

TRUST IN A DIGITAL WORLD

IntelliTrust™

Authentication Service

A unified platform experience
for intelligent identity



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The world of **digital business** is placing increasing demands on IAM infrastructure.

Technical professionals need to evolve old architectural control points to a newer set of best practices for **modern identity** architecture that is much more intelligent and agile.

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The Evolving Architecture of Modern Identity
Mary Ruddy, Gartner
23 February 2017

INTRODUCING IntelliTrust™

THE CLOUD 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

VPN ACCESS

Streamline remote access

MOBILE

Unlock the power of mobile

CLOUD SSO

Seamless access to all apps

WORKSTATION LOGIN

Seamless and secure login and logout

CUSTOMER AND PARTNER PORTALS

Digitally connect and collaborate

PRIVILEGED USERS

Critical on-premise systems and apps

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Identity and access
management (IAM)

is evolving into an

intelligent platform

that must be agile enough to support
new business initiatives and to provide
protection from new threats.

”

The Evolving Architecture
of Modern Identity

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KEY TAKE-AWAY

Work anytime, anywhere with secure and simplified VPN access.



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.

SECURE AND SIMPLE VPN ACCESS IS NOW A NECESSITY



Workers use an average of **3 DEVICES EVERY DAY** to do their work¹

72% of the world's employees will be mobile workers by **2020**



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

[WATCH THE VIDEO >](#)

“I TRUST THAT SECURITY CAN BE SIMPLE”



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 consume precious time to use, 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 login 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, it keeps 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 IntelliTrust™ FOR VPN ACCESS

- Mobile Smart Credential
- Adaptive authentication
- Mobile push
- Biometrics
- Face recognition
- Scale on demand
- Proven integrations for all major VPN solutions





KEY TAKE-AWAY

Frictionless user experience with the highest level of assurance, delivering increased productivity.



MOBILE

UNLOCK THE POWER OF MOBILE

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.

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.

[WATCH THE VIDEO >](#)

MOBILE IS RESHAPING THE ENTERPRISE



70%

Annual increase in managed devices



3-in-5

Employees regularly work outside the office ²

UNLEASH THE POWER OF MOBILE

- ⬡ Totally transparent to the user
- ⬡ Increase employee productivity
- ⬡ Highest level of security
- ⬡ Streamline access to your digital enterprise
- ⬡ Unified platform experience

“I TRUST HANDS-FREE AUTHENTICATION”



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.

CHOOSE IntelliTrust™ FOR MOBILE

- ◊ Native integration with leading EMM applications
- ◊ Adaptive authentication
- ◊ Mobile Smart Credential

