose.

*Bob Davis*  
Highland Capital Partners and founder of Lycos

From Federal Computer Week  
We need to focus on results, not the science of information management.

*Mark Forman*  
Associate Director, IT and e-government, U.S. Office of Management and Budget

From The Washington Post  
Cyber-security R&D has become a backwater and . . . as a result the nation does not have the tools it needs to foil a cyber-attack.

*Rep. Sherwood L. Boehlert*  
(R-N.Y.)

From Lycos  
On vacationing and escaping from cyberspace:

It's like you have to baby-sit your e-mail account . . . I get so much junk mail that I am forced to log on a few times a day while on holiday, just to clean up the spammers' mess.

*Nadine Gormell*  
Investment Counselor  
London, England

I am always willing to learn, although I do not always like to be taught.

Winston Churchill



The Open Group Messaging Forum is a leading association for the e-business and messaging industries. The Forum's

diverse membership focuses on providing interoperable solutions for business leaders through informing and educating, fulfilling customer driven requirements, and promoting and endorsing standards-based solutions.

### Steering Board

**Chair**  
**Dean Richardson**  
The Boeing Company  
[dean.richardson@boeing.com](mailto:dean.richardson@boeing.com)

**Vice Chair**  
**Dennis Cannon**  
Compaq Computer Corporation  
[dennis.cannon@compaq.com](mailto:dennis.cannon@compaq.com)

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**Russell W. Chung**  
American Eagle  
[russ.chung@ameagle.com](mailto:russ.chung@ameagle.com)

**Glenn Parsons**  
Nortel Networks  
[gparsons@nortelnetworks.com](mailto:gparsons@nortelnetworks.com)

**Michèle Rubenstein**  
solutions4networks  
[mrubenstein@s4nets.com](mailto:mrubenstein@s4nets.com)

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*Messaging Forum Director and Editor-in-Chief.* . Teresa L. Schauer  
*Managing Editor.* . Renée Barnow

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The Open Group  
Messaging Forum  
Phone +1.703.549.2417  
Fax +1.560.258.2622

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Submit articles and comments to  
Renée Barnow  
[r.barnow@opengroup.org](mailto:r.barnow@opengroup.org)  
Phone +1.202.363.4548  
Fax +1.202.686.3550

# Protecting the Digital Infrastructure

**G**overnment leaders, industry leaders, and academics gathered in Washington, DC, on 7 June at a symposium co-sponsored by the Woodrow Wilson International Center for Scholars and Los Alamos National Laboratory to discuss "Globalization and Terrorism: Protecting the Digital Infrastructure."


Perhaps the most challenging question was the one **Leslie Simon**, Senior Policy Scholar, Woodrow Wilson Center, raised in his opening remarks, "Who is responsible for infrastructure security? Government? Industry?" Responding from an overall perspective in the keynote address was **Mike McConnell**, Vice President for Infrastructure Assurance at Booz Allen Hamilton and former Director of the National Security Agency, who claimed no one entity is clearly responsible for ensuring the privacy of citizens and protecting global commerce. He believes the best defense is encrypting business information.

Examining the issue from the government perspective was **Kiersten Todt Coon**, Professional Staff Member, Governmental Affairs Committee, U.S. Senate, who after describing how the private sector and state and local governments own the majority of the infrastructure, asked, "How does the federal government protect what it doesn't control?"

Offering perspectives from academia and industry were **Casey Dunlevy**, Computer Emergency Response Team,

Carnegie Mellon University, and **Eli Primrose-Smith**, Vice President, Global Security Solutions, IBM Corporation. Mr. Dunlevy said, "The problem is too big for any one entity," and that the "most important change to make is one of mind shift. . . become proactive rather than reactive." Mr. Dunlevy believes that in looking at the digital infrastructure, it is imperative to move from the ivory tower to an operational perspective.

Ms. Primrose-Smith cautioned that the proliferation of systems compounds the problem of protecting digital infrastructures and that the global economy makes establishing international standards almost impossible due to cultural differences. As is commonly accepted, Ms. Primrose-Smith reminded the audience that security is about (1) managing risk, (2) iterative processes, not products, and (3) people, who remain the weakest link in carrying out corporate policies. As has been said at several conferences of The Open Group, "Don't talk about encryption if you are not willing to change your password."

Throughout the program, the theme that emerged was that contention between the public and private sectors would continue and that the private sector must push the public sector .

International Herald Tribune ,  
4 June  
The Web knows no political boundaries, which strains the ability of law and legal institutions to regulate it.

# Message Metrics

CTIA Daily News

## Multimedia Messaging Predicted to Surpass Text Messaging by 2005

The number of messages sent that include pictures and sound will surpass the number of text-only messages by 2005, Ericsson predicts. An executive gave no specific numbers, but Gartner Dataquest expects the number of SMS messages to peak at about 168 million in 2003, then decline.

CIO.com

More than **41 million** people, or **40%** of the active home Internet population, used Instant Messaging (IM) applications in May 2002. For work users, that number for the same period was **12.6 million**, or **31%** of the total active Internet work population. The most popular IM application for home users was AOL Instant Messenger with **22 million** unique users, followed by MSN Messenger's **15.7 million** users.

