

A Layered Security Approach to Enable...

Consumers



Enterprises



Governments



Enterprise Authentication: 5 Key Steps to Success in Today's Business Climate

Scott Perry
Director of Marketing
scott.perry@entrust.com

July 16th, 2009

Today's Focus

- Why organizations need to adopt stronger authentication
 - Business drivers
- Key considerations in approaching strong authentication within the enterprise

Entrust is a World Leader in Identity Management and Security Software



- Founded in 1994, publicly-listed in 1998 (NASDAQ: ENTU)
- Best-in-class technology, service and support – industry pioneer
- Over 2,000 customers in 60 countries – global reach
- Geographic presence: U.S., Canada, UK, China, Germany, India and Japan
- 450 employees and 110+ patents
- 2008 Revenue: ~\$100.0 million

Process Improvements, Cost Savings and Efficiencies

- Generally accepted that passwords on their own are not sufficient authentication
- Password reset frequency driven by compliance can often be relaxed if strong authentication is put in place
- 30% of call load for help desks are password related (\$3 to \$18 per call)

Company X
Section 19.4.43 Corporate Password Policy

... **Users must:**

- **Change password at a minimum every 90 days**
- **Not re-use any of the past 10 passwords**
- **Use strong passwords (over 6 characters, use at least one number, one uppercase, and one special character)**

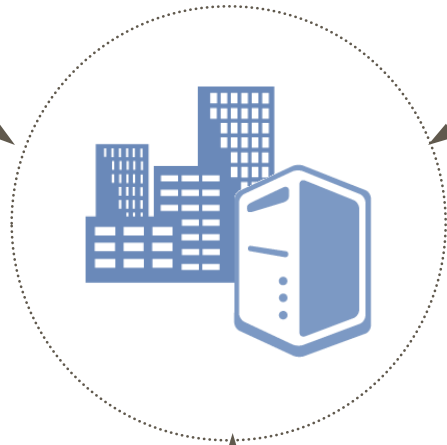
...

Enterprise need for stronger authentication...

Increased Enablement



- Greater information flow to customers, partners, employees
- More access, more real-time, more transactions online, in more ways
- Reduce costs and improve efficiencies



Security Risks

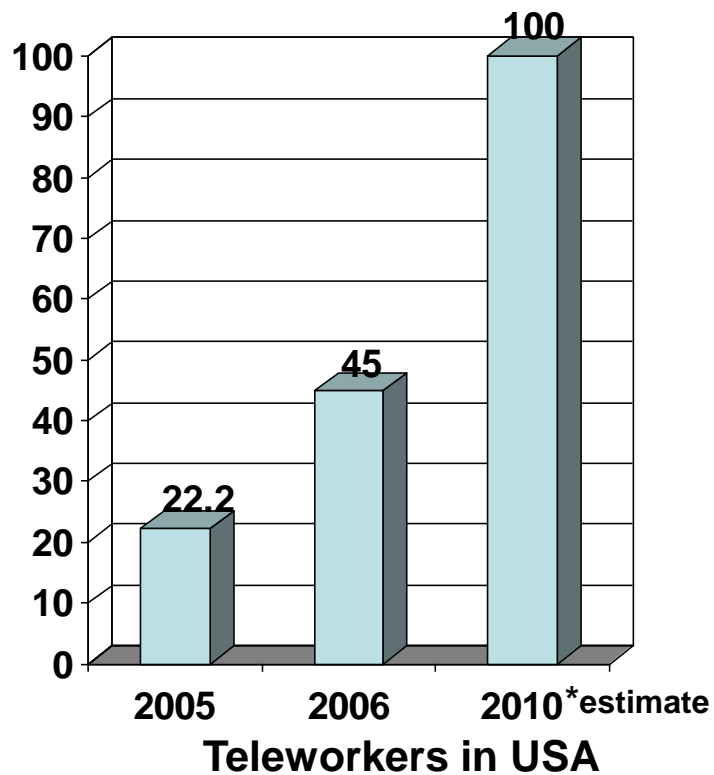
- Man-in-the-Middle attacks, phishing, IP Compromise, browser hijacking, keystroke loggers, etc ...



