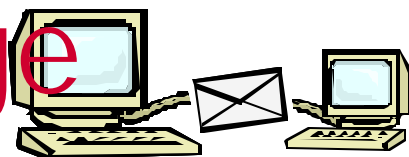




The Open Group EMA Forum

The Message



Volume 1 Issue 2

September 2001

EMA Challenge Team Begins Phase 2

Members of the EMA Challenge Team met several times at The Open Group's July 2001 Conference. Led by *Dean Sepstrup*, Client Product Manager, Enterprise Message, shared Services Group, The Boeing Company, the EMA Challenge



Team includes other company members: Authentica, Ford Motor Company, Lynx Consulting Group, and solutions4networks.



As EMA Forum Steering Board Chair *Dean Richardson* describes in the [Message Board](#), the EMA Challenge's goal is to "provide a real, standards-based solution for organizations that want to exchange encrypted e-mail without the manual exchange of public keys."

During the EMA Challenge's first phase, team members set up the internal architecture to generate and manage the tokens that allow a company's partners, customers, and suppliers to exchange strongly encrypted e-mail. This second phase is a limited scope pilot with selected organizations involved in development activities to prepare the production environment for general availability in early 2002.

Boeing project requirements include—

- 128-bit e-mail encryption
- E-mail encryption between Boeing and non-Boeing users
- Open industry standard X.509 V.3 solution
- End-to-end encryption (messages stay encrypted in the Exchange Store)

Challenge Team technical requirements include—

- x.509 v3 CA Services
 - Self signed certificates

- Purchased certificates such as VeriSign, Entrust, and Thawte
- RSA algorithm with 1024-bit key length

- LDAP version 3 service available on public Internet
 - Public key stored in user Certificate attribute
- S/MIME compliant messaging client and e-mail system

Testing requirements include—

- Request certificate
- Encrypt mail
- Send mail

(see Challenge, page 5)

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Message Board

In case you haven't heard, the EMA Forum's first quarterly conference, the Solutions Summit in Austin, Texas, was a great success!

I'd like to thank everyone who attended and, especially the speakers for sharing their knowledge and expertise.


Perhaps the most significant event at the Summit in Austin was the kickoff of the EMA Challenge, a project whose goal is to provide a real, standards-based solution for organizations that want to exchange encrypted e-mail without the manual exchange of public keys.

Many organizations currently use e-mail encryption within their own intranets, but are unable to easily exchange encrypted e-mail with their business partners because there is no standard method of exchanging certificates between organizations, which is a requirement for encrypted e-mail.

The EMA Challenge Team participants are working toward defining an architecture that is standards-based, uses current technology (no smoke and mirrors), and is secure. Once this has been accomplished, the Challenge Team will seek endorsement as a "best current practice" from the EMA Forum and The Open Group.

The Challenge Team will offer a public demonstration at the first conference of The Open Group in 2002.

Additional participation in the Challenge Team is welcomed and

encouraged. Please see the EMA Challenge section of the Web site (<http://www.ema.org/challenge/index.htm>) for more information and participation requirements 

Dean Richardson

Capitol Message

From the Electronic Privacy Information Center (EPIC), August 14, and the International Herald Tribune, July 31

On July 30, a federal judge in Newark, New Jersey heard defense motions to throw out evidence the FBI collected using a new law enforcement high technology surveillance system that records computer keystrokes, including passwords. The installed key stroke monitor captured the suspect's PGP encryption passphrase, which investigators used to unscramble files. The judge directed the government to produce a report "detailing how the key logger device functions" by August 31.

EPIC's general counsel David Sobel believes the case "...raises a whole issue of invasive law enforcement technology that really hasn't been considered by the courts yet."

From the Federal Communications Commission—Statistics

By year-end 2000, there were 7.1 million high-speed lines connecting homes and businesses to the Internet. Of that total, 5.2 million were residential and small business subscribers.

During the second half of the year, high-speed asymmetric DSL lines in service increased by 108% to 2 million lines (growth for the full year was 435%), and connections over coaxial cable systems increased by 57% to a total of 3.6 million (growth for the full year was 153%).



The Open Group EMA Forum

The Open Group's EMA 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, promoting and endorsing standards based solutions, and influencing public policy.