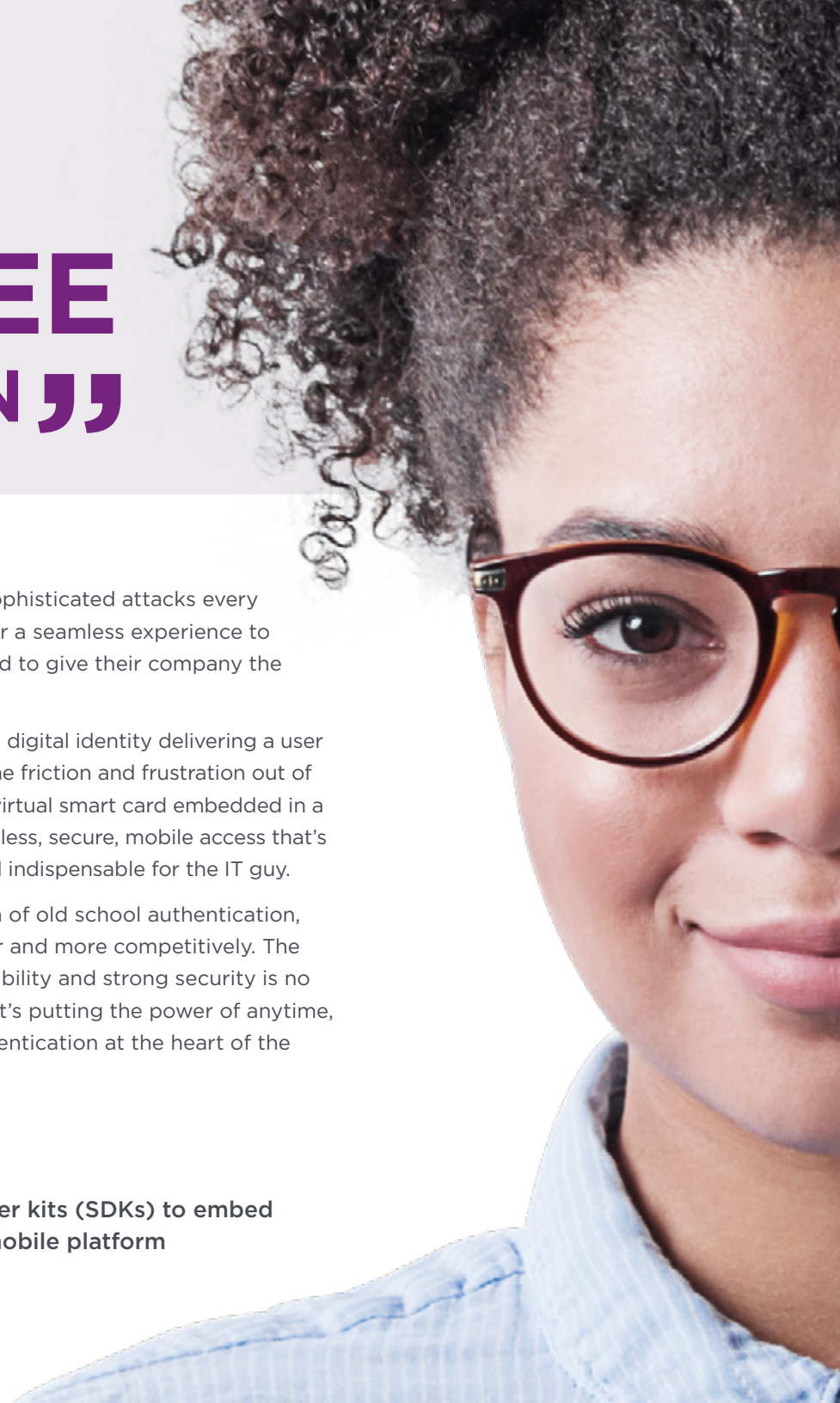
THE SOLUTION

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.

- ◊ Software developer kits (SDKs) to embed identities into a mobile platform
- ◊ Mobile pre-check
- ◊ Mobile push





KEY TAKE-AWAY

Offer frictionless access while providing strong protection against breaches.

CLOUD SSO

SEAMLESS ACCESS TO ALL APPS

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

Because of the rapid adoption of the Cloud, there is a need to decouple credentials for every unique Cloud application so the organisation 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.

[WATCH THE VIDEO >](#)

TRANSITIONING TO THE CLOUD: A COMPETITIVE NECESSITY



70%

of Fortune 500 companies have purchased Office 365 within the last year



Nearly

9-in-10 CEOs

view Cloud-based infrastructure as the key to growth ⁵

UNLEASH THE POWER OF CLOUD SSO

- One identity to access on-premise and Cloud applications
- Improve user experience with transparent security and broad enablement
- Tailored experiences for every user
- Fewer IT help desk calls

“ I TRUST IN A SECURITY PLATFORM THAT SPANS ALL OUR DIGITAL BUSINESS NEEDS ”



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, 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.

CHOOSE IntelliTrust™ FOR CLOUD SSO

- ⬡ User self service
- ⬡ Adaptive authentication
- ⬡ Advanced mobile security
- ⬡ Real-time security reporting
- ⬡ Standards (SAML) based integrations

THE SOLUTION

The IntelliTrust authentication service means that you only have to authenticate once to get instant access to all your business-critical apps.

With Single Sign On (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.

- ⬡ Cloud or legacy apps
- ⬡ Effective provisioning with integration to Active Directory
- ⬡ Configure/deploy in minutes or hours versus weeks and months





KEY TAKE-AWAY

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

WORKSTATION LOGIN

SEAMLESS AND SECURE LOGIN AND LOGOUT

The global economy depends on IT workhorses — reliable, robust, tried and tested systems that are ready to work in any geography.