Compliance Risks

- PCI, SOX, SEC, SB1386, Privacy Laws, GLB HIPAA, etc ...

The Rise of Work Anywhere



Industry Results

- Productivity improvements up to 50%
 - IBM Canada, American Express
 - Cisco: \$277M in productivity savings
- 11% increase in employee satisfaction
 - US Federal employees
- IBM: 40-60% reduction in real estate costs
- Environment Leader: Saves 840M gallons of fuel annually
 - Cisco: \$10M annually in fuel savings

Authentication Methods



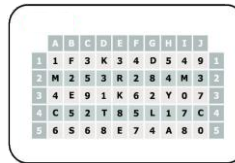
Machine



IP Geo



Token



Grid

Number	Passcode
00001	A3UDST23
00002	75GRKYFZ
00003	H5DJ97DC
00004	GHG15R4E

Scratch Pad



Smart card



Bio-metric



Cert

User Transparent

Physical Form Factors



Username & Password



Knowledge



Out-of-Band



Picture + Caption Replay

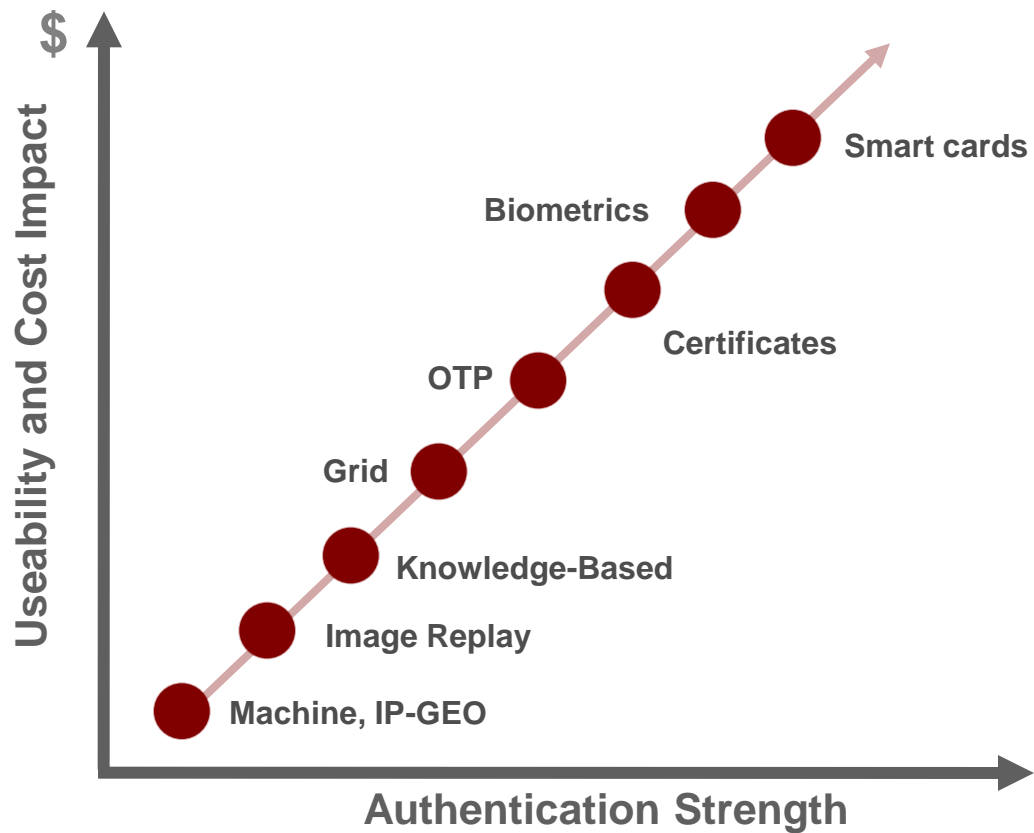


Web based

Mobile Devices

Mutual Auth

Trade-offs



Deploying Strong Authentication: 5 Key Steps to Success

Step 1: Choose a solution/vendor that delivers a wide range of authenticator choices



