



## **Identity Management: The Next Critical Step on the Internet**

Brian Breton  
Sr. Product Marketing Manager

Authentication

Access Management

Encryption

Digital Signatures

# What is Identity?



A user has many forms of identification, stored in various forms and places.



Authentication

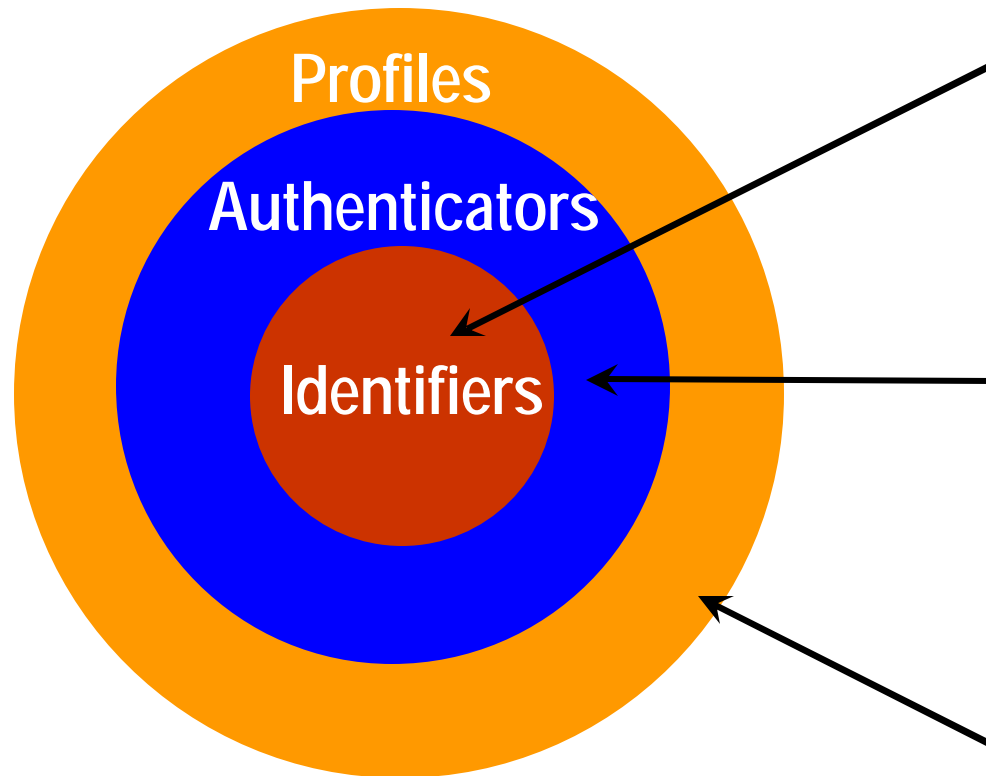
Access Management

Encryption

Digital Signatures



# Composition of Identity

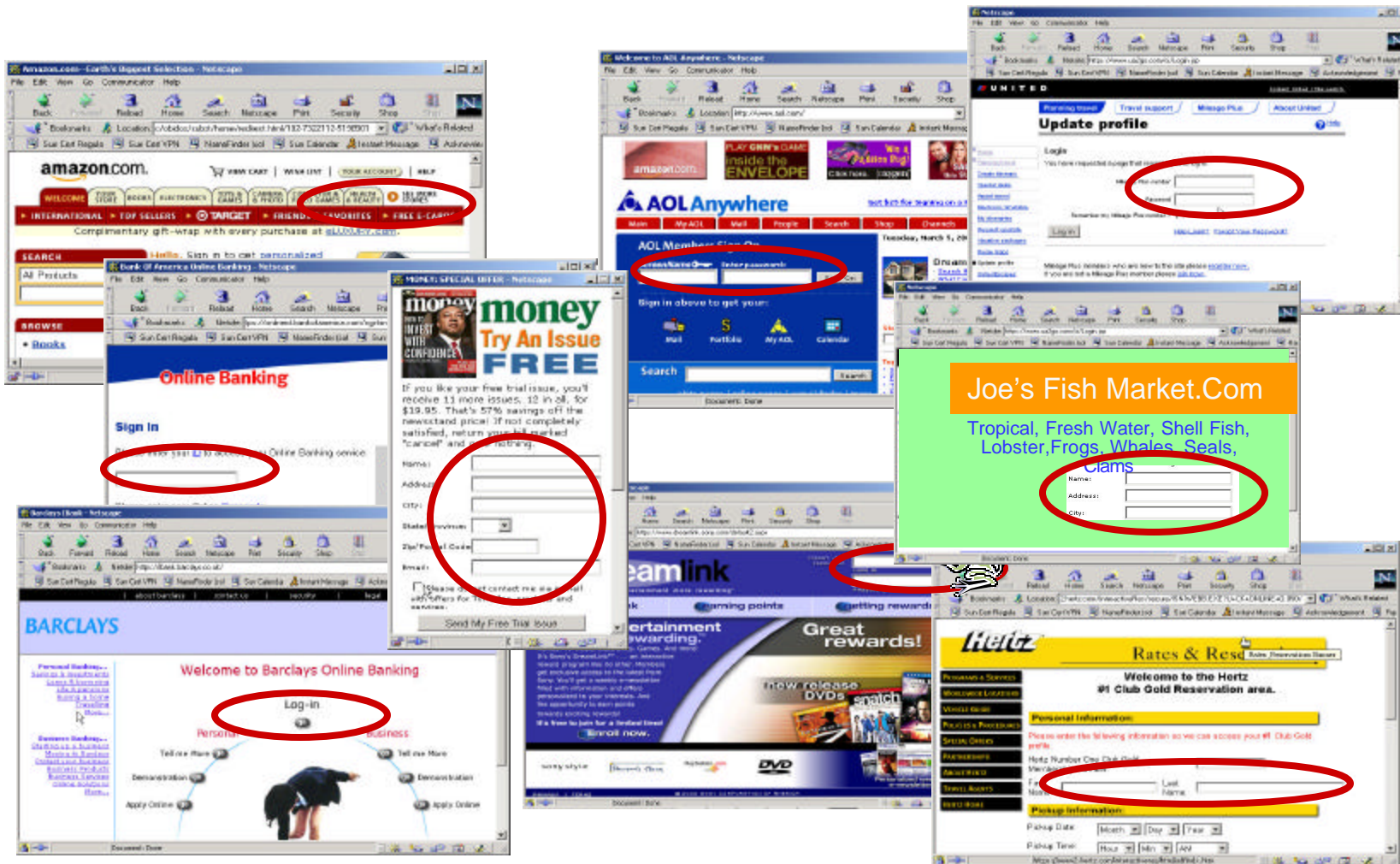


- Represents Principal (user, app, etc.)
- Domain-unique
- Persistent, long-Lived
- “Master key” to identity/account information

- May have multiple authenticators
- Different strength and quality
- Protected storage
- Lifecycle management

- Attributes, roles, other data
- Distributed amongst multiple repositories
- More transient information
- Could be application-specific
- Privacy protection

