



## Secure Technology Alliance Overview

### Overview

The Secure Technology Alliance is the digital security industry's premier association. The Alliance exists as a neutral forum that brings together leading providers and adopters of end-to-end security solutions designed to protect privacy and digital assets in a variety of vertical markets. The Alliance has been instrumental in driving the need for security to be built into every device, product and service throughout their lifecycle within payments, identity and access markets.

- Membership and participation in Alliance activities enables organizations of all sizes, and their respective individual members, in all industries to not only be at the forefront of digital security, but help shape it by sharing expertise and influencing best practices

### Mission: Driving Adoption of Secure Solutions

The Alliance's mission is to stimulate understanding, adoption and widespread application of connected digital solutions based on secure chip and other technologies and systems needed to protect data, enable secure authentication and facilitate commerce. Now, with new areas such as IoT, the Alliance uses its proven processes to provide the technology providers and adopters with the insights they need to build security in at the point of development and implementation.

- The Secure Technology Alliance has been leading the way in security for over 15 years. The Alliance is building on these successes, growing to meet current and future industry needs by bringing its trusted objectivity and proven processes to introduce and drive implementation of the latest secure innovations in payments, identity and access markets

### Purpose: Securing an Increasingly Connected Digital World

From its inception as the Smart Card Alliance, the Secure Technology Alliance has long been the committed voice in facilitating the adoption of secure solutions in the U.S. The Alliance has its purpose in the ecosystem of secure technology by focusing on securing an increasingly connected digital world; driving adoption of new secure solutions; making an impact through its industry and technology councils; and providing insight and networking at industry events.

- Together, member organizations explore best practices for designing and building secure applications and systems in payments, mobile, healthcare, identity and access,

transportation and other emerging markets such as IoT. Their findings are turned into valuable assets that members use to educate and influence the industry, and to bring to their own organizations and clients to inform their business and development strategies

### **Membership: Influencing Secure Solutions in Payments, Identity and Access**

The Alliance is driven by its U.S.-focused member companies. Membership is particularly appropriate for those companies and organizations interested and involved in promoting solutions that build security into every device, product and service throughout their lifecycles. Membership is made up of digital security technology adopter and provider organizations of all sizes focused on the payments, mobile, healthcare, identity and access, transportation and other emerging markets (such as IoT) in the U.S.

- The Secure Technology Alliance is the right place to be for organizations that are either entering the digital security industry or are already active participants, and that need to implement a secure solution to protect identities and data, develop cutting-edge secure solutions for their customers, or follow security trends in the U.S. market

### **Membership Benefits: Developing Insights for Building Business Strategies**

The Alliance provides many exclusive benefits and activities to its members. Two overarching benefits are the insights required to build the business strategies needed to implement secure solutions and commercialize products and services; and networking opportunities to establish valuable business contacts and learn from peers and industry thought leaders.

- Members also enjoy: the opportunity to participate in the influential industry and technology councils; speaking, networking and providing and receiving business strategy insights at Alliance events; access to and ability to influence highly-cited educational resources; media outreach opportunities; participation in government outreach; and professional development for individuals and workforces

### **Industry and Technology Councils: Making an Impact with Thought Leadership**

The Alliance Councils are critical in providing market intelligence, thought leadership and influence on standards and best practices. The ability to participate is exclusive to members who can collaborate to solve macro-level industry issues, create best practices and engage with thought leaders. The councils collaborate on the key issues affecting access control, health and human services, identity, IoT, mobile, payments and transportation and provide an array of deliverables, including reports, workshops, webinars, infographics, statement documents and more.

### **Events: Providing Industry Insight and Networking at Industry Events**

Secure Technology Alliance industry events provide high-quality content and speakers, zeroing in on key industry issues, assessing strategies to determine the best practices and technologies for building security into every device throughout its lifecycle.

- Members and non-members leverage Alliance industry events to network with partners and sector innovators and meet with their customers. They assess the concepts presented and their impact on business strategies to determine how to design and implement the “best of the best” secure solutions within their respective organizations

### **Resources: Educating the Industry through Trusted Resources**

Members, industry executives and media have come to recognize the Secure Technology Alliance as the provider of objective and informed educational materials. Alliance materials are often cited in industry, analyst and media reports as accurate, objective analysis on what is happening in the digital security industry. Members can contribute their perspectives during the creation of these materials through the Alliance’s industry and technology councils.

- The types of materials the Alliance frequently publishes include white papers, briefs, FAQs, infographics, position papers/statements, and webinars

### **Outreach: Influencing the Industry through Communications and Outreach**

The Alliance has a robust outreach and communications program to push industry perspectives, news and resources out to members, industry, media and policymakers through websites, newsletters, social media, email campaigns and media strategy.

- The Alliance also conducts outreach to engage with government agencies such as the Federal Reserve, National Institute of Standards and Technology (NIST) and the General Services Administration (GSA), and provides comments and responses on standards, policy statements and congressional testimony. Ultimately, these efforts inform policymakers to help shape future standards and policies

### **Education and Training: Leading Professional Development with Training and Certifications**

The Secure Technology Alliance is recognized industry-wide for its objective training and certification programs on secure solutions and their implementation within digital security industries. Online and in-person training programs – workshops, educational courses, certification preparation, briefings and symposiums – are offered to members and non-members.

Certification programs are internationally-recognized professional certifications, and the Secure Technology Alliance has certified hundreds of professionals. The standardized smart card industry certification program (CSCIP), the only one of its kind, recognizes professionals who

undergo training to gain advanced levels of technical knowledge and understanding of usage models for the smart card industry.

- The Alliance is also the only organization to offer a certification program for advanced training for integration engineers on how to set up and test enterprise physical access control systems (E-PACS). This certification program, called CSEIP, ensures that properly trained engineers meet specified mandates put forth by the U.S. federal government