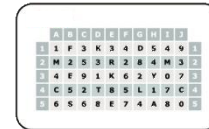
Username & Password



GeoLocation



Knowledge



Grid



Biometric



Device ID & Certificate



Out-of-Band



OTP Tokens



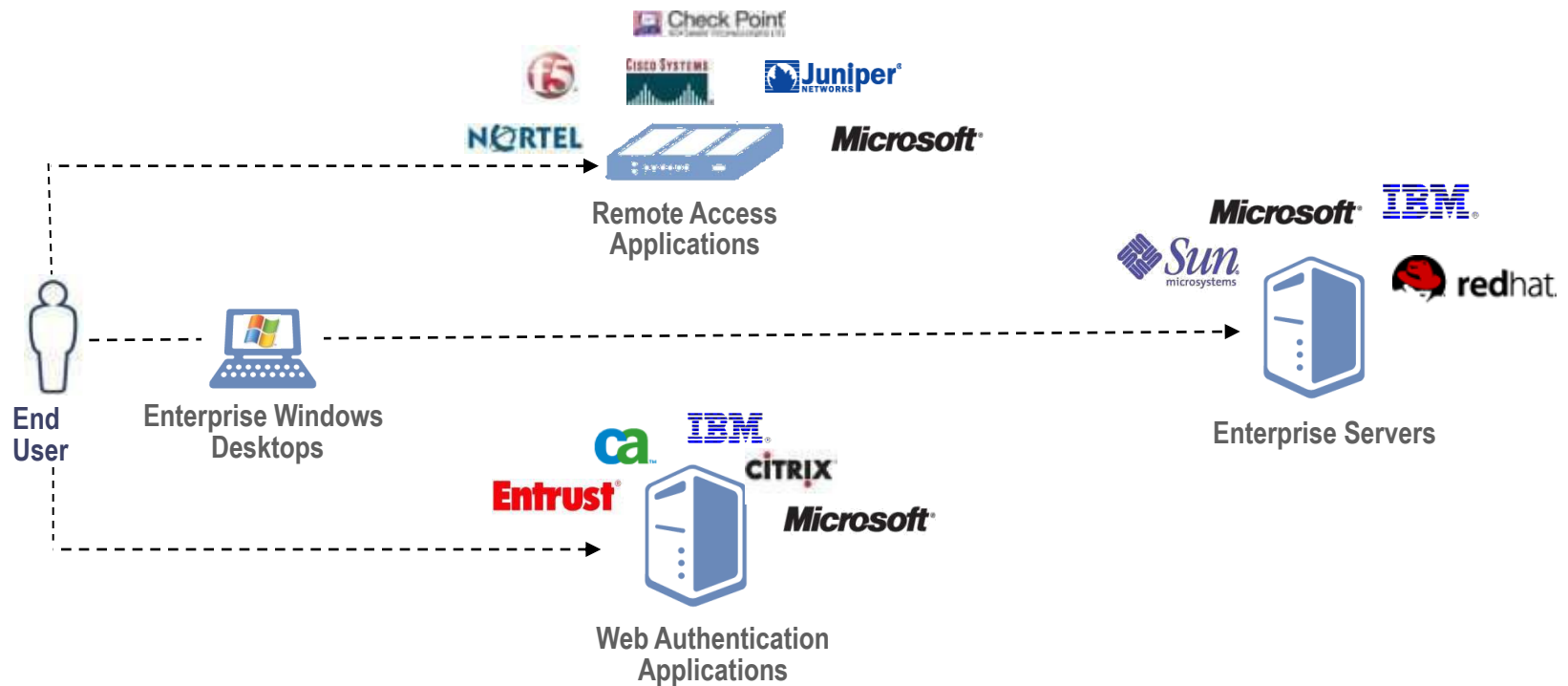
Soft PKI



Smartcard

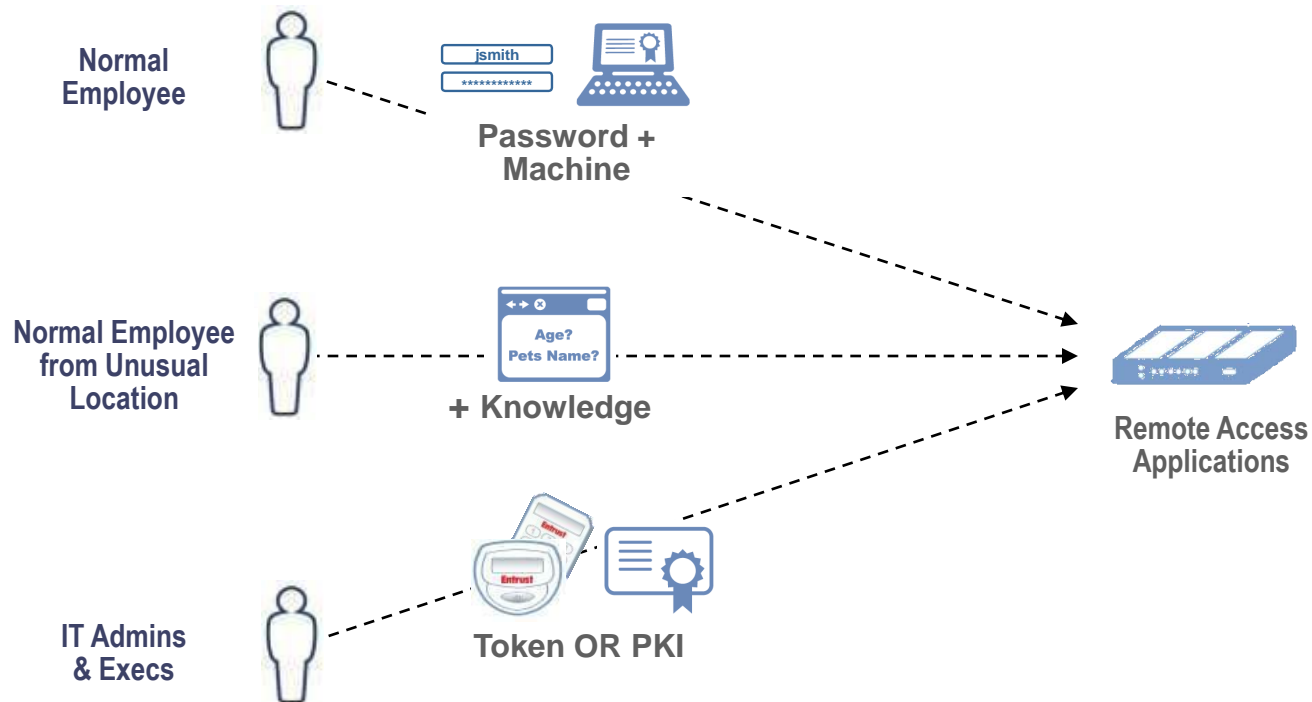
Deploying Strong Authentication: 5 Key Steps to Success

