

# PKI 101

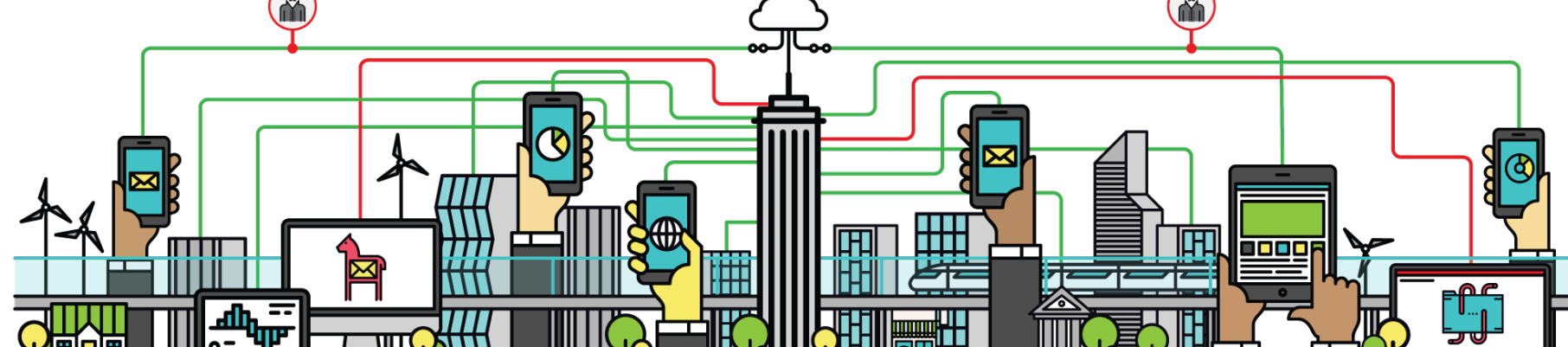
## PKI & the Rise of DIGITAL BUSINESS



### EVERY INDUSTRY GOING DIGITAL

An evolution to new business models that feature cloud apps, mobile workforces, Internet of Things, agile innovation, connected customers and virtually *anything-as-a-service*.

## The Key Challenge of DIGITAL BUSINESS



### THE UPSIDE

Employees, customers, partners, and suppliers connected to the enterprise with real-time data flowing from products and services.

### THE DOWNSIDE

So can hackers, thieves and others with bad intentions.

### KEY QUESTION

How do you capitalize on all the upside of Digital Business without creating new security risks?

## The Key Enabler of DIGITAL BUSINESS



### PKI (Public Key Infrastructure)

Provide every authorized person, device and app in the ecosystem with a trusted identity — and highly secure channels for sending information and conducting transactions.

## How Does PKI WORK?



### DIGITAL CERTIFICATES

Every authorized person, device and app gets a digital certificate that proves their identity — think of it as a digital ID card or passport.



### PUBLIC & PRIVATE KEYS

Everyone also gets automated digital tools called “keys” that allow them to scramble information when it’s sent — and decode it when it’s received.

## The Cool Security Aspects of PKI



1

### NO THEFT

Because messages are encrypted, they’re useless to anyone who steals them.

2

### NO TAMPERING

Encrypted information can’t be altered in transit — so if you receive something, you know it’s authentic.

3

### NON-REPUDIATION

People cannot claim they didn’t receive messages or information or payments because it is all tracked.

## The Cool Enablement Aspects of PKI



1

### PROCESS TRANSFORMATION

Make your business faster, smarter and more agile — from innovation to customer service to partner connectivity

2

### VALUE CREATION

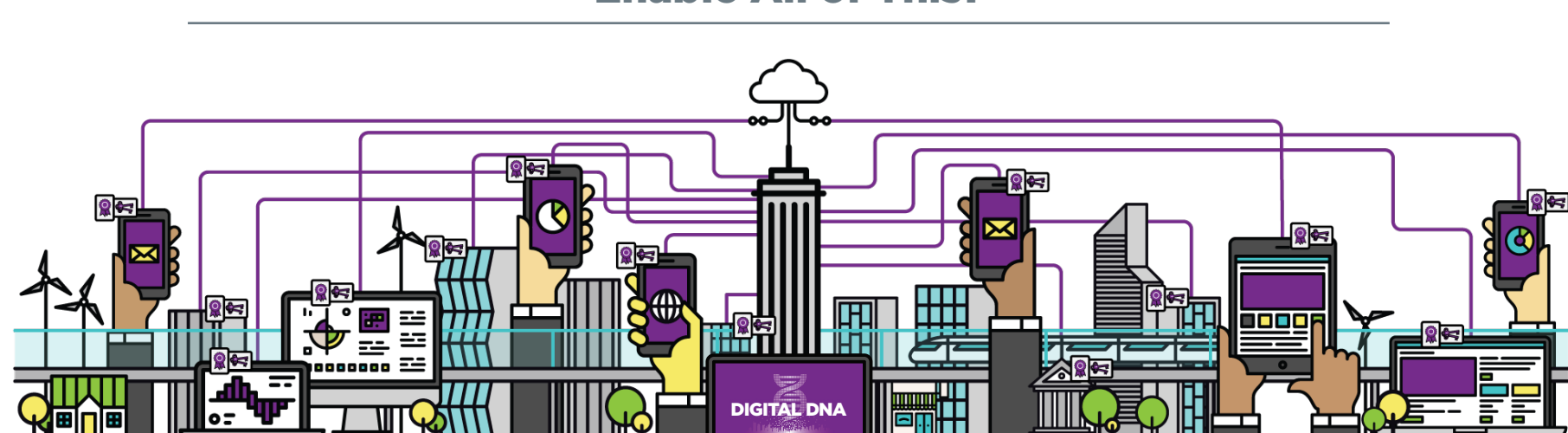
Create entirely new offerings — and deliver them anywhere, anytime with cloud simplicity.

3

### ROCK STAR TEAMS

Allow people to work, collaborate and innovate — without traditional boundaries.

## How Does ENTRUST DATACARD PKI Enable All of This?



Most enterprises have so many authorized users, devices and apps to identify and secure — our PKI solution makes it all manageable.

Digital business is vastly increasing the interaction between devices, users, and systems — between the physical and digital — our PKI solution ensures trust and protection in these interactions.

## The Why & How of PKI MIGRATION

### THE WHY



#### DIGITAL BUSINESS IS A GO

Your new digital plan requires a new approach to enablement & security



#### COMPLIANCE & REGULATORY

New rules require non-reputable audit trails or serious security for new processes



#### FINANCIAL BENEFITS OF PKI

Gain efficiencies vs point solutions while improving security.



#### VENDOR CHANGE

You and your old PKI vendor are simply parting ways

### THE HOW



#### VENDOR SELECTION

Study your PKI options and choose a vendor who enables and secures your vision



#### MANAGED SERVICE OR ON-PREM?

Your security requirements will likely drive this choice — along with your budget, of course



#### BUILD A TEAM

It doesn’t have to be big, just really smart — it also can include experts from your PKI vendor



#### ALL ABOUT THE METRICS!

The impact of PKI is easy to measure — what matters most to you?