ENTRUST

SECURING A WORLD IN MOTION

Entrust Identity as a Service

Cloud-based platform for intelligent identity and access management

Digital business demands a modern identity strategy

« For today's digital business, home-grown manual IAM approaches aren't sufficient because they can't: 1) authenticate customers without negatively affecting their experience 2) support employees' demand for access to more apps and data 3) support the rapid adoption of cloud services 4) provide secure, regulation compliant, and cost-effective data integration across multiple user populations. »

— Evolve Your IAM Strategy For Your Digital Business
Merritt Maxim & Andras Cser, Forrester
December 4, 2020

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**THE IDENTITY PLATFORM THAT
REDEFINES AUTHENTICATION**

Today, enterprises are dynamic and ever-evolving.

Furthermore, adoption of mobile and cloud applications are changing the business paradigm.

In parallel, authentication needs are changing. Passwords and other legacy authentication methods just don't cut it anymore. As enterprises transform digitally, they need authentication solutions that tie seamlessly into today's working environment and the needs of today's users – as well as a foundation for future needs and growth.

Transformational Use Cases

« **A modern approach to digital identity protects sensitive applications and data; unifies treatment across channels, populations, and hosting models; and scales to meet today's dynamic business needs.** »

Evolve: Your IAM Strategy For Your Digital Business
Merritt Maxim & Andras Cser, Forrester
December 4, 2020

VPN access

Streamline remote access

Out there in the real world, the people who drive the business need to get things done — and they see the devices and systems they use as part of the solution. What they don't need is for them to be part of the problem. And when it's the latter, it's a problem for everyone – the team, the client, and the enterprise.

Unleash the power of VPN access

- Tailor security requirements to all your user groups
- Contextual and behavioral adaptive authentication
- Simplify provisioning and deployment
- Minimize infrastructure costs

Secure and simple VPN access is now a necessity
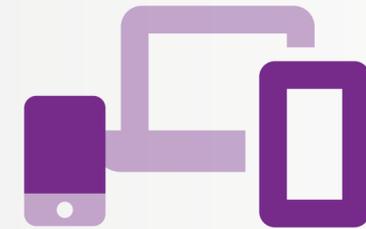
Workers use an average of
3 DEVICES EVERY DAY
to do their work[1]

> **Key takeaway**
> Work anytime, anywhere with secure and simplified VPN access.

1. Citrix Mobility Statistics, 2015

VPN access

The challenge

Remote teams need access to applications in the digital enterprise, and they need them fast, securely, and seamlessly. In a world of real-time competitiveness, the friction of complex authentication is a serious threat to the enterprise.

Hard tokens that are time-consuming, passwords that are easily forgotten – the challenge of getting into VPNs internally and remotely is a pain point employees don't need.

And individually keying in passcodes, character by character, is desktop ergonomics in a mobile age – it's slamming the brakes on your team before they've even gotten into the race.

The solution

Mobile push authentication puts the power of the enterprise in the hands of the people driving it forward. Transforming the user experience with just a push of a button, employees can quickly and easily log in to their VPN – removing user frustration.

Alternatively, the added value of mobile smart credentials push authentication builds on the public key infrastructure because the private key never leaves the device. It not only offers the edge for physical access and smart card login, it also extends compliance to a wide array of regulated markets.

And, crucially, mobile smart credentials keep the business protected and secure. It also simplifies the process by leveraging transparent two-factor authentication, which ensures the network can trust the identity of the person trying to access it.

CHOOSE ENTRUST IDENTITY AS A SERVICE FOR VPN ACCESS

- Mobile Smart Credential
- Adaptive authentication
- Mobile push
- Biometrics

- Face recognition
- Scale on demand
- Proven integrations for all major VPN solutions

« I trust that security can be simple »

Mobile

Enabling a trusted mobile experience

Mobility has reshaped the enterprise, and employees have become used to a blended day of work and life that revolves around their device and the amazing convenience that can deliver. Go one step further and transform the user's mobile device into their trusted workplace identity, wherever that may be, with the option to grant secure access to company resources passwordlessly.

This new mobility is a gift for the enterprise. In just a few years, mobile devices have pushed productivity levels to peaks that were, not long ago, unimaginable. But nothing comes without risk. And managing this risk is a day-to-day challenge for all IT departments.

Unleash the power of mobile

- Go passwordless

- Totally transparent to the user

- Increase employee productivity

- Highest level of security

- Streamline access to your digital enterprise

- Unified platform experience

> **Key takeaway**
>
> Frictionless user experience with the highest level of assurance, delivering increased productivity.

