

## Enterprise Authentication

### Securing Identities in an Evolving Environment

The boundaries of the corporate network are being challenged. Today's enterprise is falling victim to unrelenting attacks that target physical and logical infrastructures, mobile platforms, user identities, network devices and more.

Entrust provides more than a simple one-step means of protecting the world's largest and most respected enterprises. Reduce costs, defend against targeted attacks and consolidate identity-based security via a single management and strong authentication platform.

### True Identity-Based Security

Entrust provides a single management solution for issuing, provisioning, managing and authenticating the digital identities of users, mobile devices and machines. Properly safeguard access to sensitive information, critical data and intellectual property for employees, partners and customers.

### Complete Access Convergence

Deploy a single authentication platform for strong authentication, cloud security, and physical and logical access. Capitalize on mobile and smartcard technology to add additional security measures to a given environment. Deploy the right authenticator to different user groups based on the amount of associated risk, access requirements, unique user needs and cost.

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### Tailored for Large Enterprises

Entrust offers enterprises a streamlined approach for strong authentication, encryption, mobile device security and identity management. Broaden your security deployment, provide flexibility for employees and partners, achieve operating efficiencies and maximize the return on your investment.

### Power of Mobility

Entrust helps authenticate mobile devices and identities that interact, connect and communicate with a corporation's environment. Whether by placing digital certificates directly on user smartphones, deploying cost-effective soft tokens, or leveraging the powerful Mobile Smart Credential, Entrust helps embrace the ubiquity of mobile devices within any environment.

► [entrust.com/enterprise](http://entrust.com/enterprise)

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### Solution Benefits

- Provides streamlined platform approach for strong authentication, physical and logical access, and mobile authentication — all from a single trusted security expert
- Adjust quickly to changes in the threat landscape, industry regulations or the organization
- Leverage near-field communication (NFC) and Bluetooth standards for more convenient physical and logical access via mobile devices
- Easily add, change or remove authentication functionality as required
- Gain access to widest range of authenticators available via a single platform
- Provides end-to-end capabilities for smartcard selection, issuance and management
- Enables multiple identities to be used on a single mobile device

### Stronger Authentication Required

Many of the authentication methods and policies from even five years ago are already showing signs of age. As compliance requirements stiffen and attacks become more sophisticated, organizations must remain active in maintaining and evolving advanced security measures and authentication technology.

Simple passwords, even for users operating exclusively internally, are no longer enough to prevent breaches, protect privacy and achieve compliance. Strong authentication must be deployed to a wider audience — efficiently and cost-effectively.

Unfortunately, existing point authentication solutions are no longer up to the task of thwarting advances that exploit vulnerabilities in a variety of channels or mediums. Whether the root threats originate from internal or external sources, critical information, data and identities are at constant risk.

Organizations need to address authentication requirements of different types of users, provide authentication security over a broad range of access points and ensure they can address new requirements as they evolve. A platform approach provides flexibility and helps meet these requirements.

### Embrace Power of Mobile Devices

The proliferation of mobile devices is front and center for organizations in both employee and customer communities.

Entrust not only helps secure mobile identities and transactions, but also empowers organizations to leverage mobile devices to improve overall security and streamline business processes. Security controls are increased across all channels, enabling more convenience for employees and customers alike.

#### More Effective Security

Secured mobile devices are effective, popular and may be leveraged as a virtual employee identity to securely access computers, applications, cloud services and even physical doors. In high-risk situations, mobile may be leveraged to provide identity-assured transactions that effectively defeat malware-based attacks.

#### Secure BYOD Environments

As the use of mobile devices and applications grows — and bring-your-own-device (BYOD) initiatives become more commonplace — organizations are challenged with properly authenticating both employee-owned and company-issued mobile devices that access corporate systems, data and customer accounts.

#### Popular Platforms

Entrust's mobile solutions are available on today's leading mobile platforms, including Apple iOS, Google Android and BlackBerry.

#### Enterprise Security via Mobile Devices

- Secure access to corporate resources
- Leverage mobile device as authenticator
- Use NFC and Bluetooth standards for convenient physical and logical access

#### Your Brand, Our SDKs

Entrust's easy-to-use software development kits (SDK) help organizations create customized or branded mobile authentication applications tailored to the requirements of a specific environment.

