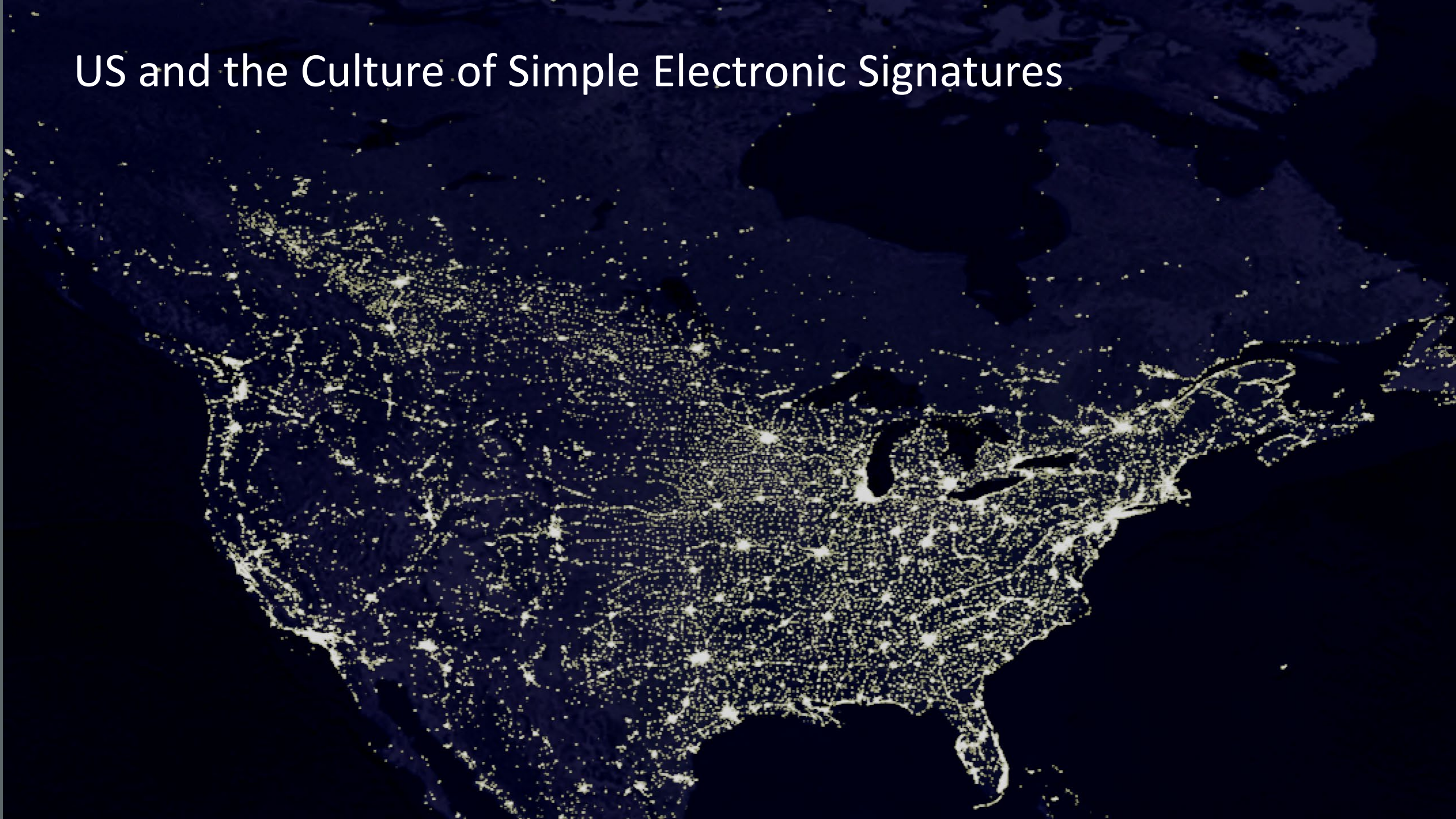




US Multinationals and International Digitization

Dan Puterbaugh, former Chairman, Electronic Signature and Records Association

US and the Culture of Simple Electronic Signatures



The Global Imperative – Factors Driving Expanded Use



Domestic Saturation



Corporate Policies

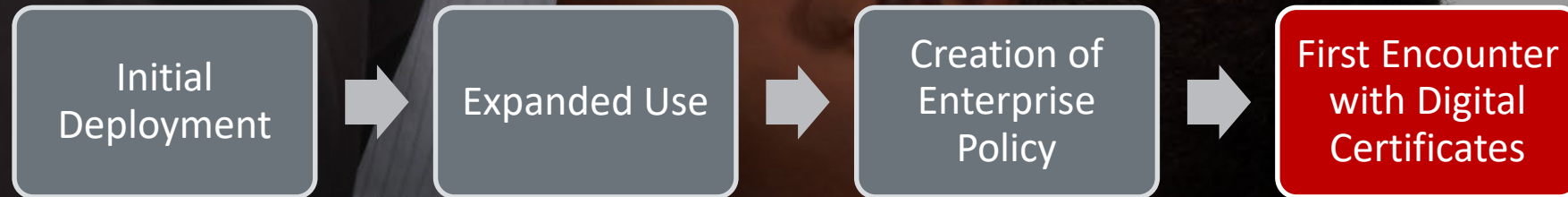


Remote Office Demands



China

Typical U.S. Customer Journey



What are they?
Why do I need them?
Why different types?
How are the types different?
Why do I need a TSP/CA?



What is a TSP/CA?
How do I contact one?
Why do different countries have different certificates?
How much will this cost?
Which TSP/CA can I trust?

The Retreat



The Need

1. Videos explaining why they need certificates and what they are.
2. Impartial data that can help them decide what certificates they need.
3. A standardized buying experience.
4. Information about how to contact different types of TSPs.
5. Standardized certificates that allow them to compare similar products.

A row of ten light-colored wooden blocks, each with a black letter, spelling out the word 'EDUCATION' in all caps. The blocks are arranged horizontally on a wooden surface. The background is blurred, showing what appears to be a stack of books.

Without Action...



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