Mobile is reshaping the enterprise

70%

Annual increase in managed devices[2]

82%

Company leaders believe significant remote workforce is permanent[3]

2. IDC Mobile Worker Forecast, 2015
3. Gartner Return to the Workplace Benchmarking Against Your Peers Webinar Poll, 2020

Mobile

The challenge

Employees are spread across different locations and out in the field, demanding the same access to applications that they enjoy in the office. But nothing comes for free.

Along with the ubiquity of tablets and smartphones and the powerful business impacts they bring, comes a new security paradigm.

The world of work may have migrated from desktop to mobile, but how do you protect the enterprise in a digital world packed with security challenges? An alternative token, such as the derived personal identity verification (PIV), takes the usability of authentication to a new level. In regulated environments especially, where PIV authentication is mandated, organizations are forced to find a solution that utilizes a virtual smart card.

The solution

Enterprises that face sophisticated attacks every day also need to deliver a seamless experience to employees working hard to give their company the edge. It's a tough call.

The solution is a trusted digital identity delivering a user experience that takes the friction and frustration out of authentication. Now, a virtual smart card embedded in a device can deliver seamless, secure, mobile access that's invisible to the user and indispensable for the IT guy.

Liberated from the pain of old school authentication, staff work harder, faster, and more competitively. The successful fusion of usability and strong security is no longer a theory — and it's putting the power of anytime, anywhere identity authentication at the heart of the enterprise.

« I trust hands-free authentication. »

CHOOSE ENTRUST IDENTITY FOR MOBILE

- Native integration with leading EMM applications
- Adaptive authentication
- Mobile as a Service Smart Credential
- Software developer kits (SDKs) to embed identities into a mobile platform
- Mobile pre-check
- Mobile push
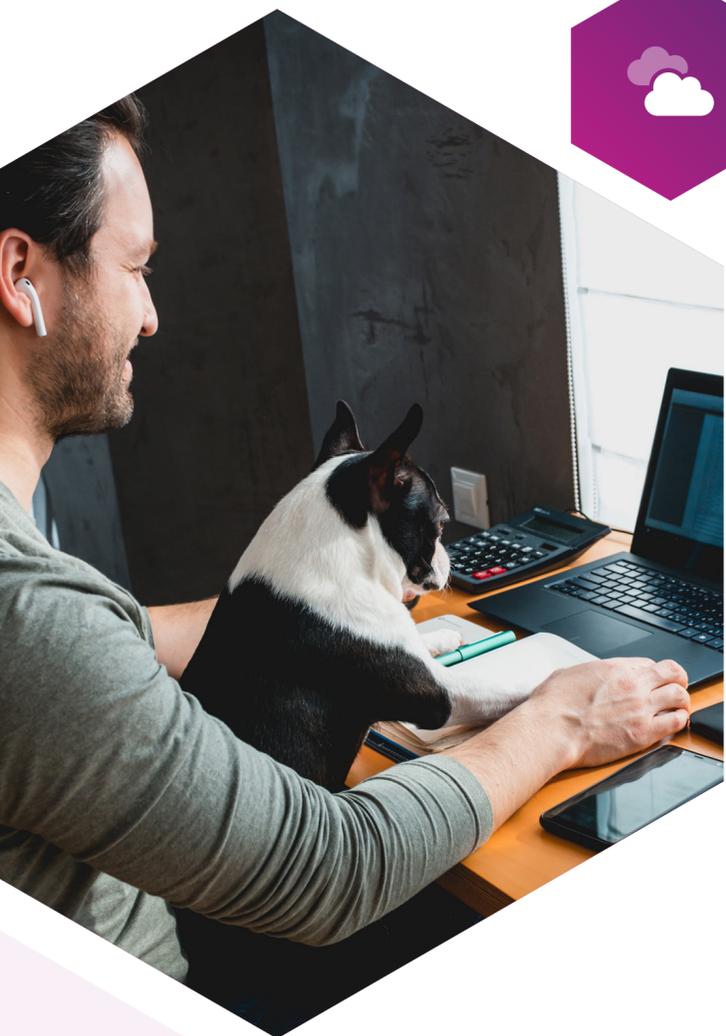
Cloud SSO

Seamless access to all apps

Cloud solutions such as Microsoft Office 365, Salesforce, and Box have disrupted traditional business practices by changing user behavior and expectations.