# Problem with Online Identity



Authentication

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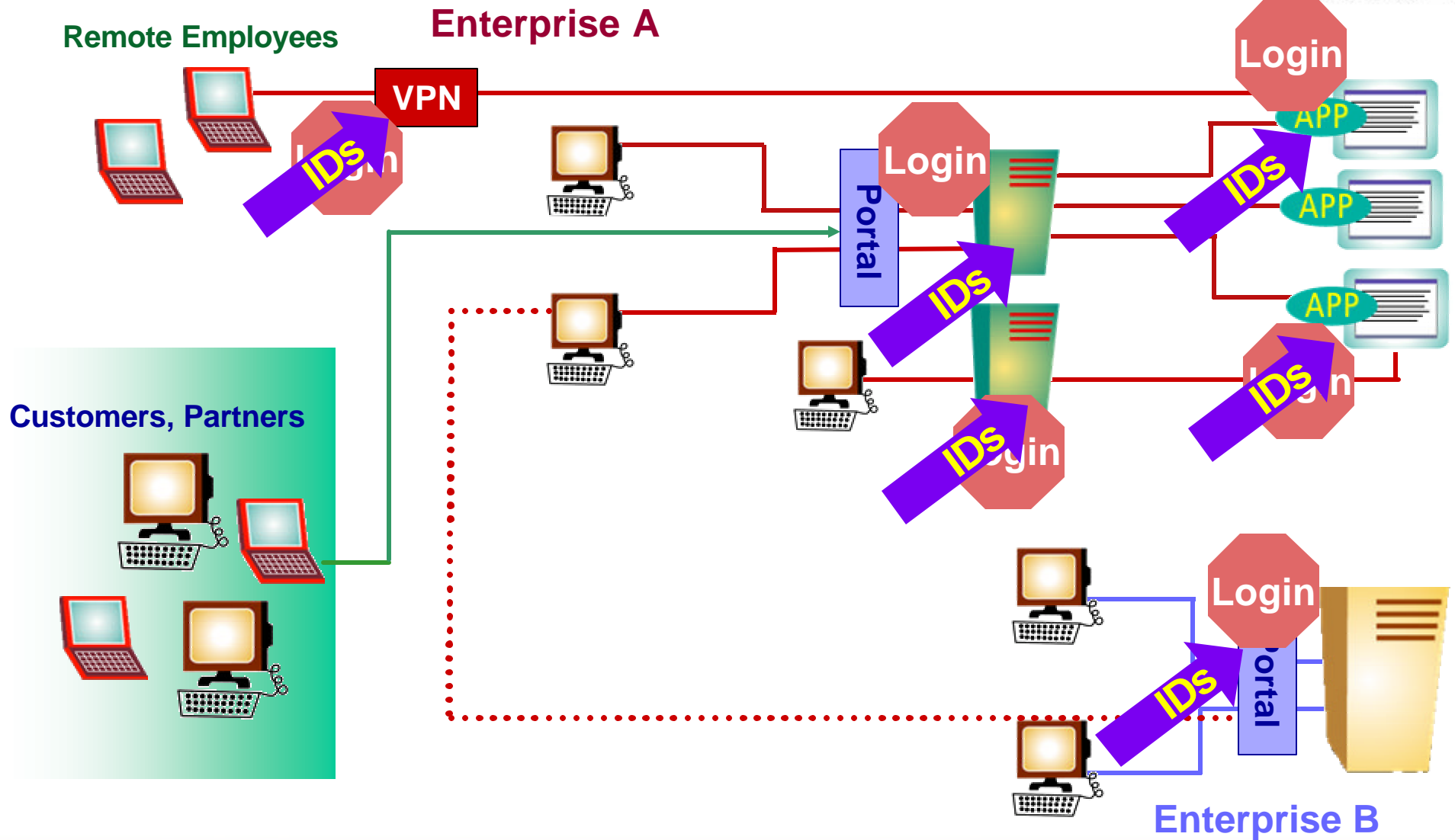
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# Today