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The Message

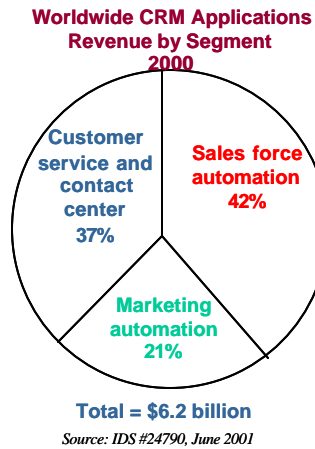
is published bi-monthly
by the

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Industry Message

From "eBusiness Trends," CIO.com
CRM The stellar growth of CRM applications in 2000 was propelled



by Web technologies relating to CRM such self-service, out-bound e-mail campaign

management, and Web site analytics. Between 2000 and 2005, the worldwide market for CRM applications will more than double from \$6.23 to \$14.04 billion.

Mobile Devices and the Web
 By yearend 2001, most of IDC's eWorld survey respondents will offer mobile access, with the more popular initial capability being providing detailed information about an organization's products or services.

From Darwin Online
Privacy Backlash In the face of U.S. consumers' laissez-faire attitude, many companies don't make user-friendly privacy practices a top priority. As evidence of U.S. consumers' concerns is a 2001 survey from WebSide Story that researched cookies disabling. A review of more than 1 billion pages revealed that cookies were disabled only .68% of the time.

From IDC

- Organizations worldwide will spend more than \$460 billion on xSP services by 2005
- The ASP market will continue

Meet EMA Forum Steering Committee Members

Dean Richardson, is a senior analyst in the Boeing Enterprise Messaging Services organization, in the Shared Services Group of The Boeing Company, where he is responsible for architecture, design, development, and implementation of Boeing's Enterprise Messaging Backbone, which delivers in excess of 1 million e-mails per business day.



Before joining Boeing, Richardson co-founded and co-owned Left Coast Systems Corp., a successful Internet service provider, Web hosting and software development company.

In his capacity as president, he provided a solid foundation for a debt-free company that remains profitable today.

Currently Richardson is the Steering Board Chair of The Open Group's EMA Forum and Director of Marketing for the EMA Challenge 

to grow at a rapid rate, growing from slightly less than \$1 billion worldwide in 2002 to almost \$24 billion in 2005


(see Industry, page 5)

David Zimmer's background includes product marketing and management, project leadership, and system architecture and development. His focus for the past 20 years has been on the electronic communications marketplace, having published "Universal Message Services," (in 1994) a white paper that described the next generation communications system integrating voice, fax, e-mail, and



other communication media into an intelligent and responsive system.

Zimmer is founder of a global industry, nonprofit association that will benefit vendors and customers. The new Unified Communications Consortium's primary purposes are educating customers about the various benefits of unified communications, acting as a sounding board for user requirements for new products and services, and providing a forum for advancing the market.

Zimmer holds a MS degree from Purdue University and a BA degree from Rutgers The State University, both in Computer Science. He writes a weekly column for the Messaging Online newsletter (www.messagingonline.com) 

Solutions Summit

Highlights

Exiting an Austin airport door, perhaps more aptly called a portal, to ground transportation was the first sign of a content-rich weeklong opportunity for learning. The door labeled “B2C” was the first step to attending The Open Group’s July 2001 Conference, which took place deep in the heart of Texas. The hot weather was matched by the hot topics addressed and discussed.

Allen Brown, The Open Group’s President and CEO, opened the conference by encouraging participants to take advantage of IT education and training offerings across a broad section of IT issues.

Within that framework, the EMA Forum’s program featured two days of presentations that focused on security issues. *Jim Southworth*, CIO and Co-Founder of AdEvia provided the keynote address, “Defining the Success Factors for Messaging, Security, and Directory Technology Companies—Today!” Southworth alerted the audience to the reality that because people are always online, they are always vulnerable. He explained that risk is increasing as the population of people always online increases.

- Since 1999, DSL usage has doubled every six months

- In 2000, DSL grew by 382%
- The global market for DSL will soar to 66 million lines by 2004

Risk is also increasing as more and more B2B supply chains move online and as higher value transactions occur between partners over the public Web infrastructure.

With increasing risk comes increasing awareness of security needs, all in the face of an underdeveloped security market. The optimal solution Southworth suggested was to plan and prepare for security plus bandwidth.

In his presentation, “Enterprise E-Business Security or ‘Security Is A Business Issue,’” *Charles Johnson*, VP Global Business Development, Symantec, further advanced the business aspects of security. Johnson affirmed that security is an executive issue that needs to be considered an essential part of a business plan as well as designed and built into a system up front. Plans as well as documented policies and procedures must be in place to prevent attacks of any kind (e.g., denial

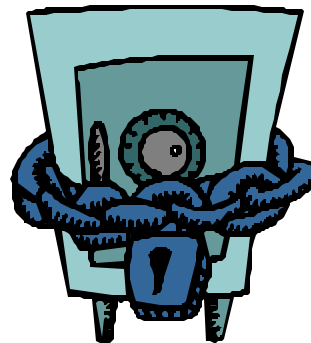
of service, privilege grabbing, hostile code insertion, proprietary data theft, fraud, and audit trail tampering).