Because of the rapid adoption of the cloud, there is a need to decouple credentials for every unique cloud application so the organization can leverage a single, strong credential. The results streamline user access as the same credential can be used for internal apps, VPN, and workstations for example. And it allows you to control your authentication policy rather than having to rely on individual Software-as-a-Service provider approaches.

Unleash the power of cloud SSOs

- One identity to access on-premises and cloud applications

- Improved user experience with transparent security and broad enablement

- Tailored experiences for every user

- Fewer IT help desk calls

> **Key takeaway**
>
> Work anytime, anywhere with secure and simplified VPN access.

Cloud is a must-have

2020

Without cloud apps, tools, and services, we could not have sent millions of workers home, maintained global supply chains, or shifted entire business models in a matter of weeks

NEARLY

9-IN-10 CEOs

View cloud-based infrastructure as the key to growth[4]

4. Forbes Insights 2016 Study, "How to Win at Digital Transformation: Five Steps Digital Transformation Leaders are Taking"

Cloud SSO

The challenge

The growing business needs tools – and lots of them. Tools that allow users to manage multiple credentials and avoid the security nightmare of passwords being reused for every application.

Office 365, Salesforce, and Google Docs are just some of the critical applications digital business employees need at their fingertips — instantly and without a second thought. But in a climate of daily threats and security challenges, IT needs frictionless, high assurance methods that protect outside the traditional enterprise security parameters.

IT professionals need a security platform that spans all the tools of the digital business. It's a tough ask in a tough market.

The solution

Identity as a Service means that you only have to authenticate once to get instant access to all your business-critical apps.

With SSO, you're in. No passwords, no tokens, no cards, just a secure, seamless experience. And with the top-level assurance capabilities required by government departments and global finance organizations, you can enjoy secure access to internal enterprise apps, web apps, Microsoft environment, and any other web access management systems. The same credential can be used for VPN and workstation access and you can configure the service, so it's up and running in minutes.

CHOOSE ENTRUST IDENTITY AS A SERVICE FOR CLOUD SSO

- Passwordless access
- User self service
- Adaptive risk-based authentication
- Advanced mobile security
- Cloud or legacy apps

- Real-time security reporting standards (SAML) based integrations
- Effective provisioning with integration to Active Directory
- Configure/deploy in minutes or hours versus weeks and months
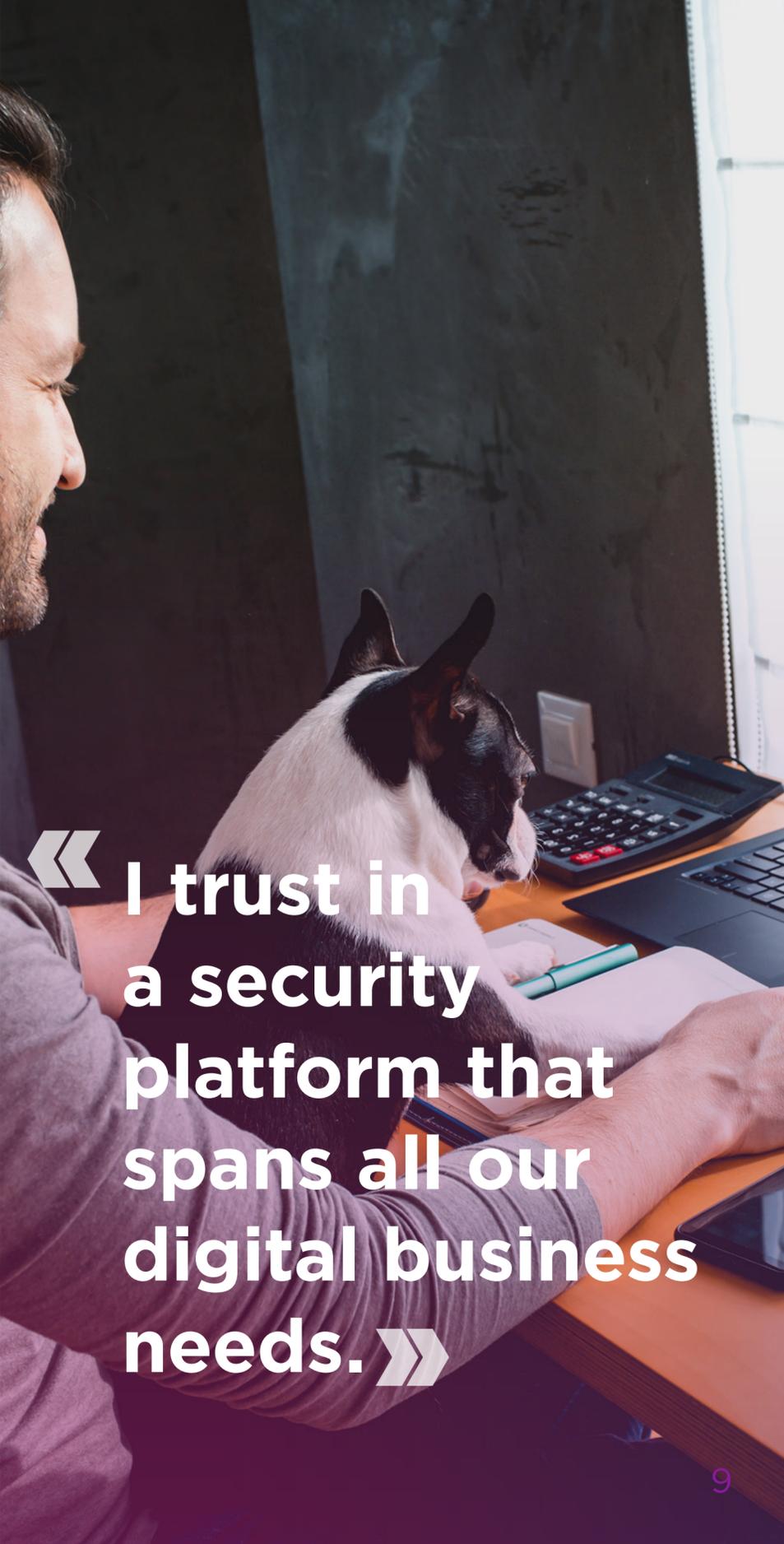
« I trust in a security platform that spans all our digital business needs. »