Step 2: Address diverse application and user requirements

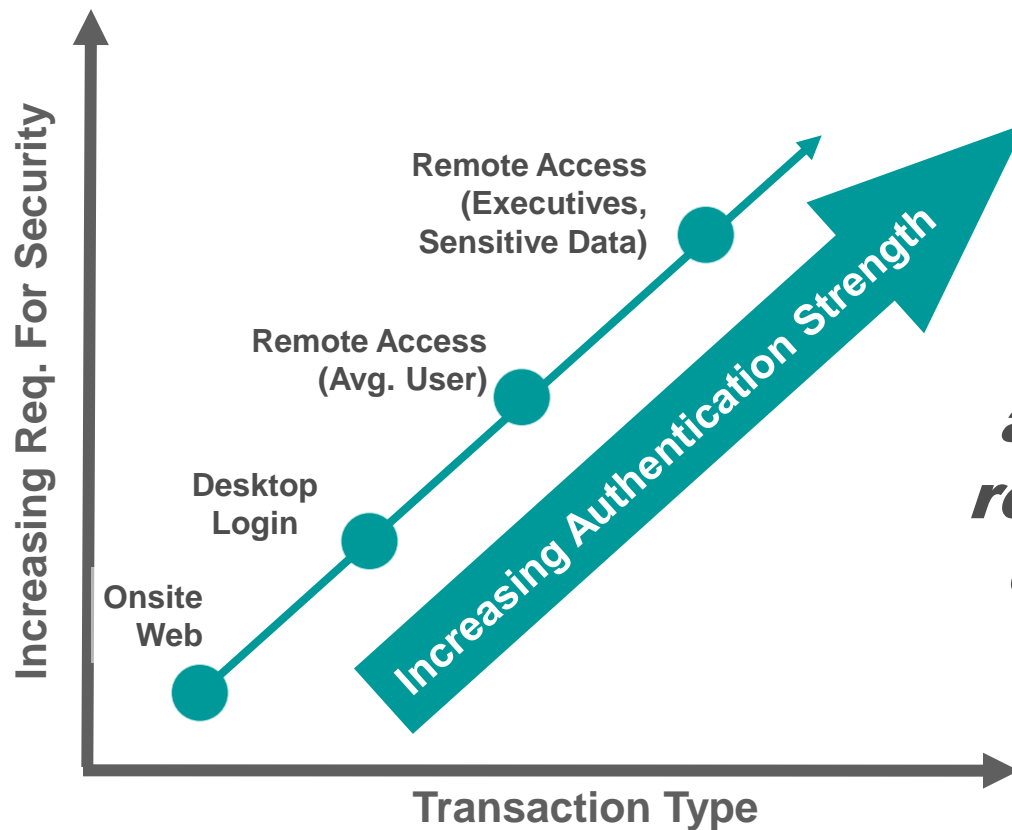


Deploying Strong Authentication: 5 Key Steps to Success

Step 2: Address diverse application and user requirements



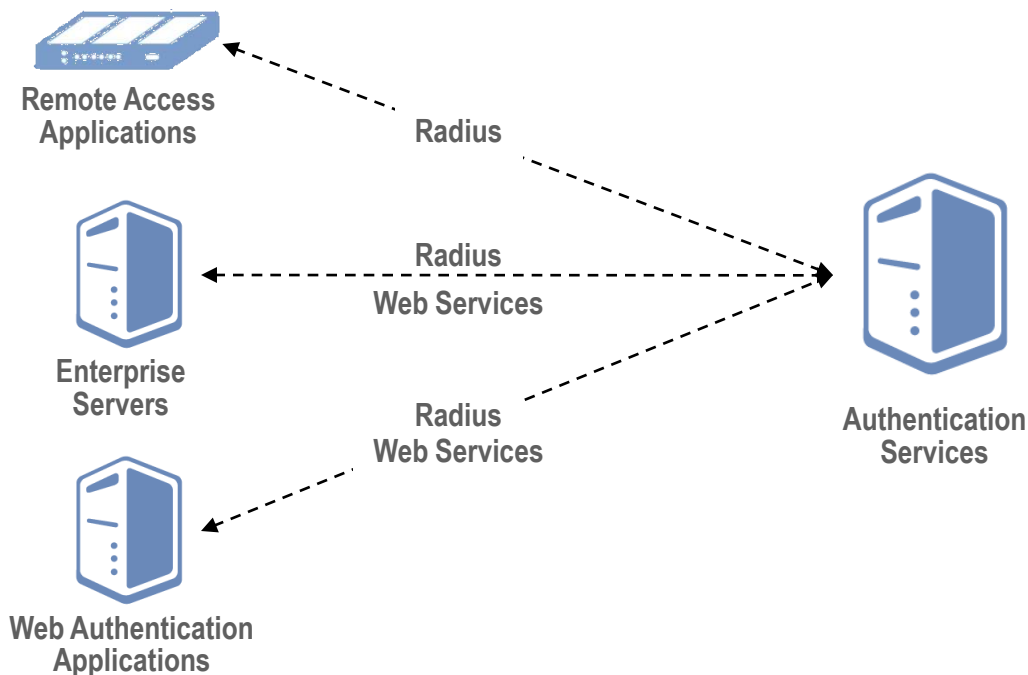
The Authentication Challenge – One Size Does Not Fit All



