Customer Identity Solutions

CUSTOMER IDENTITY CHALLENGE

Organizations are building new mobile-first and customer web applications to attract new customers and improve service to existing customers. With customers on the run and internal drive for speed and cool features, identity and security can be left behind -- leading to significant risk exposure both to the business and the customers alike.

- *Traditional cumbersome identity and security approaches can frustrate customers leading them to abandon transactions, buy less, and crater customer satisfaction stats.*

- *Current internal employee-centric IAM that depends on internal AD and heavyweight integrations while lacking cloud-native API architecture, ultimately slow down the business.*

- *Core requirements for massive, predictable scale collide with fixed internal IAM repositories designed for hundreds or thousands of employees not billions of users, transactions and devices.*

CLOUDENTITY™ SOLUTION

The Cloudentity Customer IAM delivers an innovative approach to ensure a high quality frictionless user experience balanced with security and privacy. Cloudentity enables numerous authentication methods including social login, passwordless, Single Sign On (SSO), multi-factor authentication (MFA), federation and more within an adaptive risk-based transaction model.

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

The Cloudentity 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.

Cloudentity 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

Cloudentity Customer IAM delivers immediate out of the box value:

- *Through SSO across external apps, unifies customer identity and data security to lower risk*

- *Safeguards customer trust, privacy and user consent*

- *Ensures compliance with industry regulations such as PCI, HIPAA and EU GDPR.*

- *Integrates and orchestrates existing security infrastructure, internal IAM, SIEM, SOC*

- *Enables wide scale deployment and multi-level delegated administration*

With Cloudentity in place to ensure a great, safe user experience, your customers will engage better and transact more helping grow your business, acquire new customers, and ensure high customer satisfaction. **Get to cloud faster with adaptive Customer IAM from Cloudentity.**
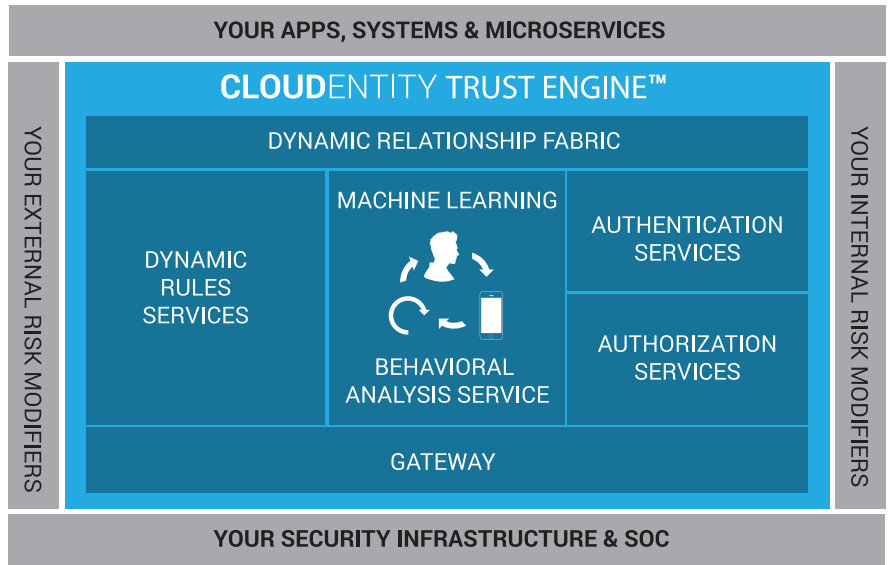
USERS   SERVICES   THINGS

SAML 2.0 - OpenID Connect - Oauth - OpenAPI - SCIM

YOUR APPS, SYSTEMS & MICROSERVICES

CLOUDENTITY TRUST ENGINE™

DYNAMIC RELATIONSHIP FABRIC

YOUR EXTERNAL RISK MODIFIERS

DYNAMIC RULES SERVICES

MACHINE LEARNING

BEHAVIORAL ANALYSIS SERVICE

AUTHENTICATION SERVICES

AUTHORIZATION SERVICES

YOUR INTERNAL RISK MODIFIERS

GATEWAY

YOUR SECURITY INFRASTRUCTURE & SOC

SECURITY ELEMENTS
3RD PARTY & INTERNAL

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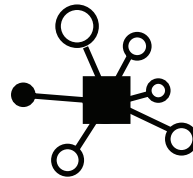- Vulnerability Detection
- Data Sensitivity
- Threat Intel

iMPERVA
paloalto NETWORKS
CROWDSTRIKE
ThreatMetrix
exabeam

IDENTITY ELEMENTS
3RD PARTY & INTERNAL

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

AllClear ID
RADIANT LOGIC
viewds identity solutions
LexisNexis
ORACLE

splunk>   **IBM Radar**   **CYLANCE**
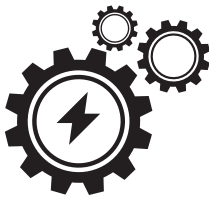
Cloudentity Trust Engine™ for Continuous Adaptive AuthN & AuthZ Across User- Services-Things

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

Gartner Cool Vendor 2017