

# THE SSO CONUNDRUM

A must for enterprise mobility, but is it secure enough?

There's really no mystery when it comes to the benefits of SSO at work. It increases productivity, security, and manageability. With an intensifying threat landscape, reducing reliance on passwords simply isn't secure enough. What's an enterprise to do?



## WHAT'S DRIVING THE SSO DEMAND?



### REMOTE WORK

**82% of company leaders** plan to allow employees to work remotely some of the time.

### THE HACKER PERSPECTIVE

Global cybercrime damages predicted to reach **\$6 trillion annually by 2021.**<sup>2</sup>

**SECURE ACCESS** for growing number of apps and services. The average enterprise uses **210 distinct collaboration and cloud services.**<sup>3</sup>

### CHANGING IAM PRIORITIES

MFA, SSO, and password management for employees account for **three of the top four IAM priorities** in the next 12 months.<sup>4</sup>

**MOVING TOWARD PASSWORDLESS** A time-tested, security-hardened **passwordless solution is PKI credentials-based**, leveraging mobile devices to cater to all use cases for comprehensive enterprise security.<sup>5</sup>



**FIDO ALLIANCE** has more than **500 certified solutions in the world of digital security.** FIDO authenticators complement federated SSO policies for secure authentication and access across applications. They are supported natively across browsers and platforms.<sup>6</sup>

### PROMINENT PASSWORDLESS AUTHENTICATORS

include **biometrics, USB security tokens, and smart cards.**

“SSO is a core IAM requirement for most organizations.”

- Mary Ruddy, research vice president, Gartner

WHAT THE EXPERTS ARE SAYING

“We have more web apps, more SaaS apps, and, now, you have microservices, API-based stuff, and containers. There is a wide range of new options, all of which have value to organizations, but all which have their own identity challenges and require identity controls.”

- Merritt Maxim, VP and research director, Forrester

“Hybrid is the operative word here. It is a mix, and they want to provide single sign-on across that mix of applications. Users want consistent sign-on across those modalities.”

- Merritt Maxim, VP and research director, Forrester



## HYBRID IT AND SSO

Enterprises with considerable legacy software need security solutions that are scalable, reduce complexity, and provide SSO for all cloud and non-cloud apps.

### THE DIRECTORY PROBLEM

Core user directory is fragmented and not standardized. There's a growing need for an SSO platform that manages Windows, Mac, and Linux devices, provides network access including VPN, does MFA to validate remote users, and provides access to any app.

### PLAYING WELL WITH (AND WITHOUT) MICROSOFT

70% of Fortune 500 companies use Microsoft 365 but also require a single credential to access apps like Salesforce, Box, and G Suite. Federated SSO uses SAML and OIDC protocols to sync with identity providers like Active Directory, Azure AD, or other enterprise directories.

### FLEXIBLE SSO

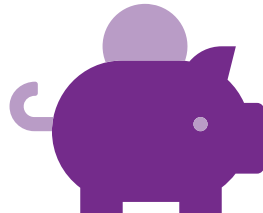
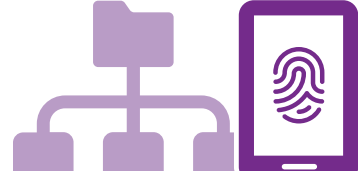
SSO needs to be platform agnostic, compatible with all browsers, and easily deployable on cloud or on-prem.

### GOING PASSWORDLESS

Combined with SSO, passwordless access becomes a solution that provides security and enhances the user experience.

### SIGNIFICANT SAVINGS

Saving three minutes of time for employees can save a 5,000-person company about \$1.5 million a year.<sup>7</sup>



## THE ENTRUST IDENTITY ADVANTAGE: BEYOND SSO

Entrust Identity is the identity and access management (IAM) portfolio that provides the strong foundation needed to realize a Zero Trust framework.

Entrust Identity provides:

- One trusted identity
- Passwordless access
- Seamless connectivity
- Deployment flexibility (cloud, on-prem)
- Secure BYOD
- Integrates well with Microsoft
- Facilitates compliance
- Unified platform with single pane view



**ENTRUST**  
SECURING A WORLD IN MOTION

### SOURCES:

- 1 - Gartner return to the workplace benchmarking against your peers webinar poll, June 2020
- 2 - 2019 Cybersecurity Ventures Official Annual Cybercrime Report
- 3 - "12 Must-Know Statistics on Cloud Usage in the Enterprise," March 2017, McAfee
- 4 - "Understand the State of Identity and Access Management," Apr 2020, Forrester
- 5 - "Securing Your Organization with a Credentials-Based Passwordless Solution," August 2020, Entrust
- 6 - "On-Device Biometrics Month: The Rise of FIDO," FindBiometrics, May 2019
- 7 - "How to Get Single Sign-On Right In Today's Hybrid IT Environments," TechBeacon