

# IOT Identity Solutions

CLLOUDENTITY™

CUSTOMER IDENTITY AT CLOUD SPEED



## IOT IDENTITY CHALLENGE

As businesses start to deploy IOT, they quickly realize that the security and communications capabilities of these technologies vary widely from sensors to machines to engines to buildings to smart cities. And the risks compound as well! With pressure from the business to move faster, architecture and IOT teams are challenged to quickly define and deploy a full IOT identity strategy for today and the future.

- *IOT needs “first class” identity just like users including IOT-only scenarios with no users, but traditional internal IAM and security technologies don’t understand IOT and are based on users at the core.*
- *The marketplace has already proven the high risk of breach through IOT, yet the device manufacturers have not substantially evolved their protection to meet this need and there are no IOT identity standards.*
- *Core requirements for massive, highly distributed and predictable scale for IOT exceed anything previously experienced in IT and security.*

## CLLOUDENTITY™ IOT SOLUTION

The Cloudbentity Customer IAM delivers a complete IOT identity solution built from the ground up to support a wide variety of devices in complex widely distributed environments. Cloudbentity understands the nature of IOT, and treats IOT as “first class citizens,” identifying and managing devices, capabilities, behaviors and relationships to bring trusted identity services to IOT systems in cloud-native, hybrid-cloud and multi-cloud architectures.

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

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

Cloudbentity 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.

## CLLOUDENTITY IMMEDIATE VALUE

Cloudbentity IOT IAM delivers immediate out of the box value:

- *Unifies identity and data security to lower risk*
- *Enables adaptive authorization and distributed management including lower power/bandwidth constraints and massively wide scale deployments*
- *Microservices-based architecture ideal for lightweight devices that integrates and orchestrates existing security infrastructure, internal IAM, SIEM, SOC*
- *Learns IOT behavioral baseline and automatically detects, alerts & mitigate anomalous behavior such as device isolation and rerouting*

Cloudbentity delivers the cloud-native IOT-based IAM necessary for speed and flexibility demanded by today’s fast moving organizations. With Cloudbentity in place, businesses can leverage IOT to deliver new apps and customer experiences faster while ensuring lowest risk with predictable identity and security in place. **Get to cloud faster with adaptive cloud-first IAM from Cloudbentity.**

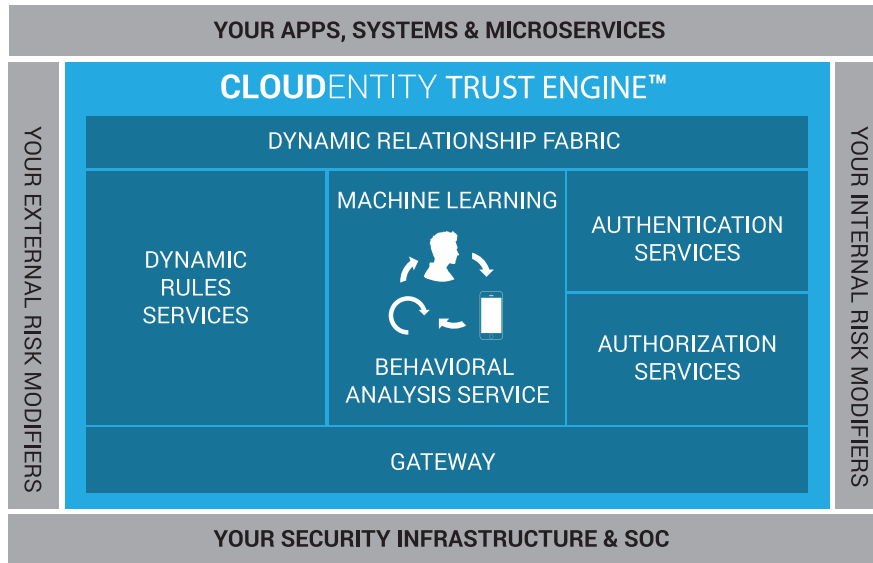


SAML 2.0 - OpenID Connect - OAuth - OpenAPI - SCIM



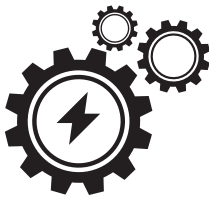
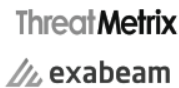
SECURITY ELEMENTS  
3RD PARTY & INTERNAL

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

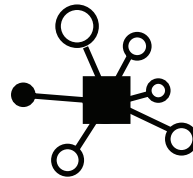


IDENTITY ELEMENTS  
3RD PARTY & INTERNAL

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



**Cloudfinity 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

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

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

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

**CLOUDIDENTITY 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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