

### About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. Providing a broad range of services in strategy and organization, technology, operations, and analytics, Booz Allen is committed to delivering results that endure.

### For more information contact

Gerald Thames  
Executive Advisor  
703/377-2041  
thames\_gerald@bah.com

Ron Cassa  
Executive Advisor  
Service Solution Lead  
703/984-3641  
cassa\_ron@bah.com

Kurt Scherer  
Senior Associate  
703/902-3812  
scherer\_kurt@bah.com

[www.boozallen.com](http://www.boozallen.com)

## Identity and Persona

### Technology and Environmental Implications

In today's heightened global security environment, new identity screening and identity management capabilities permeate all aspects of society. The veracity of an identity must be constantly challenged, from sophisticated travel documents to the use of routine public and commercial services. The diversity and robustness of identity screening and identity management tools continue to increase daily, and law enforcement and intelligence agencies face the difficult challenge of fully understanding and utilizing these tools to protect all aspects of identity-related information.

Because the global trend is to collect, store, and analyze extensive amounts of identity data, traditional threats to identity have significantly changed. As a result, traditional identity management methods need to be modernized to reflect an enhanced level of awareness and understanding to mitigate these challenges.

Technology advances in the 21st century and the role technology plays in government, commerce, and our personal lives present some very unique identity challenges. New biometric capabilities, identity databases, data mining, and link analysis tools also present new challenges. These technical advances and their evolution have played a pivotal role in transforming traditional approaches to identity management, data collection and analysis, sharing, storage, and retrieval. These changes have significantly affected how identity information is managed, analyzed, and used. Inconsistencies and gaps in available data can have significant technical and operational repercussions. The next generation of identity and persona solutions will need to incorporate new approaches, methodologies, and capabilities to meet these evolving challenges.

### Booz Allen can help you be ready for what's next

Booz Allen Hamilton, a leading strategy and technology consulting firm, has the experience, knowledge, and capabilities to deliver the most effective identity solutions for our clients. Our in-depth knowledge of clients' missions and our experience with all facets of identity management enable us to develop and implement the best solution for clients in line with regulatory statutes, business processes, and operational requirements. Our extensive experience throughout the US government gives us unique insight into our clients' technical and operational challenges and allows us to craft innovative solutions.

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Understanding these challenges enables us to mitigate the risks of implementing identity-based technologies and programs, and it forms the foundation for guiding our clients through complex identity and persona challenges. Our staff has been successful whether working on policy issues associated with new identity and biometric standards or assisting clients in addressing identity data and protection requirements, regulations, policies, standards, and directives that govern the creation, collection, processing, storage, analysis, and dissemination of identity data. Our staff has the technical, operational, and analytic insights to securely manage identity and persona issues from a “cradle to grave” programmatic perspective. Our next-generation solutions are designed to better manage risks while offering effective alternatives to meet the needs of our clients.

## Our approach and capabilities

Identity can be described as the attributes that determine “what” and “who” we are, whereas persona can be defined as the social façade or role in life that we want others to perceive. Identity attributes can be defined as biographic data elements that are associated with an individual as well as biometric data elements that uniquely belong to a specific individual. Behavior and relationships further define an identity, and collectively they form the basis of what can be called an identity dossier. Identity dossiers represent who we are in the real world and identify and differentiate individuals from all others when these data elements are analyzed in aggregate.

Booz Allen has developed a holistic and comprehensive approach to identify the best solution to our clients’ identity and persona challenges. Our approach, the Integrated Identify Framework, is a diagnostic tool we use to evaluate, design, develop, and deploy the most effective solutions for our clients. This approach allows us to develop complete identity programs that we uniquely tailor to our clients’ current and future needs.

The integrated identity capabilities we offer include:

- Identity policy design and development
- HSPD-12 implementation
- Identity data analysis
- Biometric research and development
- Privacy protection
- Identity theft protection
- Search/match biometric data
- Biometric case management
- Multi-format biometric data
- Provisioning/credentialing
- Share identity information
- Smart Card “life cycle” management
- Federated identity management
- Legacy data migration
- Advance technology analysis and testing

## Representative clients

We are providing our integrated identity expertise to a cross-section of US government agencies and dozens of other civilian departments and offices. We are helping these clients develop an integrated identity management approach to create enhanced solutions to better support their missions. We also routinely provide recommendations on ways to improve the effectiveness and efficiency of our clients’ existing identity functions. In providing this support, we draw on our extensive understanding of key organizational drivers to mitigate new identity challenges and threats. Booz Allen also develops standard operating procedures for responding to government-wide identity policy guidance and directives and prepares recommendations for how best to implement these changes.

Whether you’re managing today’s issues or looking beyond the horizon, count on us to help you be ready for what’s next.

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