Entrust's authentication capabilities may be embedded transparently into existing mobile applications, further simplifying both security and the user experience.

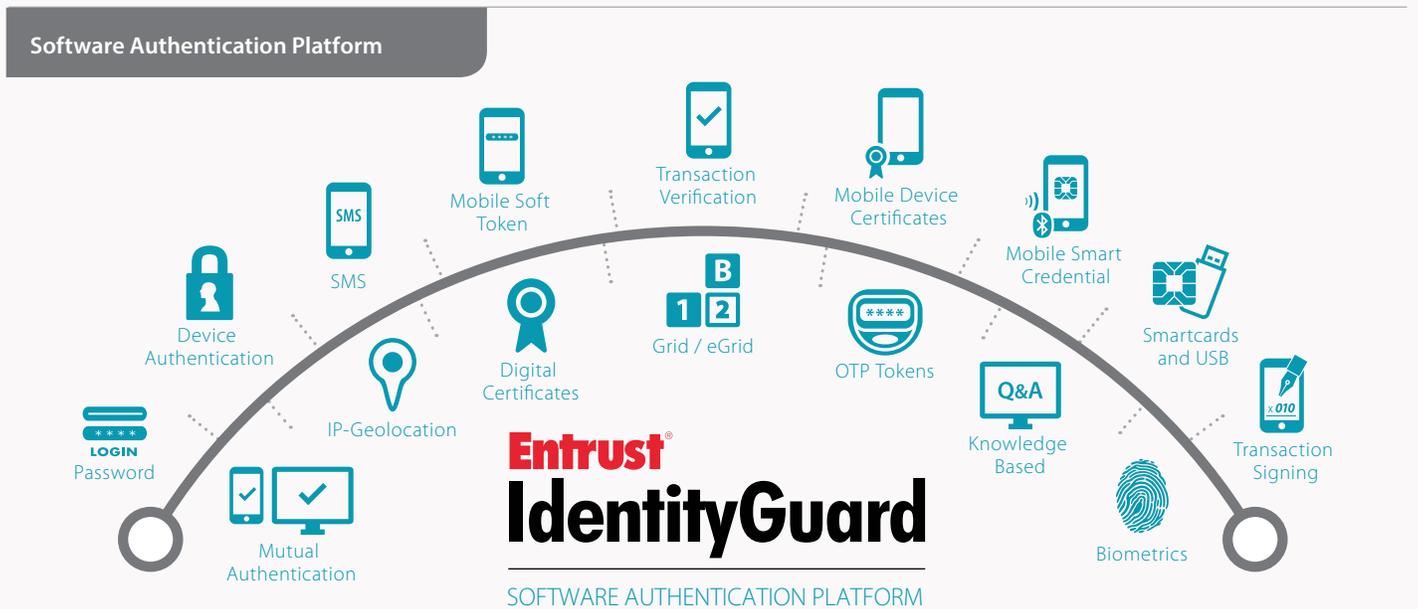
#### Identities from the Cloud

Entrust offers cloud-based services to enable any organization to seamlessly provision and manage digital certificates and identities — for both users and mobile devices — without standing up their own certificate infrastructure. This approach reduces costs, increases efficiency and simplifies setup and deployment.

## A True Identity Platform

The award-winning Entrust IdentityGuard software authentication platform enables organizations to deploy strong authentication throughout the enterprise, enable physical and logical access control, and secure authorized mobile devices co-existing within the infrastructure.

It's important to remember, however, that a one-size-fits-all approach to authentication is not appropriate for most enterprise environments.



**Powered by Entrust IdentityGuard.** A software authentication platform enables organizations to select the right authenticator for each user or device based on risk, cost and access requirements.

### All Authenticators, One Platform

Entrust IdentityGuard offers the widest range of authenticators on the market — and all from a single, cost-effective platform. And the addition of smartcards, mobile smart credentials and digital certificates as proven authenticators extends the platform's versatility, scalability and cost-effectiveness.

### Risk-Based Security

Using risk assessment and policy to determine when stronger security is required for access to resources with greater value allows authentication to be layered as needed. And using a platform approach offers organizations the ability to select the authentication method based on risk, cost and user access requirements.