## Multiple ID's, Multiple Sign-on



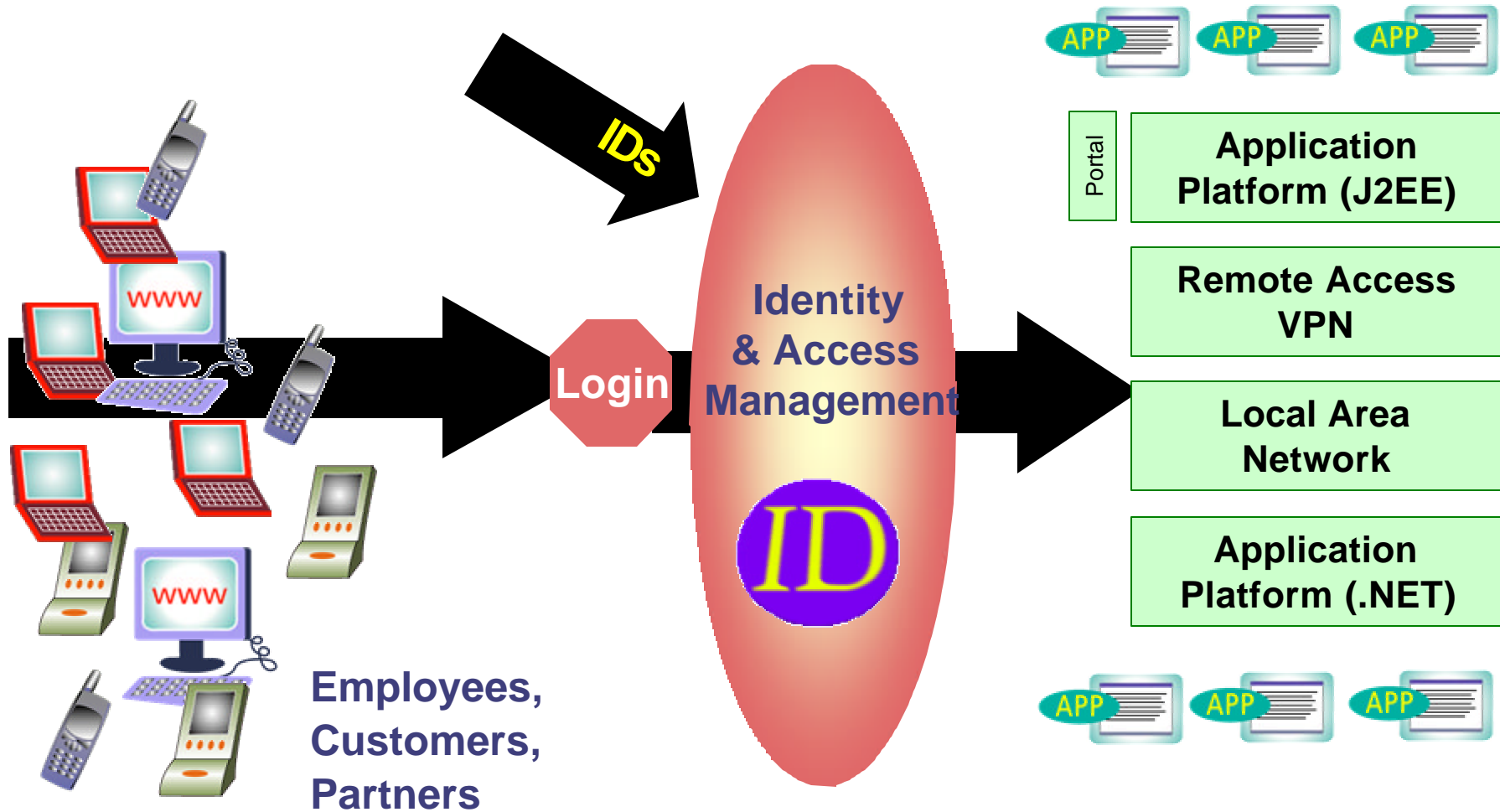
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# Tomorrow: Consolidated Identity & Access Management