Passwordless login

Seamless and secure login and logout

From an IT perspective, passwords are notoriously insecure. From a user perspective, passwords are annoying. For strong security and an enhanced employee experience, take your workforce passwordless. Entrust has been offering passwordless solutions for 7+ years, including:

• Mobile-derived PIV solutions

• Proximity workstation login

• Passwordless SSO authentication

Unleash the power of passwordless login

• Secure

• One-time user registration

• Increased workforce productivity

• Reduce TCO

• Unified access

> ## Key takeaway
> Highly evolved security for your enterprise. Simplicity for your users.

Unauthorized access puts enterprises at risk

80%

of hacking related breaches caused by compromised credentials[5]

$6T/year

Global cybercrime damages predicted to reach $6 trillion annually in 2021[6]

5. Verizon Data Breach Investigations Report, 2020
6. Herjavec Group Official Annual Cybercrime Report, 2019

Passwordless login

The challenge

Lost, stolen, and damaged data. Financial theft. Hits to productivity, intellectual property, business disruption, and reputations. The list of cybercrimes goes on ad infinitum. And amongst different cybercrimes, 80% of breaches are a result of hacking credentials – typically passwords.

With cybercrime growing at an alarming rate, passwords create vulnerability for enterprises. Yet the average employee uses 36 cloud services at work, and accessing those applications requires multiple passwords. If compromised, those passwords put you at risk of data loss and unauthorized network access.

The solution

Taking your workforce passwordless creates a secure digital identity on the employee's mobile phone using a PKI credential that is unlocked with biometric authentication, such as fingerprint or facial recognition. This ensures that the credential holder is, in fact, the credential owner, protecting workers' digital identities and corporate assets. And, by replacing the password with a high-assurance passwordless solution, you are also creating an effortless employee experience – especially when combined with SSO for cloud and on-prem apps, including legacy.

Passwordless options for consumers include using smartphone biometrics or FIDO tokens with BYODs.

CHOOSE ENTRUST IDENTITY AS A SERVICE FOR PASSWORDLESS LOGIN

- Happier users
- Unburdened IT
- High assurance credential based
- Proven

- Unified SSO
- Reduced TCO
- Flexible deployment options
- X.509, PIV, PIV-D, and FIDO2 compliant

Customer and partner portals

Digitally connect and collaborate

Enterprise stakeholders can often be forgotten in the drive to make IT work for the team, but they're the lifeblood of the organization, be they clients, customers, suppliers, or contractors.