The desktop is so widely used because it works so well — from Shanghai to Boston, it's an environment familiar to everyone. That universal, time tested quality also poses a challenge. In a world where the only certainty is constant change, the workhorse needs to stay quick, as well as steady.

UNAUTHORIZED ACCESS PUTS ENTERPRISE AT RISK



The chance experiencing of a data breach ⁵

1 in 4



\$3.62m

The average total cost of a data breach in 2017 ⁵

UNLEASH THE POWER OF WORKSTATION LOGIN

- Next generation authentication
- Fast, easy deployment
- Scalability to accommodate change
- Changing threats require highly evolved security
- One investment for your entire digital roadmap

[WATCH THE VIDEO >](#)

“ I TRUST NEXT GENERATION AUTHENTICATION TO PROTECT MY DESKTOP LOGIN ”



THE CHALLENGE

Logging into a desktop each day is a ritual millions know all too well. Many may have to do it a dozen more times throughout the day, using keystrokes and passwords that have hardly changed in a decade.

The time it takes to access (and solve problems when you can't) adds up to a business cost that shouldn't exist in a modern digital enterprise. Some systems use swipe and pass cards, but they too bring issues.

At the same time, keeping a desktop system secure is critical and unauthorized access represents a serious threat to the enterprise.

THE SOLUTION

In the hands of every employee is technology that gives IT professionals an instant solution to the toughest identity and authentication challenges.

Desktop login can be done through just the proximity of the phone, because embedded into it is a system that acts like a virtual smart card.

Mobile Smart Credentials with wireless Bluetooth capabilities on one unified platform offer a scalable solution that is able to accommodate change as the business grows. This paves the way to secure a range of secure auto-detect login and logout scenarios over the infrastructure lifetime. And it supports the needs of industries regulated by PIV and PIV-I.

CHOOSE IntelliTrust™ FOR WORKSTATION LOGIN

- ◊ Mobile Smart Credential through Bluetooth
- ◊ Mobile push log-on
- ◊ Automatic desktop locking
- ◊ Offline solutions





KEY TAKE-AWAY

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

CUSTOMER AND PARTNER PORTALS

DIGITALLY CONNECT AND COLLABORATE

Enterprise stakeholders can often get 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, an experience which can set the tone of the relationship as it develops.

[WATCH THE VIDEO >](#)

UNAUTHORIZED ACCESS PUTS ENTERPRISES AT RISK



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

“ TRUSTED CONNECTIONS ALLOW MY COMPANY TO THRIVE ”



THE CHALLENGE

Never has the phrase “the customer rules” been more important than 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 crucial, 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.