Enterprise authentication requires a range of capabilities

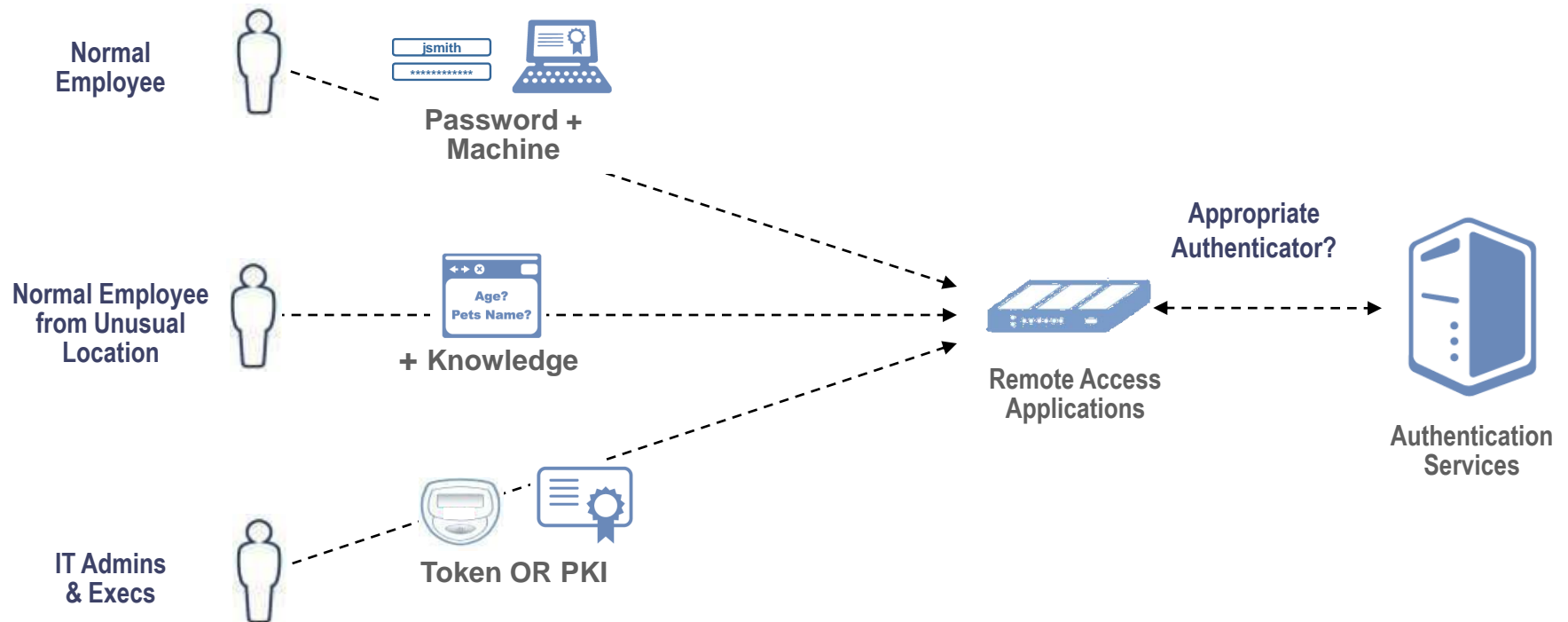
Deploying Strong Authentication: 5 Key Steps to Success

