

Open ID: Too early for Main St. ecommerce?



Who are we?

- Yahoo! Merchant Solutions has been in business since 1998
- We provide a comprehensive virtual store-front product for over 45K merchants
- Home to more Top 500 Internet Retailers than any other hosted platform



Design your store



Process payments



Add products



Track site statistics



Set up a shopping cart



Get support



Merchants recognize the benefits of OpenID

- Trust
- Speed
- Convenience



BUT... have concerns

- Adoption (is main street on-board?)
- FB/Twitter (divergent similar solutions)
- Cost of ongoing support due to nascent standards
- Usability standards (every pop-up is different)
- Buyer privacy concerns (ability to control what info is shared with merchant site)



what is need (wish list)

- More ecommerce specific profile data (billing / shipping address especially verified data)
- Stored payment information
- Portable reputation
- Standard OP behavior (look and feel, data being interchanged, performance)
- One ring to rule them all (open source RPX-like solution)
- Security (certified OP's)



Questions / Comments?
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