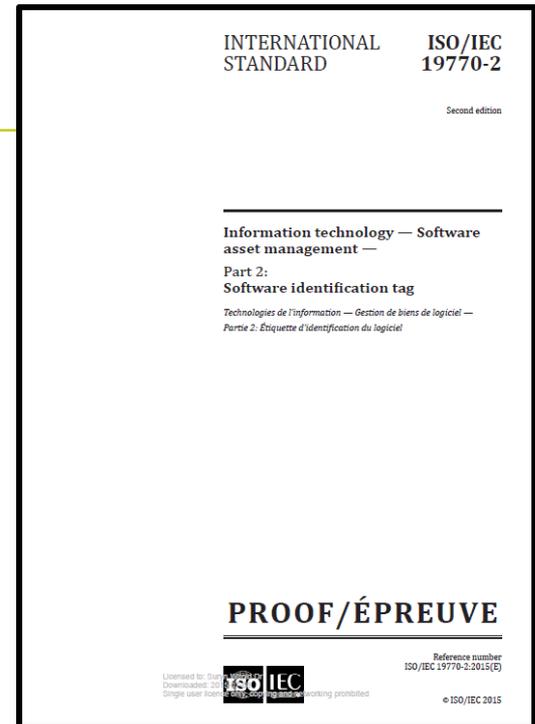


# Panel Discussion: Making SWID Tags Successful in the Marketplace

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# Today's Panel Topic

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- **Will SWID tags succeed in the marketplace? Why or why not?**
- **What does “success” look like?**
- **What, if anything, can SWID tag advocates do to increase the likelihood that tags will become widely available and used?**

# Panelists

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- **Eric Eskam**
  - Program Manager, GSA Integrated Technology Services
- **Steve Klos**
  - Executive Director, TagVault.org
- **Brian Turner**
  - Program Manager, IBM BigFix Development
- **Joe Wolfkiel**
  - Secure Configuration Management Branch Engineering Lead  
Defense Information Systems Agency

# Setting the Stage: What's a SWID Tag?

An XML Document – Conforms to ISO/IEC 19770-2:2015

```
<SoftwareIdentity
  name="ACME Roadrunner Detector 2013 Coyote Edition"
  tagId="com.acme.rrd2013-ce-sp1-v4-1-5-0" version="4.1.5">
  <Entity name="The ACME Corporation"
    regid="acme.com" role="tagCreator softwareCreator"/>
  <Entity name="Coyote Services, Inc."
    regid="mycoyote.com" role="distributor"/>
  <Link rel="license" href="www.gnu.org/licenses/gpl.txt/">
  <Meta activationStatus="trial" product="Roadrunner Detector"
    colloquialVersion="2013" edition="coyote"/>
  <Payload>
    <Directory root="%programdata%" location="rrdetector">
      <File name="rrdetector.exe" size="532712"
        SHA256:hash="a314fc2dc663ae7a6b6bc6787594057396e6b3f569cd50fd5ddb4d1bbafd2b6a"/>
      <File name="sensors.dll" size="13295"
        SHA256:hash="54e6c3f569cd50fd5ddb4d1bbafd2b6ac4128c2dc663ae7a6b6bc67875940573"/>
    </Directory>
  </Payload>
</SoftwareIdentity>
```

# Setting the Stage: Current Situation

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- **First SWID tag specification published in 2009**
- **Handful of early adopters**
- **Public commitments by some high-profile software publishers**
- **Major revision to SWID tag specification to be published soon**

**SWID Tags Remain Off (Almost) Everyone's Radar**

# Setting the Stage: Reasons to be Optimistic

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- **The standard addresses an array of real operational problems, including but not limited to cybersecurity**
- **There is a strong business case for producers as well as consumers of commercial software**
- **The standard is international**

# Setting the Stage: Reasons to be Pessimistic

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- **Lack of awareness**
- **The specification is behind an ISO/IEC paywall**
- **Broad scope—impacts all software producers and consumers**
- **Sense that the problem is already solved “well enough”**

# Questions to Panelists

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- **What is your “stake” in SWID tag success?**
- **From your perspective, what is necessary for SWID tags to be successful?**
- **How would SWID success help your organization?**
- **Are you optimistic or pessimistic regarding the prospects of SWID success over the next 3-5 years? Why?**