Infuse identity everywhere: On-premises, mobile devices, cloud applications

Gain seamless access to enterprise and cloud applications with IBM Cloud Identity

Highlights

- Speed IT and business agility in adopting innovative cloud applications, while protecting business-critical enterprise applications

- Simplify and accelerate identity and access management with automated provisioning, web access management, federation and more

- Enhance the user experience and maximize employee productivity with secure single sign-on (SSO) from any device

- Enable greater IT efficiency by leveraging cloud capabilities

Identity has become the cornerstone of the enterprise security agenda. In a world of ever-changing threats and attack vectors, identity is the one constant. It is imperative for the chief information security officer (CISO) and the organization to know who users are and to watch what they do.

At the same time, a new C-suite executive is emerging: the chief digital officer (CDO). The CDO focuses on driving digital business transformation both for the workforce and for external customers and business partners. The CDO often works hand-in-hand with the chief information officer (CIO) as well as with line-of-business (LOB) executives.

On this digital journey, identity is a critical component, allowing organizations to get a better understanding of who the user is, and to engage with that user in a secure and confident manner. To meet this need, IBM® Cloud Identity is designed to "infuse identity everywhere."

The IBM Cloud Identity family of identity-as-a-service (IDaaS) offerings supports users' requirements for the applications necessary for their jobs, business leaders' needs to increase productivity for a greater competitive advantage, and IT requirements to more rapidly respond to the needs of the business.

Security is imperative for today's business platforms

For many organizations, software as a service (SaaS) is the preferred way to run business. But in many cases, the very characteristics that make SaaS popular—such as the ability to provide easy access to resources for

large numbers of people—have created insecure sprawls of applications and data. In today's complex technology environments, strong and reliable identity and access management (IAM) capabilities made pervasive across the enterprise are necessary to control who can access which data and applications, and to know who is gaining this access.

IBM Cloud Identity provides a full spectrum of IDaaS offerings

From full IAM capabilities to simple SSO to cloud applications, IBM Cloud Identity enhances security and productivity by controlling access to any application from any device.

Transform the enterprise with full IAM from the cloud

In many cases, IT lacks the infrastructure, skills and budget to transform their IAM program into a business enabler for cloud, mobile and social adoption. IBM Cloud Identity offers a

comprehensive suite of IAM capabilities, enabling you to adopt cloud for your entire IAM program. As a result, you're able to reduce your ownership costs, accelerate time-to-value, and reduce your dependence on hard-to-find security skills. IBM Cloud Identity provides:

- **A functionally comprehensive,** fully cloud-based IAM service with deep capabilities across identity governance, web access management and federation
- **One solution** for supporting business-to-enterprise, business-to-business and business-to-consumer use cases for your multi-faceted user populations
- **A scalable and highly available global platform** backed by deep, global IBM expertise in security and compliance
- **Around-the-clock monitoring and a help desk** available 24x7 supported by 10 global security operations centers

IBM Cloud Identity: The full spectrum of identity as a service

Transform the enterprise with full identity and access management (IAM) from the cloud

Bridge from on-premises to cloud with born-in-the-cloud identity as a service (IDaaS)

Converge mobile device and identity management

Unify IAM between IBM and third-party cloud applications

IBM Cloud Identity

Salesforce
Concur
WebEx
Google
Microsoft Office 365
Zoho
Workday
and more...
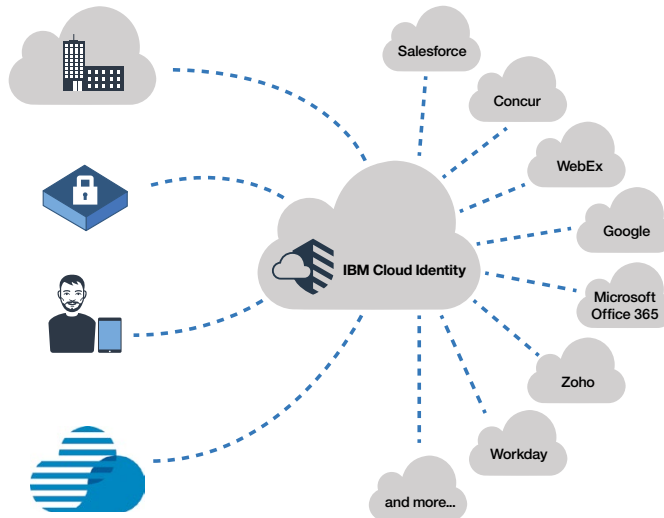
Bridge from on-premises to cloud with born-in-the-cloud IDaaS

Many of today's organizations have made a significant investment in a robust on-premises IAM solution. An ideal approach offers a nondisruptive extension of robust enterprise IAM technology across the full spectrum of cloud, mobile and on-premises applications. By integrating with IBM Cloud Identity, organizations can manage applications and avoid the development hassles of retooling existing IAM investments for the cloud.

Extending security policies to the cloud can help simplify access management with automated provisioning to SaaS applications, increase end-user productivity through SSO and increase IT efficiency by empowering LOB application owners to manage user access decisions for their teams. IBM Cloud Identity provides:

- **Simple activation,** enabling organizations to protect existing on-premises investments and bridge easily to the cloud
- **Seamless user experience** for administrators and application owners, enabling organizations to easily add new SaaS applications with simple business rules governing who can access what
- **Unified catalog and application portal** for users and administrators across on-premises and cloud applications
- **The ability to preserve your directory** on-premises by extending Microsoft Active Directory to cloud applications
- **Strong user authentication** beyond username/password with IBM Verify, or one-time passwords via email or SMS

Converge mobile device and identity management

In a recent survey, 64 percent of enterprise security stakeholders said they were very concerned about insecure mobile applications.[1] But by using capabilities of IBM Cloud Identity, you can extend protection across cloud-based and native mobile applications.

You now can help keep mobile workers productive and reduce downtime for tasks such as password resets with features including:

- **Seamless user experience** with SSO to cloud applications from desktop or mobile
- **Conditional access** to prevent access from unmanaged or noncompliant devices
- **Instant on** without any installation or infrastructure
- **Flexible integration** supporting existing Active Directory and Lightweight Directory Access Protocol (LDAP) directories

Unify IAM between IBM and third-party cloud applications

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. Meanwhile, IT faces its own hassles, as many of the cloud-based applications users want do not have built-in, enterprise-grade security features.

IBM Cloud Identity enables you to easily extend your security policies to cloud-based applications such as the IBM Box content management platform, the IBM Verse™ email hosting solution, and popular third-party applications such as Microsoft Office 365, Concur and Workday. IBM Cloud Identity features include:

- **Seamless user experience** between IBM and third-party applications with a single username/password
- **Delivery from the cloud** with no installation or infrastructure required
- **Flexible integration** that provides a cloud directory for customers who don't already have a user directory

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.

For more information

To learn more about the IBM Cloud Identity family of IDaaS offerings, please contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/security

[1] Larry Ponemon and Neil Jones, "10 Key Findings From the Ponemon Institute's Mobile & IoT Application Security Testing Study," *SecurityIntelligence*, January 2017. https://securityintelligence.com/10-key-findings-from-the-ponemon-institutes-mobile-iot-application-security-testing-study/