

# "E-trust and e-security for SMEs in developing countries"

**UNIDO SME Panel during the WSIS**

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Mr. Carlos Moreira,  
President  
WISEKey,  
[www.wisekey.com](http://www.wisekey.com)

# The problem addressed

- e-trust and e-security missing for SMEs and virtually blocking new partnerships, as well as requirements for international global partnerships. (e-supply, e-procurement, e-bidding)
- Authentication is a requirement for e-commerce - e-identity

# Using Digital Identity

- A strongly authenticated digital identity can be used to authorize access to a set of privileges – duplicating the physical world. A strong digital identity is the holder's virtual key to the digitalized world just as a physical key provides access to physical property.
- Authenticates and protects digital identity.
- builds secure web portals (virtual doors) that require user keys for access.
- WISEKey protects data privacy both in transmission and storage.
- WISEKey adheres to its Swiss heritage built on the private banking industry reputation and Swiss laws through highly respecting confidentiality, neutrality, privacy and security.

# The Solution for SME's

Objective : Safe Transactions for Developing Countries

*The SafeTransact marketplace enables companies to:*

- Increase revenues through e-commerce sales
- Reach new markets worldwide
- Decrease sales and promotion expenses
- Increase efficiencies in the sales process
- Find new qualified suppliers
- Make new business contacts

# Marketplace Partners

*The Marketplace platform can be customized for:*

- Export promotion agencies
- Banks and financial institutions
- Large corporations
- Governments
- Business Publications
- Chambers of Commerce
- Trade Associations
- Industrial Promotion Organizations
- Trade Promotion Organizations

# Customization Options

*Partners can customize many features of the marketplace, including:*

- User interface
- Public or private access
- Industries and sub-industries
- Geographic regions
- Registration and company validation
- Pricing
- Business model

# Secure Marketplace Features

*The marketplace platform includes:*

- Secure registration with options for validation and digital certificates and biometrics
- Catalogs designed for Business-to-Business transactions
- Trade leads for products and services
- Alerts to automatically match buyers and sellers
- Directory
- News and press releases
- Events with options for online registration
- Forum for online business discussions

# Benefits to Customers

## *End-user benefits include:*

- Buy from and sell to validated companies
- Use automatic matching to save search and wait time
- Be part of a growing global marketplace rather than only having a stand alone website
- Create catalog with multiple entry points:
  - From within the Marketplace
  - Direct access from company website
- Process charges online or offline with integration options to backend

# The Marketplace

## *SafeTransact Marketplace features include:*

- Member validation with optional digital certificates
- International business opportunities and trade leads
- Fully transactional catalogs with options for backend integration
- Business directories
- Press releases and business news
- Events and trade shows
- Alerts for automatic matching buyers and sellers
- Forums for member networking and business discussions

# Home Page

## Highlights:

- Live count of buyers, sellers and country of origin
- Featured products from buyers
- Featured products from sellers
- Featured catalogs and products
- Featured member companies
- Upcoming events
- Recent news and press releases
- Option for non-members to join mailing list
- Link to live chat for customer support

The screenshot shows the WISEkey website home page. At the top left, a box displays statistics: 19,083 buyers, 2,729 sellers, and from 171 countries. To the right is a banner for Business.com and the 'mamma' logo with the tagline 'The Mother of All Search Engines™'. A 'click for live help' button is in the top right. Below the banner is a navigation menu with links: home, about us, contact us, demo, pricing, subscribe, logon. A secondary menu includes trade leads, catalogs, directory, news, events, and forums. The main content area features a search bar with the text 'the secure global marketplace' and 'search the marketplace' with a 'go' button and a link to 'advanced search'. Below the search bar, there are sections for 'looking to buy' and 'looking to sell', each with a shopping cart icon. The 'looking to buy' section lists items like '99.9% Pure Aluminum Plates - Litho Sheets', 'Leather Wallets & Bags', and 'Air Fresheners'. The 'looking to sell' section lists 'Lcdtv Taiwan', 'Mobiz Laptop Taiwan', and 'Save on Airport Parking LaGuardia, Newark & JFK Airports'. There is also a 'special products' section with items like 'Music CD: Romantic Songs of Classic Cuba' and 'Greeting Cards: High Quality Sepia'. A 'upcoming events' section lists the '2003 Spring Environment Conference'. On the left side of the page, there is a 'EXTREME SECURITY' section with text about secure communications and a 'WISEkey in the news' section with three news items dated 7-Mar-2003, 27-Feb-2003, and 19-Feb-2003.

You can see E-Security and E-Trust at work at the

WSIS Secure-E-Government  
Center

ITU Pavillion – Hall 4 - WISeKey  
Stands 635-3 & 635-6