Secure Technology Alliance FAQs

What is the Secure Technology Alliance?
The Secure Technology Alliance is the digital security industry's premier association, focusing on the U.S. market. The Alliance brings together industry providers and adopters to drive the adoption of end-to-end security solutions designed to protect privacy and digital assets in a variety of vertical markets. Members drive the mission of the Alliance through many activities including industry and technology councils, focused events, educational resources, communications, industry outreach and advocacy and training and certification programs.

What is the mission of the Alliance?
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.

How does the Alliance define the digital security industry?
The digital security industry is comprised of the organizations involved in developing and implementing the technologies and systems needed to secure our identities, assets and transactions in the increasingly online and mobile world.

Does the Alliance still promote the adoption and usage of smart card technology?
Yes, the Alliance views smart card technology (also referred to as secure chip technology) as a foundational security technology for securing digital assets, protecting identities and privacy and preventing fraud. The Alliance also promotes additional emerging technologies and systems that can help organizations meet these security goals.

What security technologies does the Alliance represent?
The Alliance supports exploration and education on security technologies that protect data, enable secure authentication and facilitate commerce. This includes secure chip as well as other technologies and systems, such as cryptography, tokenization, blockchain and trusted execution environments (TEEs).

On which industries does the Alliance focus?
The Alliance is focused on promoting the adoption of secure digital solutions in payments, mobile, healthcare, identity and access and transportation. Additionally, the Alliance focuses on emerging markets such as the Internet of Things (IoT) which, while still young, has the power to change the way we live at home, work and in our travels and requires similar security solutions.

How does the Alliance influence security in new areas such as IoT?
The Secure Technology Alliance has been the committed voice in facilitating the adoption of secure solutions for over 15 years. 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. Now, the Alliance sees similar security needs in new

areas, particularly IoT, and 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.

Why do companies join the Alliance?
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 to help shape it by sharing expertise, debating with industry thought leaders and influencing industry best practices.

Implementer members take away the knowledge to build business strategies needed to implement secure solutions and protect their valuable intellectual property, data and other assets. Technology providers take away insights to help differentiate and commercialize their products and services in the fast-changing connected environment. The Alliance also provides important business networking opportunities to exchange information and develop contacts.

In what ways can I participate in the Alliance as a member?
The Alliance provides many exclusive benefits and activities to its members. This includes participation 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 opportunities; participation in government outreach; and professional development for individuals and workforces.

What types of companies are members of the Secure Technology Alliance?
The Alliance membership is made up of, and ideal for, 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. 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. The Secure Technology Alliance is the right place to be for organizations considering entering the digital security industry or are already active participants 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.

What are the top benefits of Alliance membership?
Alliance members receive two overarching benefits: 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 the opportunity to learn from peers and industry thought leaders. Members also receive several other benefits from participating in Alliance activities:

- Up-to-date, valuable market intelligence and the ability to collaborate to solve industry issues through Council participation
- Participation in Alliance events through sponsorships, speaking opportunities and networking, as well as the ability to influence the agenda at Alliance events
- Influence on best practices and standards within the digital security industry through industry and government outreach
- Individual and workforce professional development through Alliance training and certification programs

- Opportunity to contribute their unique expertise and perspectives to trusted educational assets such as white papers, FAQs and position statements

What are the levels of membership and how do I decide which is right for me/my organization?

The Alliance's six levels of membership make joining attainable for organizations of any size as well as industry associations, universities, government agencies and individuals. The Alliance provides a description of each type of membership and corresponding benefits to make it easy to determine the right fit:

- Leadership Council PLUS
- Leadership Council
- General
- Government
- University
- Associate

[Get the full descriptions of each membership level here](#).

What are the benefits of joining the Alliance at the Leadership Council level versus the General membership?

Organizations receive several benefits for being part of the Leadership Council. Most importantly, Leadership Council members can set the direction and overall priorities of the entire organization by being elected as a voting member of the Alliance board. It also makes them eligible to serve as chair of one or multiple councils, which is ideal for larger organizations that want to make an impact and have diverse business interests (payments and access control, for example). Leadership Council organizations receive other event benefits, such as additional complimentary registrations above other membership levels.

Those Leadership Council members interested in also taking part in the U.S. Payments Forum can consider the Leadership Council PLUS, which provides full membership to both organizations.

What is the relationship between the Secure Technology Alliance and the U.S. Payments Forum?

The U.S. Payments Forum, formerly called the EMV Migration Forum from 2012 to 2016, was formed by the Smart Card Alliance (which changed its name to the Secure Technology Alliance in 2018), and continues to be an affiliated chapter of the Alliance. The Forum has its own separate bylaws and membership and is managed by a Forum-member-elected Steering Committee, with management oversight by the Secure Technology Alliance Board of Directors.

What are the benefits of participating in Alliance Councils?

The Alliance Councils are critical in providing the digital security industry with market intelligence, thought leadership and influence on standards and best practices. Participation is an exclusive benefit to members, who are able to collaborate with thought leaders and peers on the key issues affecting their industries. They can provide insights and get first access to an array of assets, including reports, white papers, workshops, webinars, infographics, statement documents and more.

How do Alliance events compare to similar events? How would I benefit as a member?
The Alliance holds several focused events throughout the year, which provide a deeper level of content than similar events. Alliance events zero-in on key industry issues, assessing strategies to determine the best practices and technologies for building security into every device throughout its lifecycle. Industry thought leaders provide attendees with insights into real-world approaches for developing and implementing end-to-end digital security solutions.

Members cite in-person networking with partners, sector innovators and customers as a major benefit of Alliance events. Members also have the unique benefit of contributing to the development of event agendas and have first access to speaking opportunities allowing them to become a driving force in the conversation and debate. They also receive complimentary passes and discounts to attend the events based on their membership level.

How do Alliance training and certification programs benefit me as a member?
The Alliance training and certification programs gives members exclusive access to professional and workforce development tools not otherwise available publicly. The Alliance is dedicated to ensuring that its members have a well-educated workforce, which can help them to commercialize their products and services. To facilitate this education, members have access to the Alliance's dedicated training center, the National Center for Advanced Payments and Identity Security, for in-person training and educational events, as well as an online portal of educational resources. The Alliance also offers in-person trainings at company headquarters or at industry events.

How does the Alliance facilitate networking opportunities for its members?
Establishing and developing valuable business contacts and learning from peers and industry thought leaders is a major benefit to Alliance membership. Because the Alliance is a member-driven organization, simply being a member and participating in Alliance activities provides a plethora of networking opportunities.

Two Alliance activities in particular facilitate networking. The first is through participation in the Alliance industry and technology councils. Within the councils, member organizations of all sizes and in all industries are able to network with other members and collaborate on an array of assets for industry use. The second major networking opportunity is through the Alliance events, where members, sector innovators and customers can spend time together in-person and work through the insights they've gleaned to build the business strategies needed to implement secure solutions or commercialize secure products and services in this dynamic environment.

Who can I contact if I have more questions?
Contact info@securetechalliance.org if you have additional questions. Additional information on Alliance programs and membership can be found at the organization's web site, http://www.securetechalliance.org.