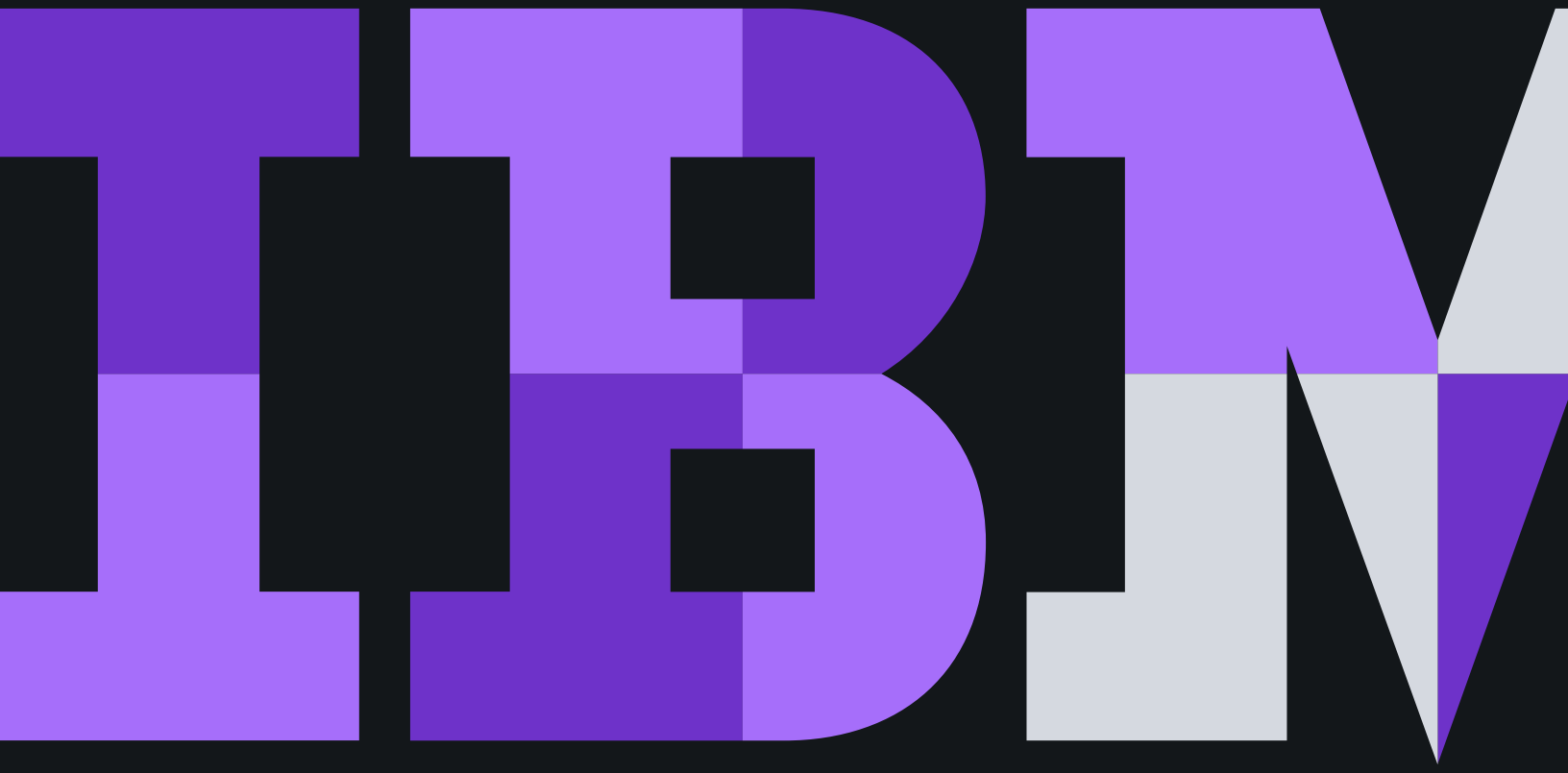
IBM Security

September 2019

Authenticate consumer and employee digital identities seamlessly

Transform your IAM program with Identity-as-a-Service



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Validating user identities

"Securing identity online" is a phrase heard time and time again in the technology industry. Most organizations have implemented extensive measures to validate user identities and protect their critical assets from attack. Yet many organizations still don't have identity governance right, which begs the question: What's missing?