Step 3: Ensure standard integration approach



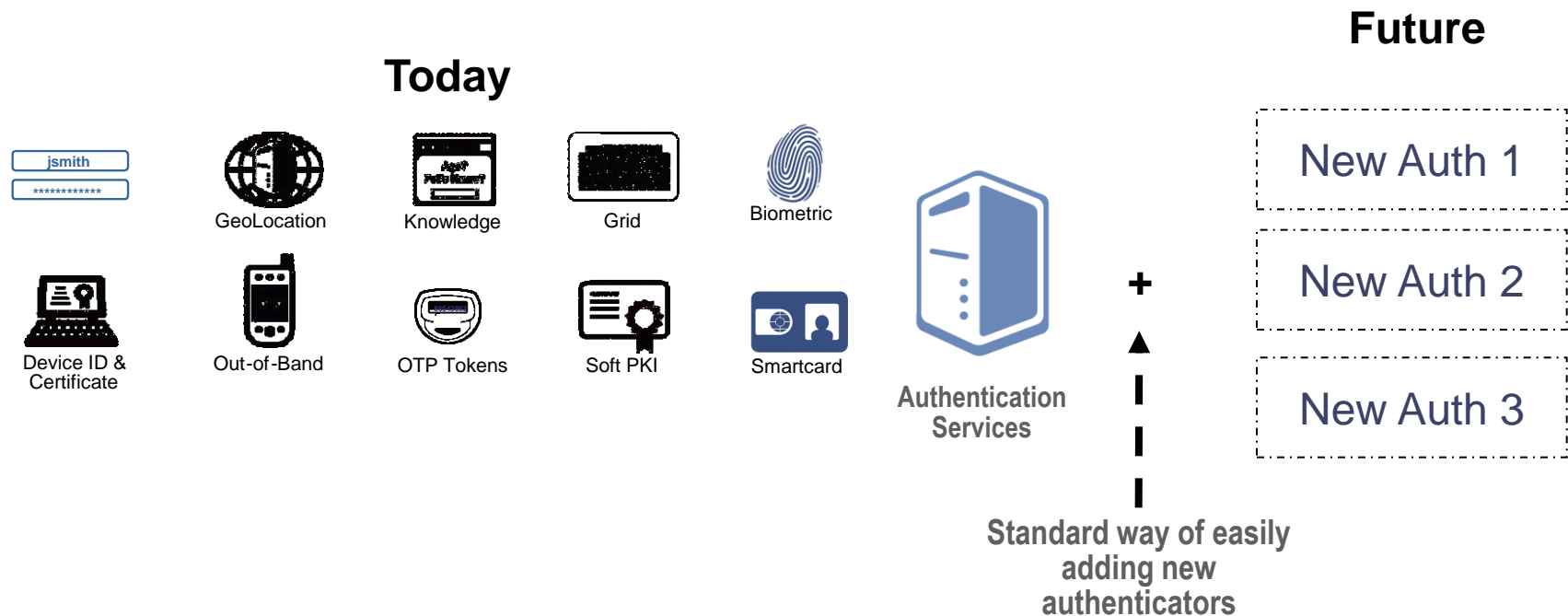
Deploying Strong Authentication: 5 Key Steps to Success

