

GlobalSign IAM-Easy™

Identity Relationship and Access Management for Extending the Enterprise to Customers and Partners



The Fastest Route to Managing Identities and Access to Your e-Services and Portals

Think about this for a second... Conceptually, Identity Relationship and Access Management (IRAM) is simple. You just need to provide the right users with secure access to the right services. So, why do traditional IRAM projects take months, even years, to implement – often with massive budgets? Good question. IRAM does not need to be this complicated. GlobalSign knows this and we're changing the game with a new approach, so you can rapidly deploy a comprehensive IRAM solution to better manage the identities of your customers and partners and what e-Services and portals they can access. The approach is GlobalSign IAM-Easy™.

Why do you need an IRAM solution?

It seems simple, to properly manage external user identities to provide a positive user experience when they access your e-Services and portals. Increasingly, your business and your reputation rely on online services to save costs and increase revenue. You must make it easy for users to securely access e-Services without the need for time-consuming and costly manual intervention. Your sales, marketing, customer support and IT teams have enough to do already, so why burden them with managing external user identities.

IRAM Implementation Checklist

GlobalSign's IRAM solutions are built for business – serving sales, marketing, business development, customer service and IT, when evaluating IRAM solutions, you must consider these features:

- ✓ Built for e-Services and IoT
- ✓ Rapid deployment
- ✓ Fixed project costs
- ✓ CRM integration
- ✓ Over 20 Authentication methods
- ✓ User-driven federation and BYOID
- ✓ Tiered delegated administration
- ✓ On-premise or private cloud
- ✓ Wide support for industry standards
- ✓ Scalable to millions of users

We Make It Easy

GlobalSign IAM-Easy is a pre-configured deployment model, based on a subset of our complete IRAM solution, and coupled with best practices. This makes it easy for you to register users, offer self-service identity management and multiple levels of authorization to provide secure access to your portals and e-Services. It is available for on-premise and private cloud deployments, and can be delivered within a short time (in as little as 4 weeks) and with a fixed cost. With GlobalSign IAM-Easy, you can quickly realize new revenue models, decrease customer service costs and create more positive end-user experiences, in a fraction of the time of other solutions.

Full IRAM Solution Suite

GlobalSign IAM-Easy is based on the comprehensive GlobalSign IRAM solution, and is fully upgradeable to support additional capabilities as your needs grow. Each of these components can be deployed individually, or in a customized configuration:

- **GlobalSign CustomerID™** – an award-winning identity management self-service platform enabling you to outsource identity management for your e-Services to your customers and companies using those services. It is no longer necessary for you to manage external identities in your partner or customer network, as users can do it themselves. CustomerID is a powerful database that has been built to minimize the cost of identity management through a design that includes many helpful self-service functions and integrations with your CRM system.
- **GlobalSign SSO™** – provides secure user authentication, Web SSO, authorization and access control for web applications and e-Services. This product platform significantly reduces application complexity and development time, and provides users with seamless single sign-on across application platforms and operating system domains.
- **GlobalSign Trust™** – is a control center for federated identity systems. Identity Federation means transferring identity information across two (or more) independent domains. Customer acquisition becomes more cost efficient, as registration and login processes of new customers can be performed with a single click.
- **GlobalSign Confirm™** – provides the easiest way to integrate transaction verification for compliance and reporting, and enables step-up authentication methods to your high-value transactions and applications using multi-factor methods.

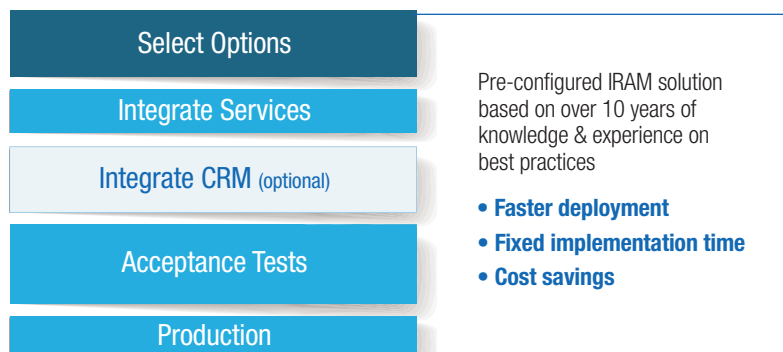
“As a system integrator our main goal is to deliver high quality solutions to our customers on time and on budget. GlobalSign IAM-Easy made it possible for us to deploy a comprehensive Identity Relationship and Access Management solution to our customer in less than four weeks. GlobalSign IAM-Easy truly lives up to its name as we were able to rapidly deploy the platform and integrate the customer's CRM and e-Service platforms to the IRAM solution.”

Ville Särmälä, CEO, Knowit Oy.

Traditional IAM



GlobalSign IAM-Easy



FEATURES

BENEFITS

CRM integration (option)

- Automate and create cost savings in user management by linking customer identities to the CRM contract lifecycle
- Increase efficiency in onboarding by sending invitations directly from the CRM interface
- Improve the accuracy of customer data and increase sales and marketing efficiency by 20-40%
- CRM applications such as Salesforce.com and Microsoft Dynamics can be integrated to GlobalSign IAM-Easy through extensive RESTful APIs

Streamlined workflows

- Increase convenience and customer satisfaction by deploying out-of-the-box workflows for registration, authorization, identity management, invitations, password resets and more
- Create your own workflows through simple configuration — no scripting or programming needed
- Configure multiple workflows based on use case or business requirements
- Automate workflows or approval processes
- Utilize APIs for a seamless user experience. With RESTfull APIs, embed identity management functions directly into your own applications