Wall Street Journal

## Online Retailing Still Growing

The majority (**56%**) of online U.S. retailers made a profit in 2001, an increase of **13%** from 2000. U.S. online shoppers spent **\$51.3 billion** online last year, a **21%** rise from the previous year. That trend is expected to continue in 2002 as online shoppers are predicted to spend **\$72.1 billion**, marking a **4%** increase over 2001. Yet, online retailing as a whole continues to be a small percent of total retail sales—**2.4%** in 2001 and an anticipated **3.2%** this year. Those figures understate the Internet's acceptance in individual markets. In computer hardware and software, the

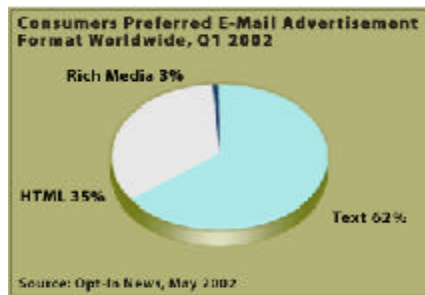
(see Message Metrics, page 4)

(Metrics, continued from page 3)

Internet accounted for **17.9%** of retail sales in 2001, rising to a projected **23.4%** this year.

Consumers say e-mail marketing would be more effective with fewer messages (**42%** of respondents to survey, "U.S. E-Mail Users' Opinions Regarding Ways Permission Marketers Can Improve E-Mail")

Most consumers prefer text e-mail to HTML messages (see graphic).



International Herald Tribune and CIO.com  
**ROI and IT Spending** When asked to address the challenges of getting businesses to buy e-everything, industry insiders repeat the mantra, ROI. Industry analysts do not expect the trend in corporate IT buying to gain substantial momentum for several years. And Forrester Research does not see the European information technology sector returning to strong growth until 2004, expecting IT spending to increase **0.7 %** in 2002, with annual growth rising to **7%** in 2004. (IHT)

Gartner Analyst Richard Mogull believes ROI is the wrong question to ask about security. "What's the ROI of a firewall? I don't know. For that matter, what's the ROI of a fire extinguisher? Security shouldn't necessarily be considered a line item on a budget." (CIO.com)



## Capitol Message

International Herald Tribune  
Protecting data in the EU reaches

compromise between honoring civil liberties and monitoring and surveillance. "This compromise mentions data retention but it doesn't define what 'data' is—it could include the content of people's messages, as well as the time, duration, and direction of the call or e-mail," said Fiona Taylor, an adviser at the European Telecommunications Network Operators' association. European law enforcement agencies can now monitor Internet use and telephone and email communication and have the power to require ISPs and phone companies to indefinitely retain logs of what their customers say and do. The regulations apply only to EU-based companies.

Reported in various publications

On 22 May, the Internal Revenue Service of the U.S. Department of the Treasury, introduced a Web-enabled service, "Where's My Refund?" By entering the Social Security Number or IRS Individual Tax Identification Number, filing status, and refund amount shown on their income tax return, taxpayers can learn the status of their refund.

E-Commerce Law Week

Most of the new EU regulatory framework for electronic communications services took effect 24 April. The new framework consolidates numerous existing EU directives into a single set of rules that apply to all telecommunications and Internet services across the EU (but not to content transmitted

via such services). The 15 EU member states have until July 2003 to adopt legislation that implements the new regulatory framework.

On 6 June, the Bureau of Industry and Security ("BIS," formerly known as the Bureau of Export Administration) published its anticipated changes to the U.S. encryption export regulations. The new regulations make some fairly significant procedural changes to the previous regulations, but do not alter basic U.S. encryption export policy or the scope of available export authority for encryption items.

CTIA Daily News

**Britain's E-Voting Initiative Falls Flat** The initiative enabled 30 communities to offer voting in new ways including via the Internet and cell phone text messaging. "There was success in some areas but the pilots didn't produce an increase in voter turnout across the board," said Ian Kearns, head of Digital Society Programs at the Institute for Public Policy Research. Many said they were worried about the security and privacy of e-voting.

### House Lawmakers Unveil Privacy Bill

The privacy bill, co-sponsored by 22 members of the U.S. House of Representatives, takes the "opt-out" position on businesses' use of customer information. Businesses would be free to share certain customer information unless customers forbid them to do it. They would not be required to get specific customer permission before sharing sensitive information. Under the bill, consumers do not have the right to sue if their privacy is breached.

# Updating the EEMA on Secure Messaging Challenge

**A**msterdam, The Netherlands, at the EEMA Conference 10-13 June, presented an opportunity for the Secure Messaging Challenge Team to update the Global Directory Forum and EEMA ECAF Interest Group on Challenge progress. Each group had about 50 attendees, and the team was afforded time at the end of each session to make a presentation (available at [www.ema.org](http://www.ema.org)).

On 11 June, the Challenge Team staffed an exhibition booth that Lynx Consulting Group sponsored, where copies of the Challenge Case Study ([www.opengroup.org/comm/case-studies/](http://www.opengroup.org/comm/case-studies/)) were available and where Challenge Team members discussed additional technical information with company representatives from a cross-section of industries throughout Europe.