Michèle Rubenstein’s “Creating A Chain of Trust For Secure Business” alerted attendees to the need to consider security risks in the same way as they consider competitive, financial, human relations, and legal risks.

Rubenstein focused on PKI, a set of security services consisting of hardware, software, people, processes, and policies that uses cryptographic and digital signature technologies to facilitate authentication, authorization, non-repudiation, encryption, and data integrity. As the strongest method for security, she presented PKI’s benefits:

- Replaces cryptographic services without replacing dependent applications
- Eliminates duplicate service implementations in configurations in which multiple applications require the same kind of services
- Reduces overall developer costs, application porting complexity, and the likelihood of error and fraud

(see Solutions, page 5)



(Solutions, continued from page 4)

- Reduces the possibility of introducing security vulnerabilities into the architecture
- Improves business processes


In her presentation, Rubenstein explained PKI required services and functionality and characteristics. The conclusion she offered urged enterprise customers to “drive their organization toward a general purpose PKI integrated with general purpose directories.” PKI is less expensive to own and manage, and it is more secure.

“Communicating in the New Economy: Delivering Business-Critical Information,” *Alain Dasté’s* presentation, set forth several challenges: communications, mobility, global, human, and business. As EnvoyWorldWide’s CEO, Dasté suggested that Internet communication-enabling technology is only the beginning of future changes.

EnvoyWorldWide is working to integrate communication flow into the business flow and to recreate the experience of one-to-one telephone conversations in which the recipient can control what, where, and when to receive messages.

Continuing the topic of unifying messaging was *Peter Davidson*, President of Davidson Consulting. He cited the lack of standards for interoperability among all IP servers and presented technical challenges:

- Migrating voice mail and fax

- Leveraging/replacing existing investments
- Integrating cellular voice mail, synch data, or always-on directory access 

(Challenge, continued from page 1)

- Decrypt mail

In addition to developing the Test Plan, the Challenge Team is exploring new names that would more clearly communicate its goal.

Challenge Team teleconference meetings are on Wednesdays at 11 a.m. EST.

Parties interested in joining the Challenge Team or in providing comments on the external architecture and project structure are welcome and should be addressed to dean.sepstrup@boeing.com. Participating companies must sign NDAs and have servers up by 7 September. New participants can join the Challenge Team until 21 September 

(Industry, continued from page 3)

Fast Innovation It took the telephone 35 years to get into 25% of all homes in the U.S. . . TV 26 years. . .radio 22 years. . .PCs 16 years. . .the Internet 7 years.

Cheaper, Faster, Better Hand-held calculators cost \$120 when they were introduced in 1972; today they cost \$10. Color TVs cost \$1,000 when they were introduced in 1954; today they cost \$299. VCRs cost \$1,395 when they were introduced in 1978; today they cost \$199. Cell phones cost \$4,195 when they were introduced in 1984; today they are free with activation.

Message Corner

From CIO Confidential

“Unless we take a stand, location-tracking technology could spell the end of individual freedom and privacy as we know it.” *Anonymous*

From CIO OnLine Quick Poll

Is wireless location-tracking technology a dangerous threat to our privacy?

■ 88.75% No ■ 11.25% Yes

Votes collected

31 July-7 August, 2001

From CIO Security and Privacy Research Center, **Alarmed**

“Security is a very broad discipline; you have to be all over the map.”

Micki Krause, VP, Board of Directors, International Information Systems Security Certification Consortium

“If security is the problem, a firewall is only part of the solution.” *Scott Berinato*

From CIO Magazine, **Emerging Technology**

Lead-in to “Keeping Secrets” article: “Long ignored as an important security tool, encryption is finally getting its due.”

Fred Hapgood

This article examines the differences between encryption developers and vendors and the national intelligence and law enforcement agencies and comments on how avoiding discussions of those differences have created the current need for more than firewalls. Previously there were no open standards, which is different from current industry group endeavors to propose and obtain adoption for open standards. Today encryption can be managed and delivered by the network, not the user and improvements have increased the popularity of encryption.

