



THE 1997 RSA DATA SECURITY CONFERENCE

SPEAKER BIOGRAPHY

DEVELOPERS' TRACK

The SET Toolkit: Developing Security for Internet
Bankcard Transactions

Speaker: **Bob Baldwin**

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Company Background:

RSA Data Security, Inc., a wholly owned subsidiary of Security Dynamics Technologies, Inc., is the world's brand name for cryptography, with more than 75 million copies of RSA encryption and authentication technologies installed and in use worldwide. RSA technologies are part of existing and proposed standards for the Internet and World Wide Web, ITU-T, ISO, ANSI, IEEE, and business, financial and electronic commerce networks around the globe. The company develops and markets platform-independent developer's kits and end-user products, and provides comprehensive cryptographic consulting services.

Presentation Overview:

Few security standards have taken off as fast as SET, Mastercard's and VISA's RSA-based standard for securing bankcard transactions over the Internet. And some of the world's biggest developers and financial institutions rely on RSA's SET toolkit suite to build their SET-compliant applications. You can, too.

Speaker Background:

Dr. Baldwin is the architect of S/PAY (tm), RSA's Suite of SET Protocol Engines. He has been building commercial security products for the past ten years at companies such as Oracle, Tandem and now RSA. He frequently presents at security conferences where he stresses the importance of making products easy to understand and use. His doctorate was earned at MIT in the field of computer security.

PRESENTATION