

GAMESTOP



OPENID

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GameStop Properties

Why OpenID?

Why not OpenID?

OpenID for GameStop this year





gameinformer





- 1 Collapse user identities across web properties into a single ID. Jolt Gamers alone could have 5+ logins, add GameStop.com, Game Informer.com, and GameStop Loyalty site, that is 8+ username/password combinations! OpenID fits great here.
- 2 Reduce barriers (abandons) for joining new channels, such as pushing Game Informer community members towards Legends of Zork (Browser based game hosted by Jolt Online).
- 3 Provide a centralized view of site users. Too many benefits to list – basically introducing left hand to right hand and a little magic happens.
- 4 Add value to GameStop IDs in the gaming community – allow gamer forums to have single login via the GameStop Open ID.



- 1 GameStop.Com, and all JoltOnline Games are based on online commerce through consumer credit cards. Each site could use OpenID to authenticate a customer – but then must separately store any payment data. This also introduces a “second auth” to access payment data, whether it be through the GameStop OP or something site specific – not a good user experience.
- 2 GameStop checkout process is continuously evaluated for abandons during time of checkout – causing a (perceived) channel swap at this point could be disastrous for completions of online transactions. GameStop.Com will continue to use existing login/password flow, with the user profile being generated as an OpenID behind the scenes.
- 3 No solid solution in place for non-web technologies – i.e. Mobile Apps