Tiered delegated administration

- Tiered delegated administration lets your customers manage their organizations' user identities, create new ones, invite others, authorize employees and more
- Minimize the amount of outdated or incorrect customer data by letting your customers manage their own information
- Achieve considerable cost savings in customer service operations by delivering self-service workflows for your external users

Registration and verification

- Automated registration based on contract information queried from your CRM (option)
- Smooth registration workflows for multiple use cases with optional email and phone number verification
- Option to use strong authentication during registration to ensure valid identities
- To increase accuracy of input, each form field can have unique verification rules

Federation (inbound and outbound)

- Build extensive business ecosystems through comprehensive support for federation
- Kantara eGov profile support out-of-the-box
- Protocol translation, e.g. from SAML to WS-Federation and vice versa
- Supported standards: SAML 2.0 (Fully Liberty / Kantara certified since 2008), OpenID, OAuth 2.0 (as a client), WS-Federation (active requestor profile), TUPAS, ETSI MSS (ETSI TS 102 204). Wide support for standard protocols means less time writing custom applications
- IdP and SP/RP and IdP Proxy

User driven federation

- Let your customers and external users bring their own identity (BYOID)
- Any of the 20+ supported authentication methods can be used to link user identities in a matrix fashion
- Strengthen or verify any weak identity with a strong multifactor method to create verified social or business identities

20+ supported authentication methods

- Always a correct way to authenticate a user from social identities to strong multifactor out-of-band methods
- Step-up authentication when needed
- Social: Facebook, Google, Yahoo!, Microsoft Live, LinkedIn, Mixi, VKontakte, any OpenID, OAuth
- Username+password: ID+pwd, Windows SSO, AD integration, SQL integration, LDAP
- OTP: OTP TAN list self-service print-out & SMS OTP, 3rd party tokens RSA, VIP
- Mobile PKI: ETSI MSS Wireless PKI standard (native client)
- Business: Microsoft Office 365, Google Apps for Business, Active Directory
- PKI: Smartcards, tokens, soft certificates
- Nordic BankIDs: TUPAS, BankID Sweden, EID2 Sweden, NemID Denmark

Centralized policy engine

- Centralized policies are managed by GlobalSign SSO
- Authentication and authorization policies can be quickly modified for one or more online applications using the administrative web interface
- Zero or minimal policy development effort is required for the connected applications

Identity broker engine

- Identity broker engine (IBE) always delivers the correct attributes to the online application
- IBE connects to various identity repositories and builds the identity information based on the authorization policy
- Authorization decisions can be based on direct group membership, indirect group membership, authorization through authentication method, attribute group mapping, dynamic rules for versatile authentication, etc

Application integration

- Applications can be quickly integrated using the online applications support for standard WebSSO protocols such as SAML and WS-Federation
- If the online application platform does not have support for WebSSO protocols, multiple off-the-shelf application integration solutions can be used to connect the online service to GlobalSign IAM-Easy without extra development effort
- Policies are managed in GlobalSign SSO making it easy to integrate Web SSO to practically any online service
- Other integration options: HTTP header injection (possible to also emulate SiteMinder, WebSeal, SelectAccess, etc.), HTTP basic emulation, Kerberos constrained delegation (requires TMG or Citrix Netscaler), IIS 6 impersonation (S4U impersonation)

FEATURES

BENEFITS

APIs	<ul style="list-style-type: none"> • RESTful APIs are available for multiple functions enabling you to embed identity management functions into your own applications and services or request additional information about the user during runtime • SAML Attribute Query supports user attribute verification during a valid session
On-premise, private cloud or public cloud	<ul style="list-style-type: none"> • GlobalSign IAM-Easy scales from small enterprise use cases to very large global deployments • Select the most appropriate deployment model for your organization from on-premise installations to public cloud
Support for cloud applications	<ul style="list-style-type: none"> • Built-in support for industry standards makes it easy to integrate GlobalSign IAM-Easy to cloud applications. • Enable single sign-on to cloud applications such as box.com, Dropbox, Salesforce, Mindflash, and more • Provide strong authentication for business critical cloud applications using any of the 20+ supported authentication methods available, including strong multifactor out-of-band methods
Auditing	<ul style="list-style-type: none"> • Create comprehensive log entries to help your organization to meet even the most stringent auditing requirements • Using SAML SP components, online applications can query user attributes during runtime using the RESTful APIs
Extensible verification of user data	<ul style="list-style-type: none"> • To ensure accurate user input, all registration form fields can have a unique verification logic • Verification rules can be easily extended

Proven Scalable IRAM Solutions

GlobalSign's IRAM solutions are based on technology developed at GlobalSign's Center of IAM Excellence in Finland (formerly Ubisecure, which was acquired by GlobalSign in 2014). With over 10 years of pioneering development, GlobalSign's IRAM solutions are serving the needs of government agencies, service providers, manufacturers large and small, utility companies and dozens of other industries that want to provide external identity relationship and access management.

For more Information

To learn more about our products, case studies and white papers, please visit: www.globalsign.com

About GlobalSign

GlobalSign, founded in 1996, is a provider of identity services for the Internet of Everything (IoE), mediating trust to enable safe commerce, communications, content delivery and community interactions for billions of online transactions occurring around the world at every moment. Its identity and access management portfolio includes access control, single sign-on (SSO), federation and delegation services to help organizations and service providers create new business models for customer and partner interactions. GlobalSign's digital certificate solutions allow its thousands of authenticated customers to conduct SSL secured transactions, data transfer, distribution of tamper-proof code, and protection of online identities for secure email and access control.

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