Step 4: Enable centralized authentication policy

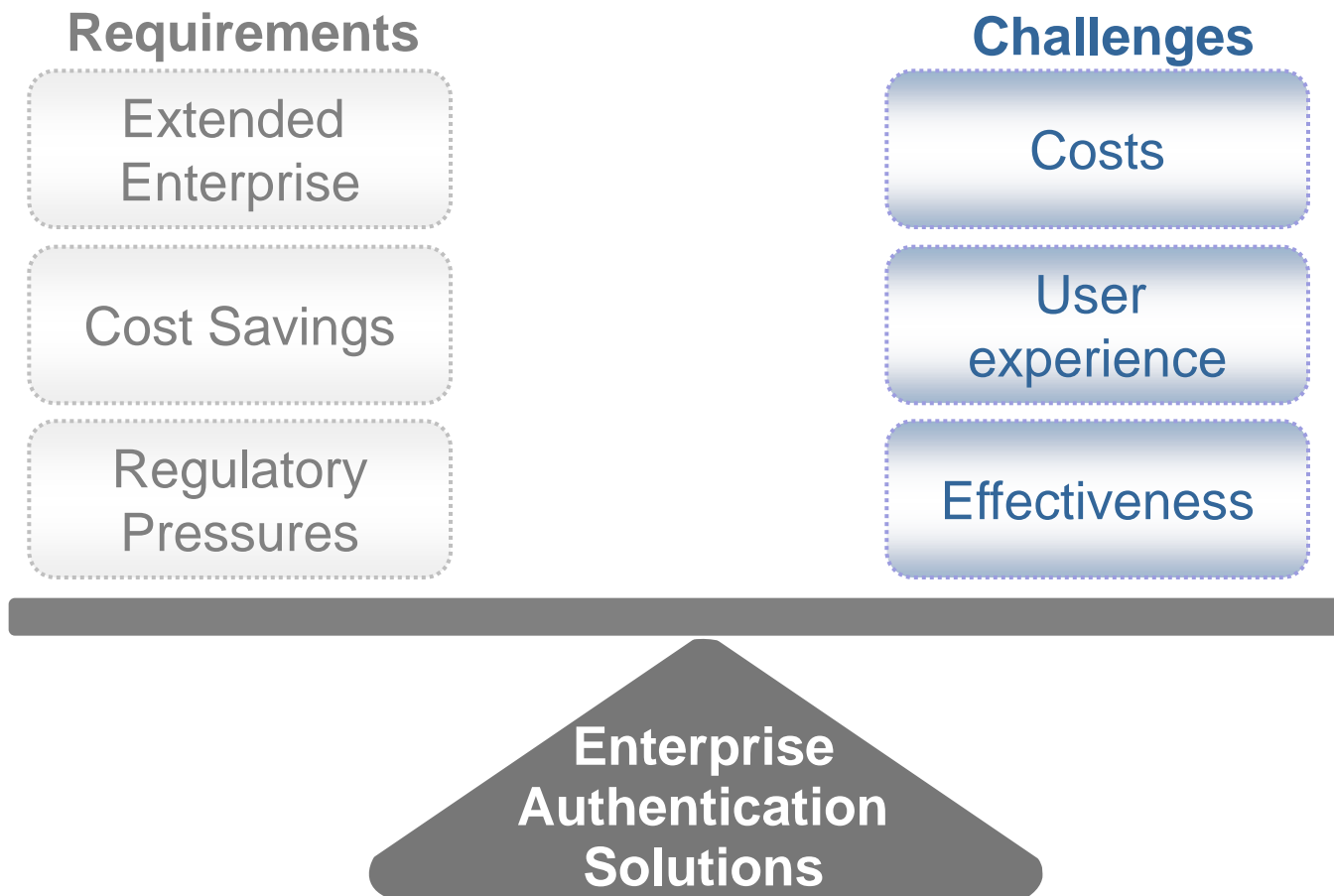


Deploying Strong Authentication: 5 Key Steps to Success

Step 5: Choose an open solution built for evolution



Balancing Needs with Challenges for a cost effective implementation



A Layered Security Approach to Enable...

Consumers



Enterprises



Governments



Thank-You