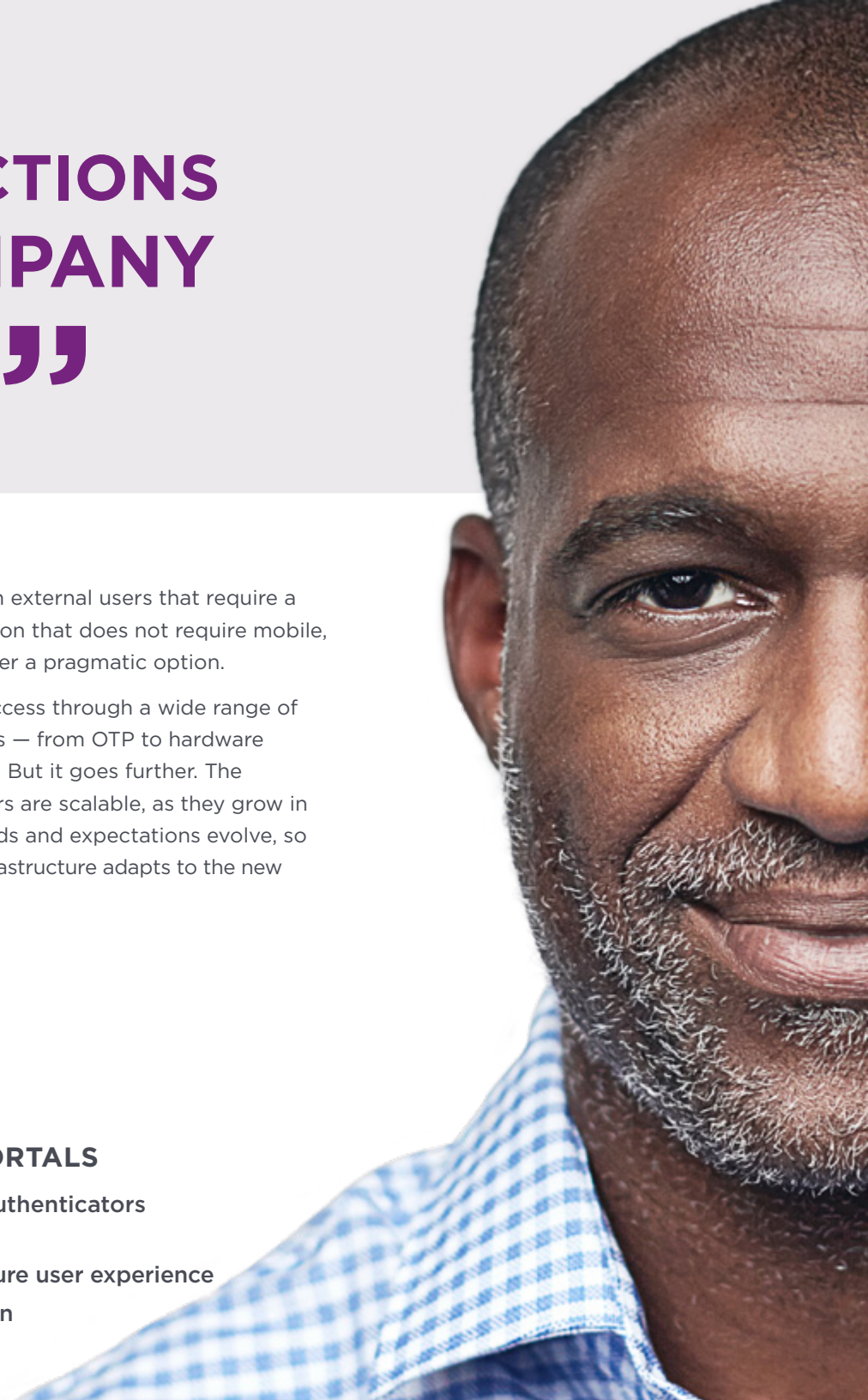
CHOOSE IntelliTrust™ FOR CUSTOMER AND PARTNER PORTALS

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

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.





KEY TAKE-AWAY

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



PRIVILEGED USERS

CRITICAL ON-PREMISE 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?

[WATCH THE VIDEO >](#)

TRUSTED IDENTITIES ENSURE DIGITAL BUSINESS SUCCESS



More than

7-in-10 CEOs

feel they are not fully prepared for a cyber event ⁶



Up to **40%**

of all digital initiatives will fail due to mismanagement of identity-related requirements

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

“WHETHER CLOUD OR ON-PREMISE I ALWAYS HAVE TRUSTED ACCESS”



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.

CHOOSE IntelliTrust™ 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 premise assets

THE SOLUTION

Flexible, secure access and frictionless authentication is essential, making adaptive authentication key to providing transparent authentication and only enabling step up authentication to a user when the risk is elevated. And with the ability to tailor policies per user, frictionless authentication 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.





IntelliTrust™ SUMMARY

Work anytime, anywhere with secure and simplified VPN access.

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

Offer frictionless access while providing strong protection against breaches.

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

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

Strong authentication and trust-
ed security for critical resources that sit inside your firewall.

Ready to unleash the full power of your digital business?

Experience IntelliTrust with a completely free 30 day trial.

¹ Citric Mobility Statistics, 2015 | ² IDC Mobile Worker Forecast, 2015 | ³ Forbes Insights 2016 Study, “How to Win at Digital Transformation: Five Steps Digital Transformation Leaders are Taking”

⁴ 2016 Ponemon Cost of Data Breach Study 03.ibm.com/security/data-breach | ⁵ 2017 Ponemon Institute Cost of Data Breach Study: Global Overview

About Entrust Datacard

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust products and services, call **888-690-2424**
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