Digital identity-related breaches are a top driver of consumer data loss, including personal information and financial loss, and internal company data loss, such as access to records and internal controls. The average cost of a data breach is $3.92 million and the average size of a data breach is 25,575 records.[1] Companies that are breached don't just lose data, they can lose public trust. After a security breach, consumers often view affected companies as less than trustworthy, which can lead to business loss.

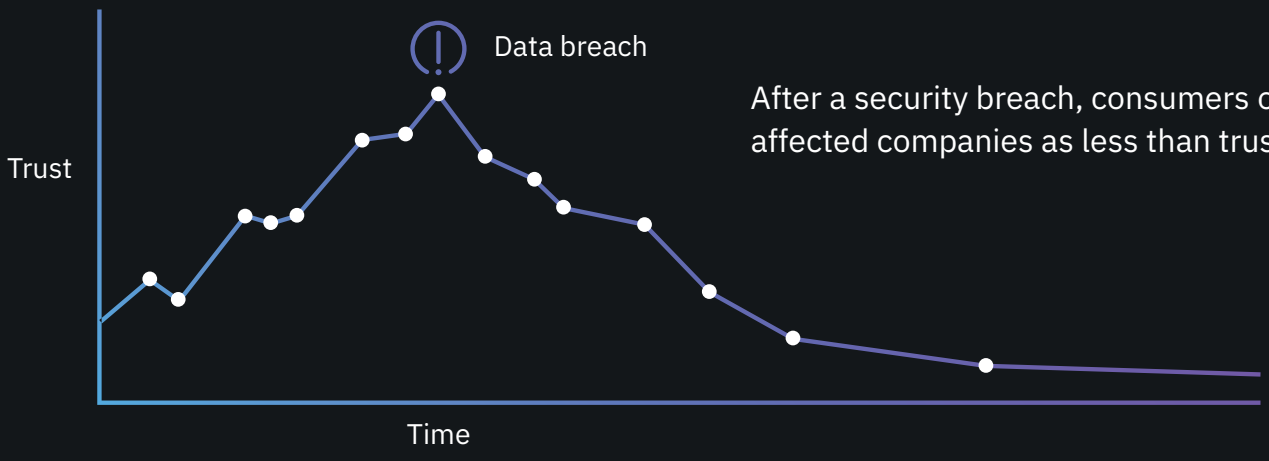
As more companies migrate to the cloud, companies search for security measures to authorize and authenticate internal and external users, but do not want to negatively impact the user journey with troublesome authentication methods.

Identity-as-a-service is expected to grow at a compound annual rate of 14.1% over the next five years as more businesses look to reap the benefits of cloud computing.[2] The goal for companies is to have validation of the identification of consumers and employees, but in a seamless and painless manner for users.

Connect cloud, mobile and on-premise users and devices to business applications anywhere.

Discover the power of Identity-as-a-Service (IDaaS) in this short video.

Watch video



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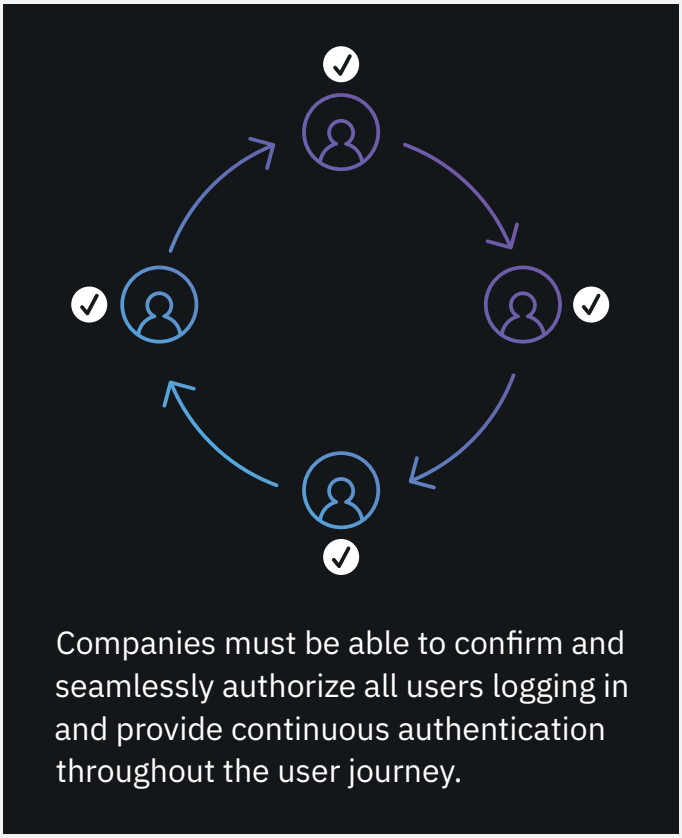
Secured and seamless made simple

