SIX ROADS TO SUCCESSFUL
IDENTITY ASSURANCE

Whether you’re planning a roadtrip or simply commuting to work, your vehicle may force you to compromise on comfort, fuel efficiency, or performance. Likewise, traditional authentication solutions often required a tradeoff between security and usability. Today’s enterprise, however, demands a more sophisticated approach—one that can effectively protect critical applications and deliver secure access regardless of where the road takes you.

Risk-based identity assurance uses intelligence to provide a broader context for the user and situation—optimizing both user convenience and access security.

Identity assurance helps quantify the answers to questions like these:

- How confident am I that users are who they claim to be?
- How sure do I need to be based on the information accessed?

GET ON THE FAST TRACK TO IDENTITY ASSURANCE

Put your organization on the fast track to identity assurance that’s both secure for the organization and convenient for the user.

#1 Business Context: What, Who And Where
Business context enforced baseline assumptions about an access request. It has three fundamental components: data, people, environment.

#2 Anomaly Detection: Business As Usual—or Not?
Detecting behavior to determine what’s normal and what’s not—anomaly detection—is critical to understand broader capabilities, improving both the user experience and security.

#3 Machine Learning: Getting To Know Users
Machine learning helps track attributes and identify user patterns for even higher confidence in user identity. It can analyze access traffic patterns, recognize normal behavior patterns, and deliver secure access regardless of where the road takes you.

#4 Broader Ecosystem: Input From Everywhere
Just as smart cars can help pave the way for safer, hassle-free commutes, access systems should leverage intelligence from sources including threat detection solutions, enterprise mobility management, and physical security systems to ensure a broad view of what’s happening around them.

#5 Consistent Experience: What’s Good for the User
Users are creatures of habit. Consistent behavior should produce consistent results—generating a user experience that’s intuitive, easy, and predictable.

#6 Flexible Authentication: To Each Their Own
One-size authentication does not fit all. You need flexible authentication for a diverse set of user and access cases, including:

- Choice
- Favorites
- Compromise

GET IN THE FAST LANE

These six roads to identity assurance make access both convenient and secure—requiring as little effort as possible on the part of the user while providing the highest level of security for the organization.

RSA SecurID® Access uses risk-based analytics and context-aware user insights to provide seamless authentication, through a variety of authentication methods that don’t impede work—and make your trip more enjoyable. Give your organization the confidence that people are who they say they are, while providing a consumer simple user experience.

Simplify User Access
was cited by survey respondents as an important element in choosing an IAM solution3

Get on the fast track to identity assurance that’s both secure for the organization and convenient for the user.

Learn more at RSA.com/authentication

Sources:
- Lessons Learned From The World’s Biggest Data Breaches And Privacy Abuses, January 2017.
- Stop the Breach: Reduce the Likelihood of an Attack Through an IAM Maturity Model,” February 2017.

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