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security to be free

Access Management Primer

What is Cloud Access Management and Who Needs It?

Who's Afraid of Cloud Apps?

Cloud applications are excellent at providing organizations the best applications at a quick time to value, zero maintenance overhead and infinite scalability. The immediate fulfillment and instant productivity provided by cloud apps comes, however, with a price tag. IT departments lose visibility into who is accessing what application, when—and what authentication method is being used. And this is true for IT-vetted applications as it is with shadow IT apps procured and implemented by individual departments. Compliance risk increases as apps are managed from multiple disparate consoles, while help desk tickets owing to password resets abound. And the most important person in the process—the end user—suffers from password fatigue, frustration and downtime as they fret to keep their copious identities in order.

Cloud Access Management 101

To address these cloud adoption hurdles, cloud access management solutions have emerged to streamline cloud access provisioning, eliminate password hassles for IT and users, provide a single pane view of access events across your cloud estate and ensure that the right access controls are applied at the right time to the right user.

Put simply, **cloud access management ensures that the right people have access to the right applications at the right level of trust.**

Cloud access management solves the challenges faced by enterprises in their quest for broader cloud adoption.

Access Management Benefits

Implementing cloud access management solutions increases enterprise access security, removes the ambiguity associated with cloud security and compliance risk—and no less important—ensures the most frictionless user experience.

Organizations that incorporate cloud access management into their cloud adoption strategy enjoy benefits across the business.

Enhanced user convenience

Access management solutions offer cloud single sign on, which lets your users log in just once in order to gain access to all their cloud applications, using the familiar enterprise identity they already use today. This means that users no longer need to maintain disparate username and password sets for each cloud application, but rather need only maintain one!

Optimized cloud security

By enforcing scenario-based access controls using fine-grained policies, organizations optimize security and reduce the risk of a breach. By factoring in variables such as privileged user accounts, the sensitivity of high-value applications, and contextual parameters, administrators can tailor cloud access policies to the scenario at hand. Furthermore, the access journey is made painless for users as policies are defined to require stronger forms of authentication only when needed.

Ease of Management

Access management provides administrators with a single point of management, a single pane of glass, from which to define access policies once and enforce them throughout. By replacing disparate cloud admin consoles with just one, IT departments can scale cloud adoption while maintaining security and visibility across their cloud estate.

Plus, by having to maintain just one identity per user for all their cloud applications, IT departments eliminate help desk tickets associated with password resets, which account for 20% of help desk tickets annually.

Built with the cloud in mind, many access management solutions make it easy to integrate new cloud applications, letting you cast light on shadow IT and on-board new apps as your business needs evolve.

Visibility

Access management solutions enable IT to answer the questions "Who has access to what?" "Who accessed what and when?" and "How was their identity verified?" By gaining a central view of access events, coupled with authentication methods, organizations gain visibility into cloud access events for easy compliance audits and tracking.

Visibility into which applications are being accessed also saves businesses money as it enables identifying which app licenses are underutilized.

Access Management—The Smart Way to Manage Cloud Access

Cloud access management solutions are the smart way to manage cloud applications in your organizations. By providing single sign on to users and enforcing granular access policies that enforce the right level of authentication at the right time, you can provide your user community with the most frictionless authentication journey possible. Replacing the binary yes/no authentication decisions of yesteryear, access management addresses the multifaceted security management and compliance challenges of cloud adoption in the enterprise.

Cloud access management offers benefits across the business:

> Enhanced user convenience
> Optimized cloud security
> Ease of management
> Visibility

About Gemalto's SafeNet Identity and Data Protection Solutions

Gemalto offers one of the leading portfolios of enterprise security solutions, enabling its customers to benefit from industry-leading protection of data, digital identities, payments and transactions—from the edge to the core. Gemalto's SafeNet Identity Protection solutions enable enterprises across many verticals, including major financial institutions and governments, to utilize access management, PKI credential management, strong authentication and identity management solutions to secure access to sensitive resources and protect digital interactions. Through these solutions, Gemalto helps organizations achieve compliance with stringent data privacy regulations and ensure that sensitive corporate assets, customer information, and digital transactions are safe from exposure and manipulation in order to protect customer trust in an increasingly digital world.

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