Cloud Identity for Trusted Authentication

Highlights

- Provides a scalable, cloud-delivered authentication service
- Integrates with a broad range of target systems
- Includes developer APIs and SDKs to launch new services
- Offers administrators easy to deploy, out-of-the-box 2FA policies
- Delivers OTPs via email/SMS/mobile push without additional infrastructure
- Leverages risk-based authentication for informed access
- Ensures conditional access based on device/user intelligence
- Allows the use of biometric authentication methods

Ensure trusted authentication everywhere with Cloud Identity

Achieving the right balance of convenience and security when it comes to authentication policies is a major challenge for today's security leaders. For consumer-facing services, creating delightful login experiences is a business imperative, because prospects will abandon a site completely if they can't get access quickly. For employee-facing programs, implementing the latest and most secure methods is imperative to prevent unauthorized access, especially from mobile devices. Organizations today are aiming for a trusted relationship with their users, and the front door of authentication provides an excellent opportunity to initiate that trust relationship. Whether you're providing services for internal or external audiences, you need ways to quickly authenticate users that provide a high degree of identity assurance to you, while making the process as easy as possible for your users. But at the rate of application development today, your authentication platform can't only secure existing apps and services. Developers need to be able to tap into your IAM toolset to embed security in the new applications and services being built every day.

With limited identity expertise in today's enterprise, and with application development moving faster than ever, having an extensible, reliable and easy-to-use platform for authentication management has never been more important. IBM Cloud Identity, a born-in-the-cloud authentication-as-a-service platform, can help you deliver trusted authentication with a frictionless login experience that balances security and convenience. Deployed standalone, via APIs, or in combination with other access

management tools, Cloud Identity allows organizations to extend multifactor authentication to an unlimited amount of applications and resources, monitor the performance of authentication over time, and quickly enable new authentication methods and standards as they become available without manual upgrades and maintenance. Sometimes, calculating how much identity verification to require from users can be a complex decision involving tradeoffs and risk-calculations based on an understanding of various risk factors. With built-in risk-based authentication, you can choose to prompt users for 2FA only when they meet certain risk criteria – such as device enrollment status, location, IP address, group/user attributes.

Maintaining a strong identity management program in the midst of today's complex IT environments is not a simple endeavor, especially when you are dealing with a patchwork of new and legacy applications. Cloud identity and access management solutions can help reduce complexities in the way you manage access to enterprise resources, but few organizations are ready to undergo a full-fledged IAM transformation. Migrating two-factor authentication to the cloud can be a straightforward way to begin an IAM acceleration program, because the solution can be implemented, monitored, and tested without a major upfront investment of time and resources. Below are three use cases of organizations that have used IBM Cloud Identity to provide advanced authentication along their enterprise transformation journeys.

Large Financial organization moves consumer authentication services to the

cloud as part of an organization-wide move to public cloud.

- Challenge: A Large financial services company is moving all enterprise resources to Microsoft Azure, but must maintain a highly available authentication service for critical consumer banking apps.

- Solution: IT leadership reduces their infrastructure costs while securing the customer-facing applications in the midst of a cloud migration by utilizing Cloud Identity to provide user-friendly 2FA to existing and new APIs.

Global Automotive company connects millions of customers to innovative new mobile and IoT applications

- Challenge: A Large automotive company with a global reach prepares to launch a series of branded and non-branded connected car applications that let users to authorize an application to unlock their car remotely.

- Solution: OAuth-enabled identity APIs allow the company to quickly build, test and release new applications for customers while providing zero-latency mobile multifactor authentication to millions of users around the world.

Large public university meets compliance mandates with 2FA to sensitive apps

- Challenge: A large public university with needed a cost-effective way to meet

compliance mandates by requiring multiple factors of authentication for sensitive applications

- Solution: The University's IT team onboards all student and faculty-facing applications to a central Cloud SSO that platform that integrates seamlessly with their existing on-premise access management solution, then quickly enables apps containing sensitive and personal information for 2fa to ensure compliance needs are met.

IBM.

Why IBM?

To successfully and securely transform your enterprise, you need ways to integrate and extend your existing enterprise IAM policies that can help ensure security without disrupting the business. IBM provides true integration across mobile, cloud, and on-premises applications, enabling lower costs and greater operational efficiency across your enterprise. IBM Cloud Identity delivers all of this from the cloud with no installation or infrastructure required.

Next steps

→ Visit the IBM Cloud Identity homepage

→ Explore the Interactive Demo

→ Try the Free Edition

For more information

To learn more about Cloud Identity, please contact your IBM representative or IBM Business Partner, or visit the following website: ibm.biz/IBMCloudIdentity.

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