### Power of PIV

And as a U.S. Federal government-approved provider of PIV and PIV-I credentials, Entrust is an expert in the Personal Identity Verification (PIV) standards that industries and enterprises are adopting to govern their authentication strategies.

### Eliminate ID Clutter

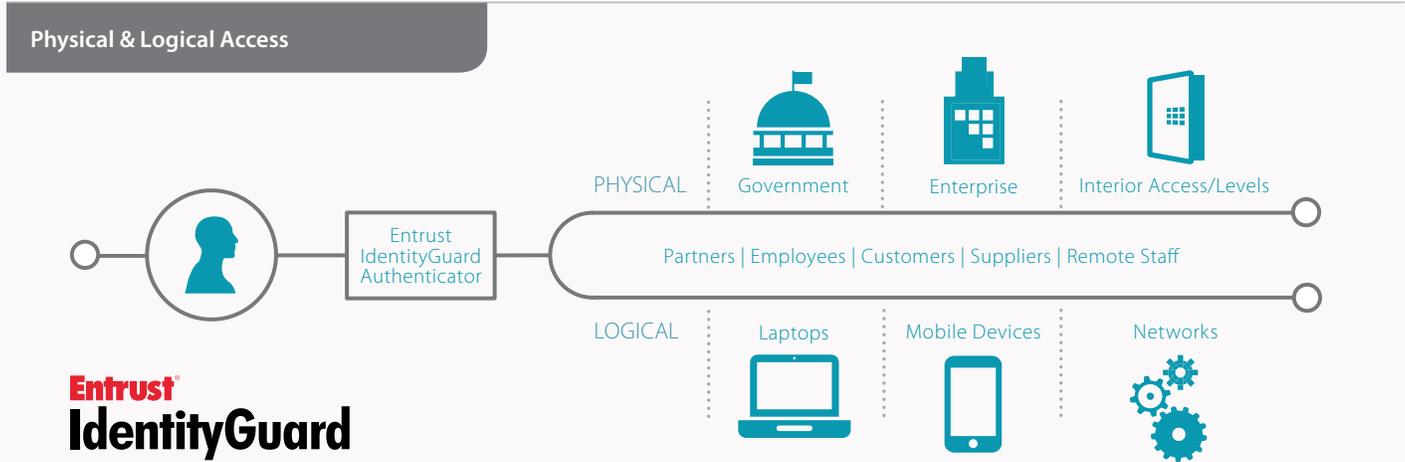
As more security measures are implemented, end-users often are burdened with multiple cards, credentials, IDs, badges and tokens. Employees and staff are hindered with locating different credentials, fumbling with "token necklaces" and tracking an unnecessary number of authenticators. Proper convergence helps eliminate this clutter and allows staff to focus on core responsibilities.

### Physical, Logical & Mobile Access

Comprehensive physical, logical and mobile access security is achieved by the use of digital certificates, public key infrastructure (PKI) and a strong authentication platform. This approach enables a single platform to issue and manage digital certificates that are deployed to smartcards, USB or embedded on mobile devices.

## Total Access Convergence

With the evolution of smartcard technology, enterprises can integrate many security environments — physical, logical, cloud and mobile access — to provide consolidated management, improved ROI and a total security view. This push toward coupling complete access security.



**Authorizing access.** Leverage smartcards, mobile devices, tokens, digital certificates, biometrics and more to help realize true physical, logical and mobile access convergence in any environment.

Easy for the end-user and more efficient for organizations, this convergence enables everything from credentialing, secure access to facilities, strong authentication to desktops and network resources, and digital signature capabilities — all via a single credential possessed by the end-user on a smartcard, USB or embedded on their mobile device.

And advanced near-field communication (NFC) and Bluetooth capabilities add more convenience for physical and logical access authentication via popular mobile platforms.

A trusted provider of identity-based security solutions, Entrust secures governments, enterprises and financial institutions in more than 5,000 organizations spanning 85 countries.

Entrust's award-winning software authentication platforms manage today's most secure identity credentials, addressing customer pain points for cloud and mobile security, physical and logical access, citizen eID initiatives, certificate management and SSL.

For more information about Entrust products and services, call **888-690-2424**, email [entrust@entrust.com](mailto:entrust@entrust.com) or visit [www.entrust.com](http://www.entrust.com).

### Company Facts

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