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IBM Cloud Identity

Secure user productivity with born-in-the-cloud single sign-on, multi-factor authentication and identity governance

Highlights

- Leverages a born-in-the-cloud platform for B2E, B2B and B2C use cases

- Accelerates business adoption of new cloud applications

- Secures external-facing applications and services

- Balances security and convenience with seamless MFA

- Speeds routine identity management processes

- Secures user productivity from any device with SSO

Identity has become the cornerstone of the enterprise security agenda. In a world of ever-changing threats and attack vectors, effective identity and access management (IAM) programs remain the best defense against most threats. It is imperative for the chief information security officer (CISO) and the organization to know who users are and to watch what they do.

The fundamental tenants of sound IAM haven't changed much in the past 20 years. But rapid enhancements in cloud computing, mobile applications and social media have introduced new pressures on IT and security teams, forcing a widespread re-evaluation of legacy architectures and processes. More simply put, users are moving faster than ever before, and the complexities of maintaining strong security hygiene in light of those changes have never been greater.

The IBM Cloud Identity identity-as-a-service (IDaaS) offering allows IT, security and business leaders to not only adapt to the current cloud-computing era, but also to future-proof their IAM programs against the next generation of innovations in user productivity. IBM Cloud Identity supports users' requirements for frictionless access to applications, business leaders' needs to increase productivity, developers' needs to roll out new services quickly, and IT requirements to more rapidly respond to business change.

IBM Cloud Identity is a comprehensive platform of IAM capabilities for single sign-on (SSO), multi-factor authentication (MFA) and identity governance, suitable for business-to-employee (B2E), business-to-business (B2B) and business-to-consumer (B2C) use cases. Its clean,

business-friendly interface, delivered from the cloud, can help you reduce your total cost of ownership and reduce your dependence on specialized and hard-to-find security skills.

Connect users to applications with SSO

A major benefit of the cloud is easy access to business tools, whenever and wherever users need them. But when tools—and the passwords they require—multiply, that benefit can turn into a hassle. Many cloud-based applications that users want do not have built-in security and authentication features.

IBM Cloud Identity enables you to design and enforce access control policies for thousands of cloud-based applications such as Microsoft Office 365, Concur, Workday, IBM Box and IBM Verse. It also includes prebuilt templates to help you integrate in-house applications.

With IBM Cloud Identity, you can unify all your organization's applications under one access management platform and give employees a login experience that looks and feels the same regardless of where and how they log in.

IBM Cloud Identity SSO capabilities include:

- Thousands of prebuilt connectors to federate to popular SaaS applications

- Prebuilt templates to help integrate legacy and on-premises applications

- Employee-facing launchpads to access any application

- A seamless user experience to access any application with one username and password

- A cloud directory for organizations that don't already have a user directory

- The ability to sync on-premises directories like Microsoft AD for use with cloud applications

- Support for multiple federation standards, including SAML, OAuth and OpenID Connect (OIDC)

Verify user identities with frictionless MFA

Achieving the right balance of convenience and security when it comes to authentication policies is a major challenge for today's security leaders. For consumer-facing services, creating delightful authentication experiences is a business imperative, because prospects will abandon ship completely if they can't get access quickly. For employee-facing programs, implementing the latest and most secure methods is imperative to ensure only the right people access enterprise resources.

Whether your authentication program needs to serve internal or external users, the MFA capabilities that IBM Cloud Identity provides can help you ensure a frictionless experience. Deployed standalone, via application programming interfaces (APIs), or in combination with other access management platforms, IBM Cloud Identity lets you rapidly establish strong authentication to your web, mobile, SaaS, Internet of Things (IoT) or enterprise applications.

IBM Cloud Identity MFA capabilities include:

- A simple user interface (UI) for defining and modifying access controls

- One-time passcodes delivered via email, SMS or mobile push notification

- Biometric authentication, including fingerprint, face, voice and user presence

- Second-factor authentication for virtual private networks (VPNs)

- The ability to use context from enterprise mobility management and malware detection solutions for risk-based authentication

- Software development kits (SDKs) to easily integrate mobile applications with the broader access security platform

- Risk-based user authorization and authentication policies that use:

  - Context about the endpoint (device fingerprint, jailbreak status and enterprise mobility management [EMM] enrollment status)

  - Identity (groups, roles and fraud indicators)

  - Environment (geographic location, network and IP reputation)

  - Resource/action (what is being requested)

  - User behavior (location velocity)

Govern access rights to ensure appropriate access

For many organizations, provisioning and recertifying user access to applications to meet compliance mandates can be onerous, laborious and operationally expensive.

IBM Cloud Identity governance capabilities help organizations speed up adoption of new technologies by delivering crucial identity governance and administration functions from the cloud. This gives organizations the tools required to manage the employee access lifecycle and compliance at a lower operational cost.

IBM Cloud Identity identity governance capabilities include:

- Lifecycle management for on-premises and cloud applications

- Compliance controls, including business-user certification campaigns for access reviews

- A self-care user interface for end users and line of business managers

- The ability to schedule recertification campaigns to ensure continuous compliance

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Why IBM?

To make a successful transformation to the cloud, you need ways to integrate and extend your existing enterprise IAM policies that can help ensure security without disrupting the business. IBM provides true integration across mobile, cloud, and on-premises applications, enabling lower costs and greater operational efficiency across your enterprise. IBM Cloud Identity delivers all of this from the cloud with no installation or infrastructure required.

About IBM Security solutions

IBM Security offers one of the most advanced and integrated portfolios of enterprise security products and services. The portfolio, supported by world-renowned IBM X-Force research and development, provides security intelligence to help organizations holistically protect their people, infrastructures, data and applications, offering solutions for identity and access management, database security, application development, risk management, endpoint management, network security and more. These solutions enable organizations to effectively manage risk and implement integrated security for mobile, cloud, social media and other enterprise business architectures. IBM operates one of the world's broadest security research, development and delivery organizations, monitors more than one trillion events per month in more than 130 countries, and holds more than 3,000 security patents.

For more information

To learn more about the IBM Cloud Identity offering, please contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/us-en/marketplace/cloud-identity-connect

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition. For more information, visit: ibm.com/financing