The first encounter a stakeholder has with the business might well be through an authentication experience, which can set the tone of the relationship as it develops.

Unleash the power of customer and partner portals

- One easy-to-manage credential for secure, flexible access

- Transform your enterprise from customer-aware to customer-led

- Expand relationships with customers and partners

- Integrate customers into your innovation processes in real time

Key takeaway
Give external users access to the apps, information, and networks you choose.

Customer and partner portals

The challenge

Never has the phrase, "the customer rules," been more important than it is today. Making an organization customer-led is crucial for success and profitability, and in the digital space, that means frictionless identity credentials.

Reaching new markets, expanding existing relationships, and delivering competitive and excellent customer experiences is also important, but those outcomes aren't guaranteed.

In fact, several high-profile breaches have originated from weak partner credentials being stolen. Without an authentication pathway that is frictionless, customers and partners will associate a painful process with the brand, driving decisions that will impact the business. Enterprise IT managers need an authentication solution that enables a customer-led business.

The solution

For organizations with external users that require a simple, low-cost solution that does not require mobile, grid, and email can offer a pragmatic option.

Users enjoy flexible access through a wide range of authentication choices – from OTP to hardware tokens and grid cards. But it goes further. The solutions for customers are scalable, as they grow in number and their needs and expectations evolve, so the authentication infrastructure adapts to the new realities.

CHOOSE ENTRUST IDENTITY AS A SERVICE FOR CUSTOMER AND PARTNER PORTALS

- Adaptive authentication, such as device fingerprint, device reputation, geo-location
- Out-of-the-box onboarding tools
- User self-registration and management
- Wide range of authenticators to choose from
- Transparent, secure user experience
- Mobile innovation

Trusted connections allow my company to thrive.

Privileged users

Critical on-premises systems and apps

It's tough at the top, and tougher still at the heart of the most sensitive IT platforms in the enterprise. Keeping them safe and making sure the correct identities are connected to them is one of the most crucial jobs an IT manager has to navigate.

And admin accounts are often targeted as the ingress to much more corporate data. It's tempting to ramp up the complexity in authentication, but it's also putting the brakes on competitiveness, so what's the solution?

Unleash the power of privileged users

- Secure access for IT, anytime, anywhere

- Trusted access for privileged users

- High-value transactions

- Frictionless user experience

- Protection against evolving threats

> ### Key takeaway
> Strong authentication and trusted security for critical resources that sit inside your firewall.

Trusted identities ensure digital business success

MORE THAN
7-IN-10 CEOs
feel they are not fully prepared for a cyber event[7]

Privileged users

The challenge

At the nerve center of the dynamic enterprise are systems, information, and platforms that only a few should have access to. High tech, government agencies, and finance departments all safeguard a range of sensitive material, ranging from intellectual property to national security assets and market critical data.

Not just that, executive outcomes that can make or break the organization are enacted through systems where additional assurance is essential. As project-specific contractors come and go, informational gatekeepers need to be confident that they are giving access to the right people. But even at privileged user levels, a frictionless experience is vital to ensure the smooth and competitive running of the enterprise.

The solution

Flexible, secure access and frictionless authentication is essential, making adaptive authentication key to providing transparency and only enabling step-up authentication when the risk is elevated. With the ability to tailor policies per user, the process is truly frictionless.

Even at the privileged level, solutions need to be scalable so they can stay the perfect fit for a rapidly developing enterprise.

Certificate-based credentials have a vital role to play here – PKI, especially when combined with out-of-band push authentication, can help protect against the most advanced attacks.

The solution can be configured and deployed with speed, offering time-saving low-touch daily operation and a unified UX across any device in any location.

CHOOSE ENTRUST IDENTITY AS A SERVICE FOR PRIVILEGED USERS

- Mobile push
- Dual approvals
- Mobile Smart Credentials
- BYOD and Mobile ID precheck

