

# Cloud Identity Solutions

CLLOUDENTITY™

CUSTOMER IDENTITY AT CLOUD SPEED



## CLOUD IDENTITY™ CHALLENGE

With every business defining its cloud strategy and architecture, there is a critical need for a standardized cloud-native identity architecture that can run in cloud-first, hybrid and legacy environments. With a complex mix of existing internal technologies and the business's demand for speed, architecture teams are challenged to quickly define and deploy a full cloud identity strategy for today and the future.

- *Traditional internal IAM and security technologies are brittle and don't extend easily to meet requirements for speed and innovation, slowing the business.*
- *Modern use cases need cloud-native architecture built from the ground up supporting all cloud standards, API's, microservices and containerization while connecting to legacy systems.*
- *Core requirements for massive, predictable scale often exceed internal technologies and cannot adapt to support agile CI/CD DevOps initiatives.*

## CLOUDENTITY SOLUTION

The Cloudfentity Customer IAM delivers a complete stateless identity solution built from the ground up on a cloud-native microservices architecture with RESTful APIs. Cloudfentity provides complete identity functionality with more than 30 microservices including full lifecycle management of users+services+things, user self-service, strong authentication, session mobility and designed for modern container architectures, Cloudfentity brings trusted identity services to cloud-native, hybrid-cloud and multi-cloud architectures.

Optimized for speed and flexibility, the intelligent Cloudfentity TRUST Engine™ uses behavioral machine learning to deliver continuous adaptive authentication, authorization and relationship management between users+services+things.

The Cloudfentity TRUST Engine employs a unique adaptive risk-based transaction authorization approach to dynamically score risk across user roles, transactional context and risk profiles for maximum protection.

Cloudfentity dynamically detects changing risk across behavioral, data security and threat intelligence, escalating identity requirements for authorization on higher risk transactions while detecting, mitigating and blocking nefarious users, devices or activities.

## CLOUDENTITY IMMEDIATE VALUE

Cloudfentity Customer IAM delivers immediate out of the box value:

- *Unifies identity and data security to lower risk*
- *Enables Continuous Authorization for CI/CD DevOps environments*
- *Integrates and orchestrates existing security infrastructure, internal IAM, SIEM, SOC*
- *Enables wide scale deployment and multi-level delegated administration*

Cloudfentity delivers the cloud-native microservices-based IAM necessary for speed and flexibility demanded by today's cloud and security architects. With Cloudfentity in place, businesses can deliver new apps and customer experiences faster while ensuring lowest risk with predictable identity and security in place. With fast & easy development, integration & change management, the business can continuously operate faster at lower TCO. **Get to cloud faster with adaptive cloud-first IAM from Cloudfentity.**

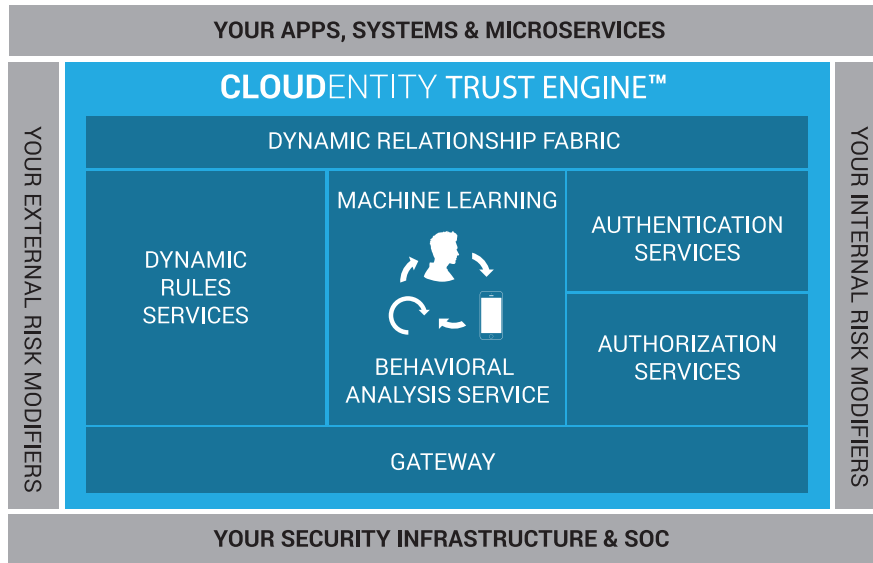


SAML 2.0 - OpenID Connect - OAuth - OpenAPI - SCIM



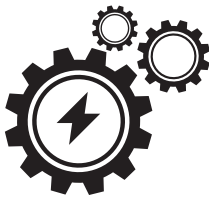
SECURITY ELEMENTS  
3RD PARTY & INTERNAL

- WAF
- Fraud Detection
- Anomaly Detection
- Vulnerability Detection
- Data Sensitivity
- Threat Intel

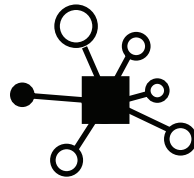


IDENTITY ELEMENTS  
3RD PARTY & INTERNAL

- Identity Proofing
- External Attributes
- 3rd Party MFA
- Context
- Data Attributes
- Fraud Engine



**Cloudentity Trust Engine™** for Continuous Adaptive AuthN & AuthZ Across User- Services-Things



**Unique Behavioral Machine Learning** for Best User Experience at Lowest Security Risk



**World's only Customer IAM** Built on Microservices & Optimized for Cloud Speed, Flexibility & Scale

**Cloudentity™ is the innovator of secure Customer Identity for cloud-native, hybrid-cloud and multi-cloud applications.**

Optimized for speed and flexibility, the intelligent Cloudentity TRUST Engine™ uses behavioral machine learning to deliver continuous adaptive authentication, authorization and management across users-services-things.

Only Cloudentity delivers secure frictionless cloud transactions for best user experience at lowest risk. Trusted by global organizations in Finance, Insurance, Telecommunications. Government, Retail and Healthcare.

## CLOUDENTITY NAMED A "COOL VENDOR" BY GARTNER

"Cool Vendors in Identity and Fraud Management, 2017"

Report by Jonathan Care, Tricia Phillips, and Felix Gaehtgens on May24, 2017



Garner "Cool Vendors in Identity and Fraud Management" by Jonathan Care, Tricia Phillips, and Felix Gaehtgens at Gartner, Inc., 24 May 2017, ID: G00326811

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