Several of these people described familiar requirements—their existing email systems provide tools for encrypting mail internally, but manual exchange of keys is beyond many users' capacity.

Also discussed were the business reasons for initiating the Challenge—a desire for a

simple and cost effective solution, and an urgent requirement to implement the ability to exchange encrypted email in the near term. The team was able to describe how the Challenge architecture meets those objectives.

An important takeaway from such endeavors is lessons learned. Several of the interested parties agreed with the Challenge approach of making



Brad Wright and Wen Fang from The Boeing Company and Stephan Wappler from Lynx Consulting Group prepared to answer questions after demonstrating the Secure Messaging Challenge at the EEMA Conference.

incremental functionality improvements. For future presentations of Challenge, it was suggested to focus more on the business case for adopting the architecture.

One of the most rewarding aspects of the 3-day conference was receiving the vote of support for the Secure Messaging Challenge from representatives of the World Electronic Messaging Association

(WEMA). WEMA membership is comprised of The Messaging Forum, the EEMA, Russian Association of Networks and Services (RANS), Asia Oceania Electronic Messaging Association (AOEMA), E-Japan, and BRISA (Brazil), voted to support the Messaging Forum's Secure Messaging Challenge.

Some of Challenge Team members met with Kate Hodgson and briefly discussed

the PKI-Challenge. As a result, the two Challenge teams have agreed to co-author a document explaining the similarities and differences in scope between the two Challenges.

Several members of

the Secure Messaging Challenge team attended the EEMA Conference: *Teresa Schauer*, Director, The Open Group Messaging Forum; *Stephan Wappler*, Consulting Unit IT Security, Lynx-ctr GmbH; *Brad Wright*, Enterprise Messaging Manager, The Boeing Company; *Wen Fang*, Senior System Analyst, The Boeing Company; and *Dean Sepstrup*, Project Manager, The Boeing Company 

## Industry Message

International Herald  
Tribune  
20 May

### Connecting Without Cables

Early Bluetooth products took forever to appear and sometimes spoke incompatible dialects. Bluetooth 1.1, however, really works, allowing two devices to interact wirelessly in novel ways, including sending data from PC to PC. Once the price is right, effortless, cable-free inter-equipment communication will become commonplace.

21 May

**Online Communities** Manchester United PLC said it had entered a 4-year global strategic alliance with Terra Lycos SA to create online communities for Manchester United's fans around the world, helping it develop its content and brand strength in interactive media around the world for its non-English speaking fans.

4 June

**Privacy** Consumers and businesses have been saying one thing and doing another about online privacy. Companies are spending all their money on CRM and consumers are unwilling to pay for privacy-enhancing technologies.

CTIA Daily News

Various dates in May and June

### Wireless Campus Washington D.C.'s American University Goes Wireless

American University has announced plans to become the first fully integrated wireless university by getting rid of telephone lines and installing a wireless system to handle voice, data and messaging. This will allow students to have access to class schedules, course availability, grades and transcripts

## Upcoming Events

**22-26 July 2002** Boundaryless Information Flow: The Role of Web Services  
Boston, MA

**16 August 2002** Nominations for The Open Cannes Awards deadline  
Twelve categories\*

**18 September 2002** Unified Messaging  
Chicago, IL

**14-18 October 2002** Boundaryless Information Flow: The Role of Open Source  
Cannes, France

\*Details from link at [www.opengroup.org](http://www.opengroup.org).

over the wireless Web. The wireless system is predicted to free the university from the cost of maintaining at least half of its current wireline phones. (Also reported on NBC4—Metropolitan DC, Digital Edge, May 21.)

**Wireless E-Mail Handspring Releases New Wireless E-Mail Service for Treo Communicators** The service gives individuals mobile, secure access to desktop e-mail from a Treo communicator. Treo Mail Corporate Desktop Edition allows customers to access Microsoft Outlook/Exchange and POP3 e-mail behind a corporate firewall. Treo Mail Internet Edition is for those customers using POP3 e-mail accounts accessible from the Internet.

**E-Mail in the Air British Airways to Test On-Board E-Mail and Internet Service** British Airways will install Connexion by Boeing in its First, Club World, and World Traveler Plus cabins for a trial period of three months. Connexion by Boeing provides the broadband technology that allows air travelers to use their own lap top computers at

35,000 feet and surf the Internet, send e-mails with attachments and access their own corporate intranets.

**Internet Access on Flights Launched in 2003** Mitsubishi Electric Corp. announced it will begin manufacturing antennas for a Boeing Company's new in-flight service that provides Internet access, similar to current wireless devices. The antenna, available in late 2003, allows the airplane to connect to a satellite that links to a computer system on the ground.

Wall Street Journal, 19 June

**Spamming** Four companies in the San Francisco area—Cloudmark, Brightmail, MailShell.com, IronPort Systems have emerged to test their hands at spinning gold from junk email. These companies have developed technologies that let users control what messages reach them. The new approaches are likely to reduce rather than eliminate spam and have the drawback that all the technologies are designed only for corporations and Internet service providers, thus not benefitting individual users who are not employees.