- Adaptive authentication
- Easy integration
- Unified authentication platform for cloud apps and on-premises assets
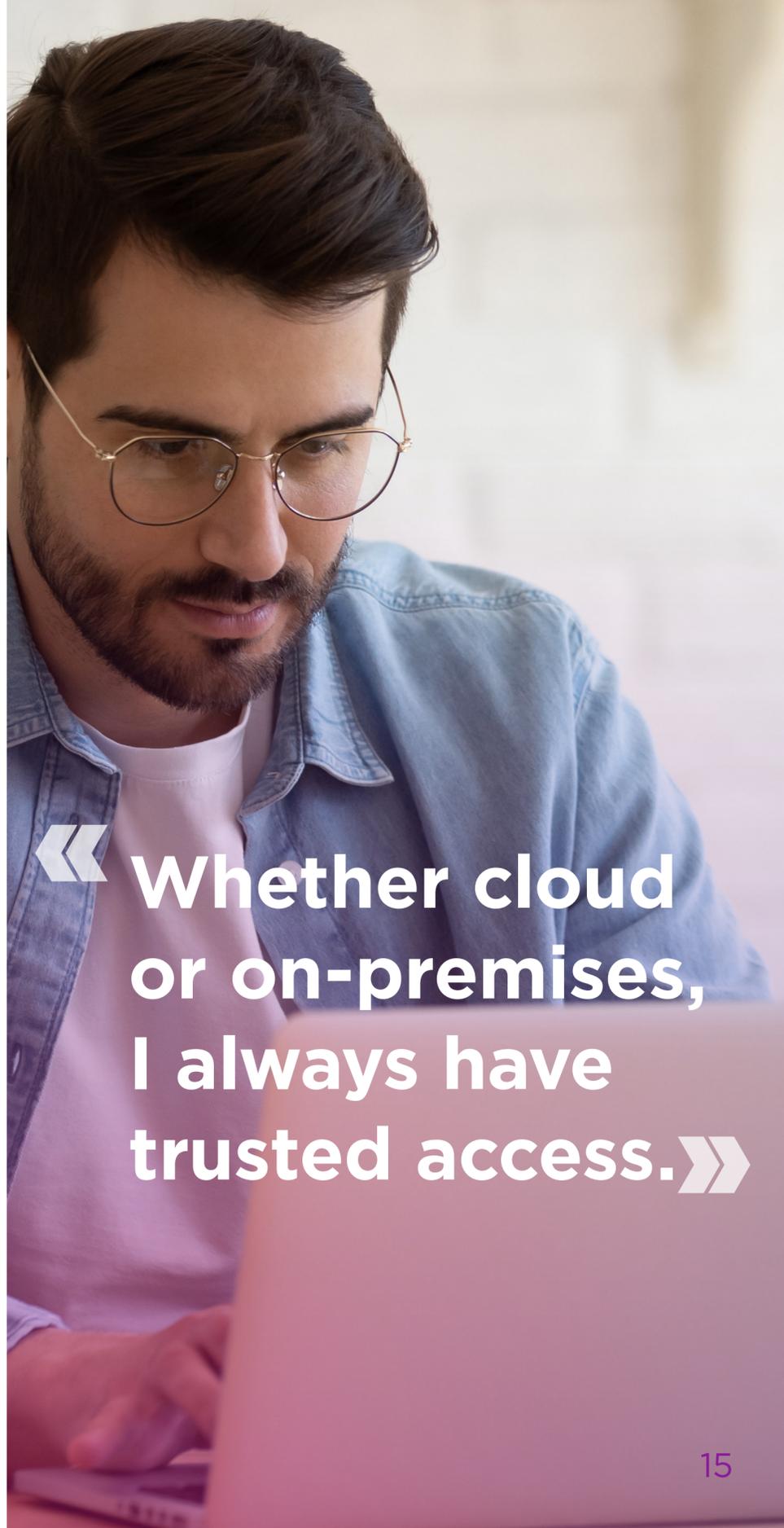
« **Whether cloud or on-premises, I always have trusted access.** »

Entrust Identity as a Service

Streamline remote access

Work anytime, anywhere with secure and simplified VPN access.

Unlock the power of mobile

Frictionless user experience with high levels of assurance, delivering increased productivity.

Seamless access to all apps

Offer frictionless access while providing strong protection against breaches.

Seamless and secure login and logout

Highly evolved security for your enterprise. Simplicity for your users.

Digitally connect and collaborate

Give external users access to the apps, information, and networks you choose.

Critical on-premises systems and apps

Strong authentication and trusted security for critical resources that sit inside your firewall.

Ready to unleash the full power of your digital business?

Experience Identity as a Service with a completely free 30 day trial.

For more information

888.690.2424
+1 952 933 1223
info@entrust.com

entrust.com

ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

Learn more at
entrust.com

ENTRUST

Global Headquarters
1187 Park Place, Minneapolis, MN 55379
U.S. Toll-Free Phone: 888 690 2424
International Phone: +1 952 933 1223
info@entrust.com   **entrust.com/contact**