Authentication

Access Management

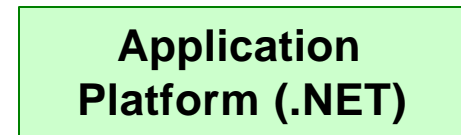
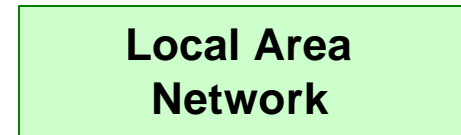
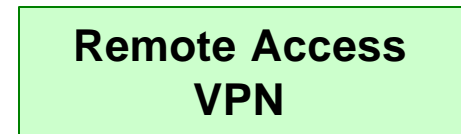
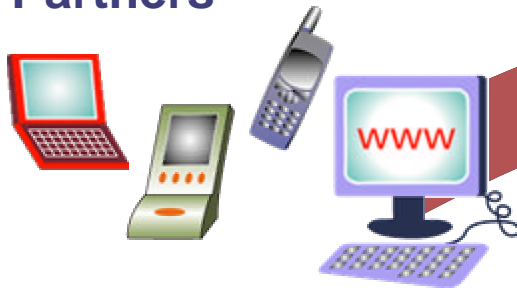
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# Tomorrow: Consolidated Identity & Access Management



Employees, Customers,  
Partners



Identity  
& Access  
Management



Supply Chain Partner



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# Identity and Access Management Defined



The people, processes and technologies dedicated to creating, managing and revoking digital identities, as well as developing and enforcing policies governing authentication and access to information systems both inside and outside the enterprise.