Core Competencies Converge in the Managed Messaging Market

by *Paul Filla*, CompuSven Incorporated

During the sunset of the last millennium, the CIO gathered the IT team to strategize and decide the future of messaging for the company. Almost two years later and through the use of the corporate messaging solution (circa 2000), the CIO is now coordinating, scheduling, and inviting the IT team to “Strategize the Future of Corporate Messaging, 2002-Beyond.”

The CIO realizes that the frontier is different today than it was only a short time ago. There are no Y2K bugs dictating rollout deadlines. Lotus Notes and Microsoft Exchange have emerged as the e-mail platforms of choice with almost 50% corporate e-mail users and growing. Today’s corporate messaging solutions do everything expected back in 2000:

- E-mail and message management: send, read, file, print, reply, forward, attachments
- Directory access, integration, and administration
- Calendaring: scheduling, free busy-time searches, resource scheduling
- Forms, workflow, intelligent e-mail
- Mail-enabled applications, content management
- Corporate communications: from broadcast messages to use of distribution lists
- Groupware, knowledge management and collaborative

- computing, public bulletin boards, and forums
- Instant messaging
- Fax, voice, wireless, and mobile mail integration
- Simple importing/exporting data
- Support of “standards” (i.e., IMAP4, POP3, Multi-Purpose Internet Mail Extensions (MIME), Secure MIME (S/MIME), LDAP, X.500)
- Integrated support for Internet protocols such as http, ftp, and news
- Migration and coexistence applications that provide interfaces to other e-mail systems

The CIO remembers the experts’ claims from the earlier meetings, “these decisions will impact the company for the next decade.” She courtesy copies the CFO and presses Send.

Today’s business environment is different. The dot-com era has faded and the latest trends in the market have caused everyone to take a closer look at their bottom line and to draw resources from operations that are expendable. E-mail is in no sense expendable. In fact, e-mail, or in broader terms, messaging, continues to be a way of life within the corporate structure and is one of the most mission-critical applications in the workplace. However, outsourcing the messaging

operations is an attractive option for companies seeking to concentrate and apply in-house technical competencies on their core business functions.

Outsourcing messaging operations has been disdained in the same way that outsourcing payroll operations and other areas of IT was when they first arrived on the scene. Going into its fifth year, outsourced e-mail, or the less provocative e-mail hosting, is an eventuality. Over the past two years more and more companies have been

“Like the messaging industry as a whole, niche software and services have matured to support the managed messaging market.”

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and more companies are accepting the offers. Today, e-mail hosting providers understand what the corporate enterprise needs to function and have matured. Providers are now offering more than simple e-mail provisions; they are offering enterprise quality solutions. These managed messaging services provide the companies with the same platforms, tools, features, and functionality that they are accustomed to running in-house (e.g., scheduling, collaboration, and knowledge management). Managed messaging services will survive and thrive in a business environment

(see Managed Messaging, page 7)

(Managed Messaging, continued from page 6)

in which companies require the latest messaging technologies, scalability and flexibility, a reduced and/or fixed cost of ownership, and increased security and control.

When looking at managed messaging services as an option, companies are once again faced with assessing their e-mail infrastructure or messaging topology. Companies are reminded of the small group of 200 Lotus users still using ccMail, another department using HP OpenMail, the several thousand users accessing their e-mail and bulletin boards on mainframes, such as Fischer's TAO or H&W's SYSM, or the other disparate systems that are part of the company's e-mail topology, but are often excluded from consideration or tucked away discreetly.


Today's managed messaging providers offering enterprise quality solutions have the ability to unify even these disparate systems into the hosted environment, preserving the information from the legacy e-mail system and enabling users to take advantage of the full functionality of the managed messaging platform and services.

Like the messaging industry as a whole, niche software and services companies have matured to support the managed messaging market and ASP models. The anti-virus, content control, system management, backup and restore, storage, and migration

companies who remained steadfast in their messaging competencies have evolved their applications and services to meet the demands of the market. The managed messaging providers are unique and demanding customers with clearly defined requirements and a crystalized understanding of what messaging platforms they are supporting. For the managed messaging provider all paths lead to Lotus Notes or Microsoft Outlook or both. The niche software company's role is to add value to these systems.



A company specializing in migration may be bounded by their toolkit only migrating to one e-mail system from a select few. For the managed messaging service provider, these bounds cannot exist and as they require that their toolkit or their partner's toolkit contains migration from any e-mail system to any other e-mail system. As for the anti-virus, system management, storage, and backup and restore niches, they, too, must design their software and services for the capricious environment. An anti-virus company could not exist by saying we protect you against this set of viruses but not another; a backup company could not say we restore your data after this type of outage, but not another. Messaging has become mission-critical. Business demands all, and the managed messaging providers are supplying it through their niche partners.