Companies today face many challenges when confronted with identity and access management. Many of these challenges stem from the need to have secure processes while simultaneously offering all users a seamless, protected experience. To provide these experiences, organizations should:

Confirm customer and employee identities
Companies must be able to confirm and seamlessly authorize all users logging in and provide continuous authentication throughout the user journey. Companies must be able to correctly and discreetly identify users without negatively impacting the user experience.

Monitor authentication events
Identifying suspicious patterns of behavior is now a major challenge in the industry. To recognize a fraudulent user, organizations need insight into all user activity as well as the ability to monitor and identify when unusual user behavior is displayed.

Enforce security across digital platforms
Organizations are increasing mobile usage every day. As a result, more and more mobile devices need extended protection across applications, IoT and mobile device management. Companies are faced with the challenge of addressing growing mobile usage that requires seamless digital identity enforcement and protection.



With IBM Cloud Identity, administrators can easily track application use, performance issues and log-in activity. Explore the administrator dashboard in this three-minute video.

Watch video

Taking the pain out of passwords

Securing a user's digital identity — whether an internal employee, partner or customer — is a challenge for businesses. **Customers in particular want to make sure their digital identities are secure when using any application, but also want an easy-to-use, painless experience.**

Complex security measures

Security is key for customers to trust any organization. Users, however, do not want to see or interact with complex security measures — they expect that the security part of applications will run in the background and will not be an inconvenience to them.

Keeping track of multiple usernames and passwords

Customers are faced with the challenge of remembering multiple usernames and passwords for each application they use. Each application that needs a separate set of log-in credentials serves as a negative blocker for the user.

Secured accounts

Users want a seamless process, but they do not want to sacrifice their data protection for ease of use. They expect a certain level of protection when they trust organizations with their information.

Users expect that the security part of applications will run in the background and will not be an inconvenience to them.

What to look for in an identity and access management (IAM) solution

For seamless and secured identity management, confirm that your IAM platforms offer the following:

Single sign-in options

– Eliminate username and password hassles with the ability to sign into all applications with a single set of log-in credentials.

Multi-factor authentication

– Enhance security with multiple user-authentication methods.

User lifecycle management

– Streamline the user onboarding and offboarding processes.

Integration with existing user directories and applications

– Provide the ability to store existing user directories in the cloud or on-premises.

Insight into users and devices

– Integrate with fraud detection and mobile device management platforms to infuse intelligence into access decisions.

Expertise to make your program successful

– Partner with a provider with built-in planning, support and deployment services.

IBM Cloud Identity

The IBM Cloud Identity solution allows IT, security and business leaders to not only adapt to the current cloud-computing era, but also leverage the next generation of innovations in user productivity. Future-proof your identity and access management investment with IBM Cloud Identity.

IBM Cloud Identity helps organizations deliver fast, secured access to business applications. See how IBM's IDaaS technology connects users and apps in this two-minute video.

Watch video

Sources

1. 2019 Cost of a Data Breach Report Conducted by the Ponemon Institute, sponsored by IBM Security

2. “Forrester Analytics: IAM Software Forecast, 2018 to 2023 (Global),” Forrester Research, Inc., May 10, 2019. Sponsored by IBM.

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