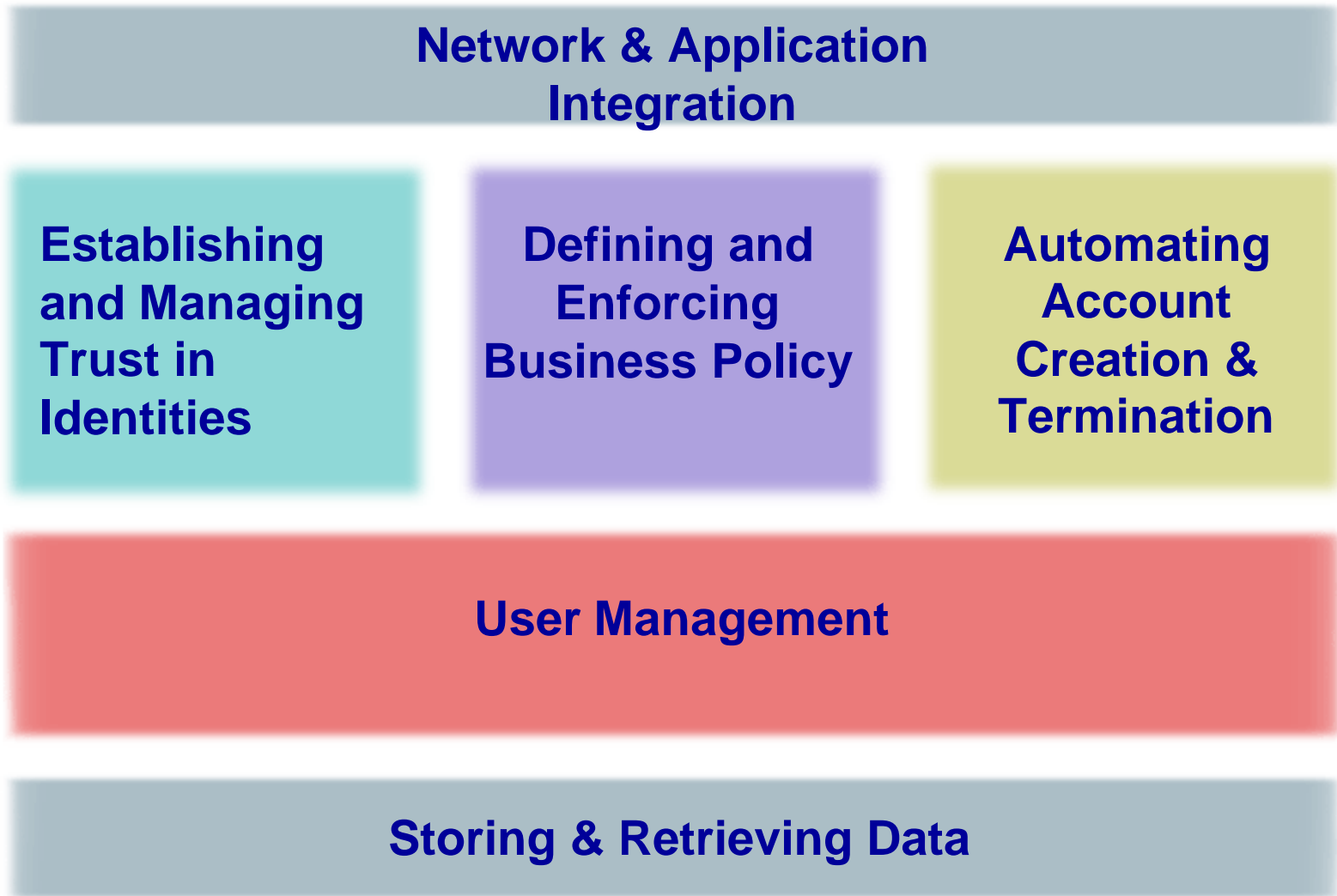
# Identity & Access Management

## Business Value



- Enterprises and Agencies say they need to...
  - Manage identities and access for a growing number of applications and users cost effectively
  - Connect users and applications across business boundaries seamlessly
  - Establish and maintain trust in the identity
  - Define and enforce security policy for varying business requirements flexibly, but with a single infrastructure to manage it
  - Extend the infrastructure beyond users to support Web Services authentication and authorization requirements