The decisions for today's CIO are different than they were two years ago, yet the repercussions are the same. There is no Y2K scare. The choices on e-mail or messaging platform landscape are a little clearer. The NASDAQ is wavering around 2,000, not 4,000. However, the business at hand hasn't changed. Messaging and e-mail are the lifeline for corporate communication. The bottom line is still important. The company's core competencies are what produce revenue. The managed messaging market has matured—a grooming through the recognition and convergence of core competencies 

About the Author

In his current capacity as Director of Public Relations, Filla is responsible for all CompuSven marketing and public relations efforts.

Prior to joining CompuSven, Filla was lead consultant of Web operations for the U.S. Department of Defense. Filla played an integral role in various aspects of public affairs operations (e.g., community outreach, focus groups, research, contingency planning, and policy reviews) to support the Office of the Secretary of Defense.

Before gaining his DoD experience, Filla served as a communications consultant for the Army National Guard Headquarters and a division within the National Cancer Institute. Paul has also served as a correspondent reporter for weekly and daily newspapers as well as instructed college-level communications courses at Purdue University.

Filla is a graduate of Purdue University with a BA degree in Communications.

Upcoming Events

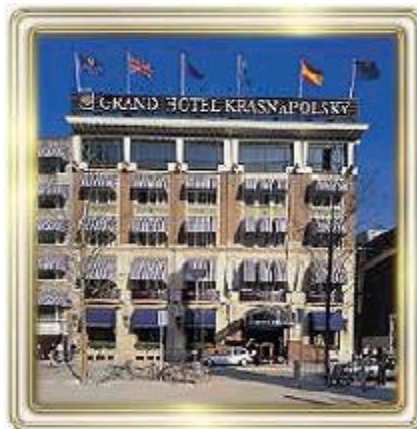
- 19-21 September** Mobile Internet Expo
Paris, France
- 22-26 October 2001** Dependability 2001: Active Loss Prevention
Amsterdam, The Netherlands
- 23 October 2001** EMA Forum Meeting
Amsterdam, The Netherlands
- 31 October** Software Testing Analysis Review
San Jose, CA
- 21-25 January 2002** Quarterly Conference
Anaheim, CA

Active Loss Prevention Conference Preview

Inherent in business are elements of trust and potential risks. Until recently, business risks were classified primarily as financial and market. With the exponential increase in electronic business, financial risks have taken on a new meaning due to security breaches, which have the potential for financial loss. To learn the latest in industry practices, come to the city of bicycles and canals for The Open Group's Conference on Active Loss Prevention at the Golden Tulip Grand Hotel Krasnapolsky. The hotel is located on Dam Square in the heart of Amsterdam and is the city's largest 5-star convention hotel.

The Fall 2001 Conference promises to provide a forum for discussing the business-critical issues of the risk security breaches pose and strategies to counter financial losses. The Conference is designed specifi-

cally to (1) create a business-oriented view of the require-




ments for developing and implementing loss prevention strategies and (2) establish and define the roles of professional organizations that exist to protect a variety of stakeholders—auditors, insurers, and lawyers.

Confirmed speakers for the Plenary Session on 22 October include experts in international IT security and trust.

- **Ed Gerck**, CEO and VP Technology, Safevote, Inc.—

“The Role of Trust in Internet Security”

- **Dr. Bill Hancock**, CISSP, Senior VP of Security, and Chief Security Officer, Exodus Communications, Inc.—“The Widening Security Threat Envelope: What is Coming Next and Why”
- **Bruce Schneier**, Founder and Chief Technical Officer, Counterpane Internet Security Inc.—“Resilient Security An Ongoing Process”
- **Michèle Rubenstein**, Consultant, solutions4networks and Member of the ABA IT Steering Group—“The ABA's PKI Assessment Guidelines”
- **Matthew Yeo**, Associate, Steptoe & Johnson LLP—“The Liability Issues of E-Commerce”
- **Jacques Francoeur**, CEO, Chief Trust Officer Inc.—“The Digital Train of Trust Methodology: Creating End-to-End Trusted Electronic Business Processes”
- **Martin Kendrick**, MD Brand Communications—“Can You Trust Your Business to The Ether?”

Bring home thoughts about best active loss prevention practices and perhaps a package of red wax-wrapped Edam cheese 

For your interest—*The Message* body text is “A Caslon Regular” and headline text is “Broadband ICG.”