# Identity & Access Management Overview



Authentication

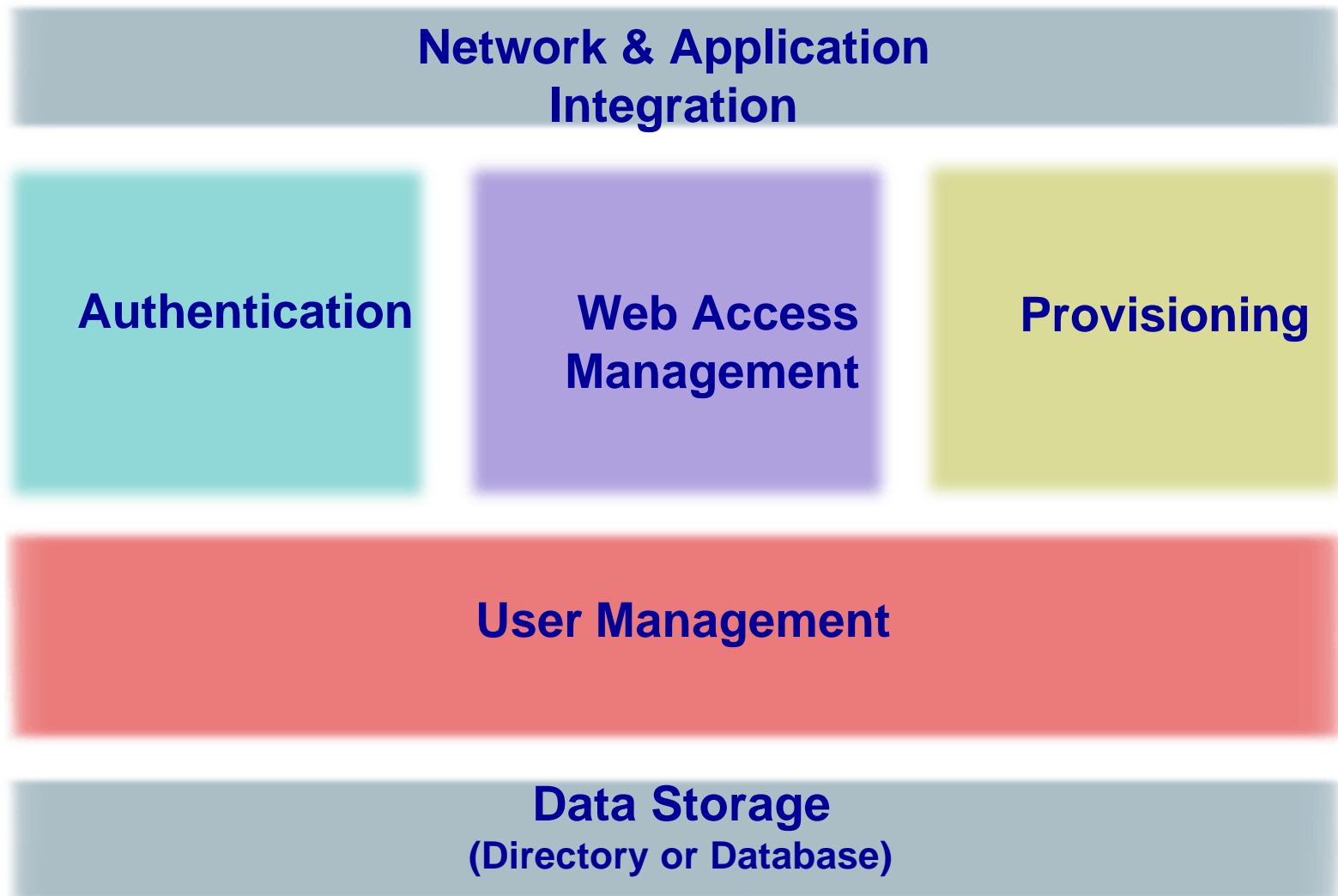
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# Identity & Access Management Technologies



Authentication

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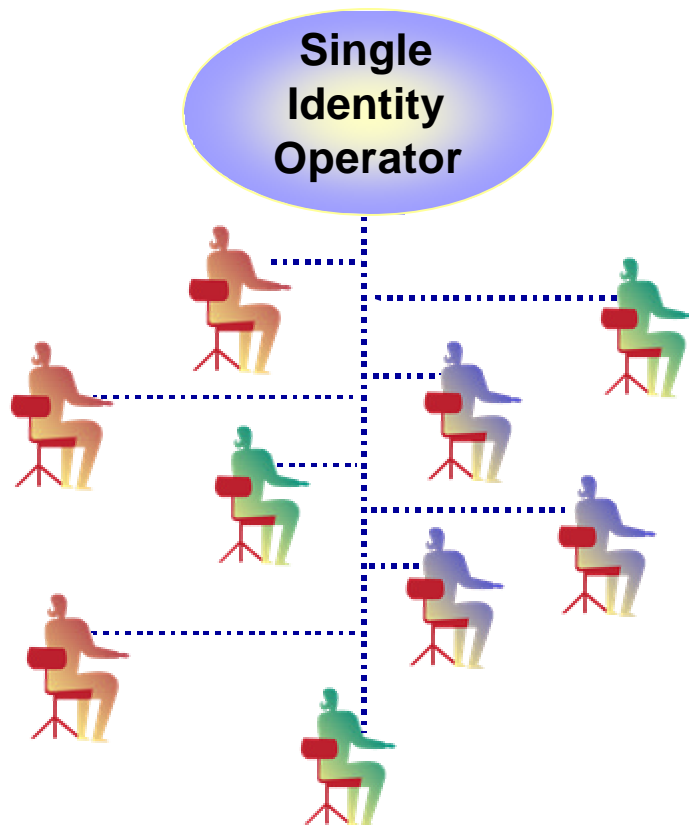
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# Identity Management Models



## Centralized Model



## Open, Federated Model



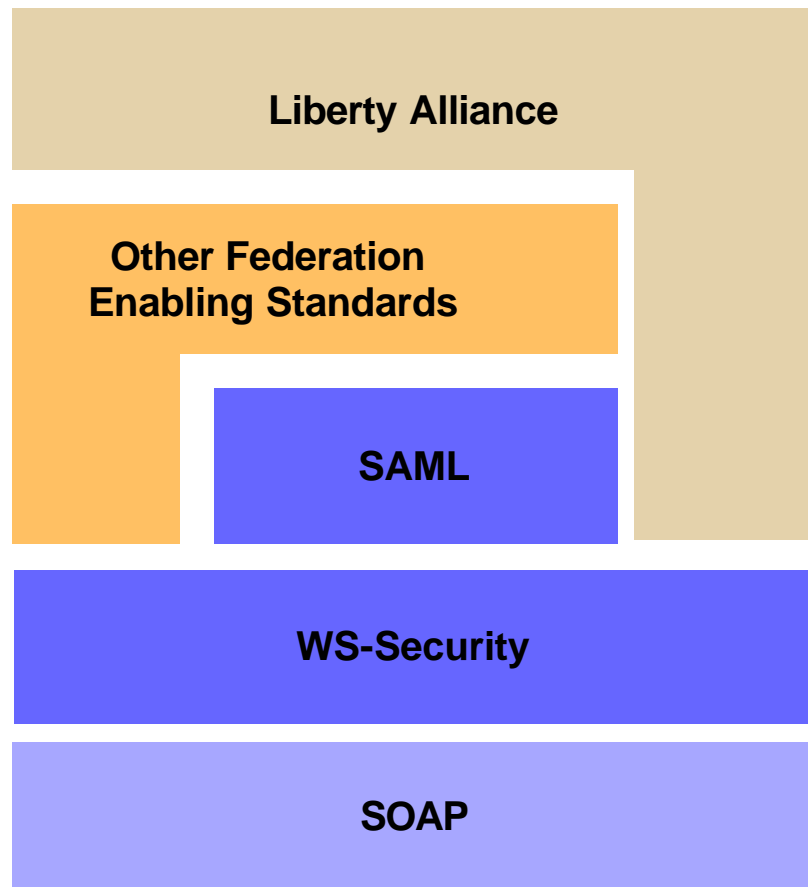
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# Web Services Standards “Stack”



**Liberty Alliance:** a diverse industry consortium that is developing specifications for federated network identity, simplified sign-on, and authorization among diverse network and applications domains.

## Other Federation Enabling Standards:

- SPML (Service Provisioning Markup Language)
- XML Access Control Markup Language (XACML)
- XML Key Management Specification (XKMS).

## SAML (Security Assertion Markup Language):

a set of XML and SOAP-based services, protocols, and formats for exchanging authentication and authorization information.

**WS-Security:** mechanisms implemented in SOAP headers designed to enhance SOAP messaging providing a quality of protection through message integrity, message confidentiality, and single message authentication.

**SOAP (Simple Object Access Protocol):** SOAP is a lightweight, XML- and HTTP-based protocol for remote function invocations between application components.

Source: Burton Group, July 2002

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# Benefits of an Integrated Identity & Access Management Solution



- Increase competitive advantage
  - Link users & applications across business boundaries
  - Simplify interaction with other businesses
  - Decrease time to develop and integrate applications improves time to market
  - Enable web services & process automation
- Reduce user management costs
  - Provide an integrated user and policy management model
- Improve security
  - Enforce a consistent security policy across multiple resources
  - Ensure trust in identity with strong authentication
- Maximize value through increased interoperability
  - Integrate heterogeneous systems inside & outside an organization
  - Extend current and future applications via standards-based tools

# Compelling ROI & Competitive Advantage



## Gartner Group, Nov 2002

- For a business supporting 50,000 external users
- ROI of 375% can be achieved over 3 years
- Save 24,000 hours per year in security administration and 17,800 per year in help desk hours

## Giga, Oct 2002

- Improved data management
  - \$350/user per year
- Reduced development of security features and user management
  - \$12,000 per application
- General support improvements
  - \$70,000 per year

*“...the institution’s ROI was realized within 3-6 months”*  
[from implementing RSA ClearTrust]

- Paul Martinello, Director of Systems Development, Credit Union

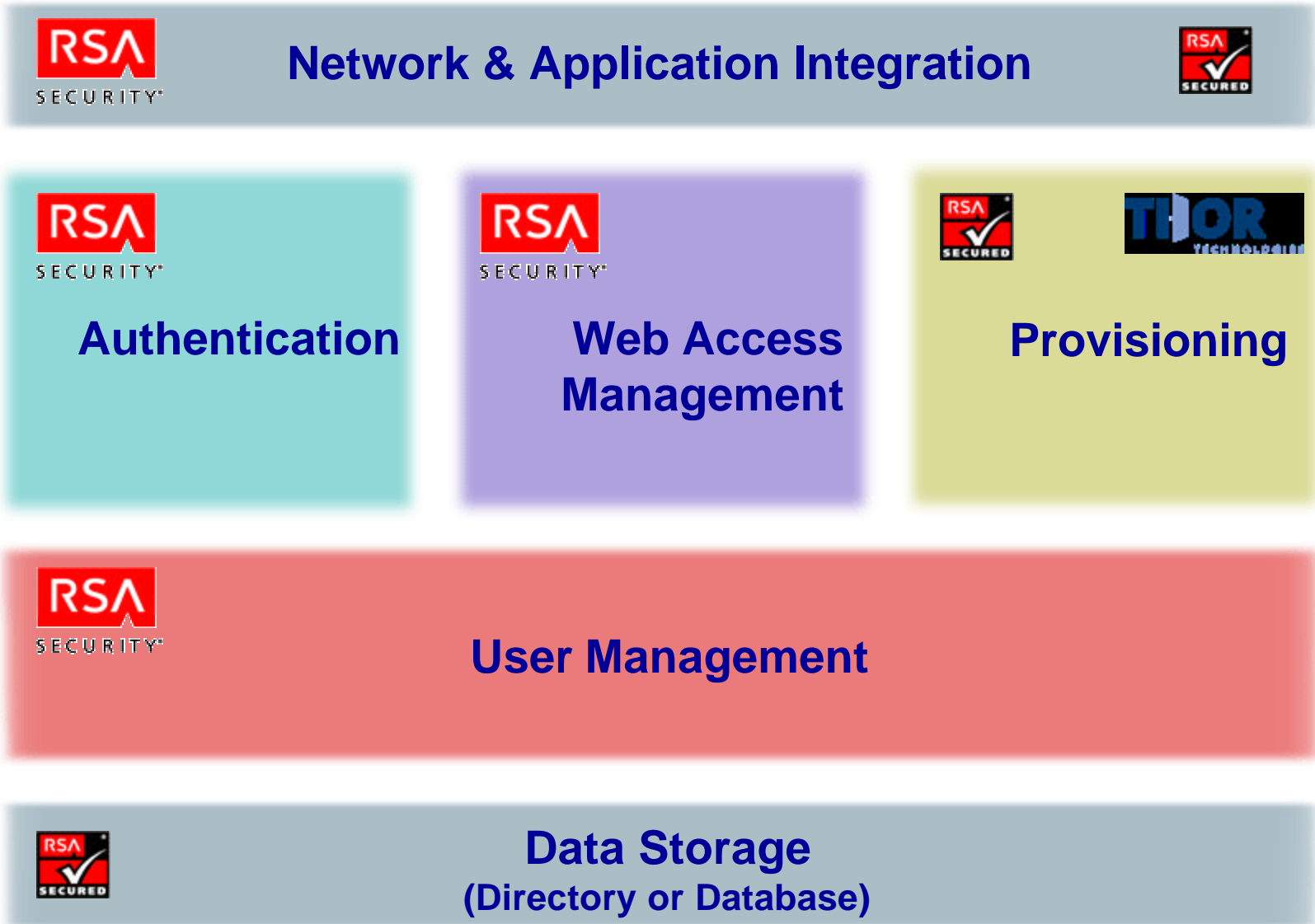
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# Identity & Access Management Solution







[www.rsasecurity.com](http://www.rsasecurity.com)

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