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## IDENTITY ESSENTIALS

# Password Reset

Empower your users. Recharge your help desk.

### Market Challenge

Today users must change passwords on a frequent basis. On top of that, password policies demand complex combinations of letters, numbers, and special characters while not allowing repetition of passwords. As a result, users tend to forget their passwords and have to contact IT for help. In fact, password reset calls can be quite a burden for the IT help desk, and statistics suggest that 30%-50% of all help desk calls are related to password problems.

### Solution

Entrust offers an intuitive self-service process that includes automated user notification. Here is how it works: The user receives a text message that explains the issue and gives instructions on how to resolve the problem. The notification includes a link to the self-service website where the user can immediately resolve the problem via their mobile phone or any other device with internet access and a web browser.

### Password Reset at a glance

Entrust Identity Essentials offers a game-changing solution that allows users to change passwords directly from their mobile phones. Integrated in the login process, it instantly notifies users when they forget their passwords, and it proactively sends out notifications when passwords are about to expire.

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# ➤ Password Reset

## Benefits



**Get the user back online:** Automated user notifications ensure that the user quickly realizes the need to reset his/her password and guide the user to the self-service website to resolve the problem without any hassle.



**Intuitive user experience:** Provides users with a straightforward and reassuring process for verifying their identities and resetting passwords in Active Directory.



**Eliminating brute-force attacks:** The hacker cannot lock the user out of AD, and will instead be stopped by the Identity Essentials Password Reset Module, which will notify the real user that something is wrong.



**Expiration notification:** The user automatically receives an SMS several days before password expiration, including a link to the password reset self-service site. The user is guided through the process of renewing his/her password.



**Lockout notification:** When a user tries to log in remotely using VPN, Citrix, Webmail, or similar and mistypes the password three times, a lockout notification is sent via SMS to the user with a link to the self-service web site.



**Easy rollout:** Password Reset Module is installed and maintained centrally, making it very easy to roll out. No need for additional user instructions or device installations, leaving zero footprint.



**Tight AD integration:** Allows you to grab relevant user information like employee ID, phone number, department code, etc. directly from the Active Directory. It is, however, also possible to perform mass enrollment by asking users to provide relevant account information.



**Reduce help desk requests:** By empowering the users to take action themselves, the burden on the help desk is reduced, allowing them to focus resources on more high-priority tasks.



# Password Reset

## The Entrust Difference

A number of self-service password reset solutions exist, with only subtle differences. Often these solutions come as part of an identity management system. And typically they rely on having to install a software client on each user's device or require the users to answer a list of challenge questions like "what is your favorite food?" or "what is your favorite movie?".

The general objective is of course to maintain productivity, while offering burden relief to the help desk. In reality though these types of solutions tend to fail due to three common flaws:

- Users never spend time on answering the challenge questions or they forget the answers they gave in the first place

- The software client has not been installed, or the user is trying to connect from a device that has not been provisioned (e.g. a private iPad)
- Most solutions only work at the office, which means that users trying to gain access from the outside - perhaps even outside business hours - cannot help themselves

Entrust took a thorough look at this category, and found there was room for improvement. Based on Entrust's patented and unique ability to verify the identity of users in real-time comes a solution that is easy for IT to deploy, requires no training of the users, and is so intuitive that it significantly reduces the impact of forgotten passwords.

## Use Cases

You need a self-service password reset solution in three different situations:

**Windows logon:** When logging into Windows at the office and you have forgotten your password - typically after a weekend or holiday. In this case the solution detects that you are logged out from AD (Active Directory) and immediately sends you a notification with a link to change your AD password.

**Password expiry:** If you either ignore the password expiration alerts or you don't get the messages because you are not on the LAN (working from home, traveling, etc.). In this case the solution sends you a notification with a link to change your password.

**Remote access:** When you are trying to use Citrix, VPN, OWA, or similar from a remote location but have forgotten your password. In this case the solution detects that an invalid password is entered and sends you a notification with a link to reset your password.

## About Identity Essentials

Identity Essentials is the ideal multi-factor authentication (MFA) solution for companies seeking a fast, cost-efficient solution to secure worker identities and enable their remote workforce. Essentials is part of the Entrust Identity portfolio that also includes Identity as a Service and Identity Enterprise for larger organizations with more complex use cases.



# Password Reset

## How It Works

- 1** When a user's password is about to expire or in case of account lockout, a notification is sent to the user's mobile phone via SMS text message.
- 2** The message includes a link to the password reset website. The user will be guided through the reset/renewal process after appropriate authentication.
- 3** When the user's identity has been validated by the system, he/she will be asked to enter and confirm the new password.
- 4** The process - beginning to end - can be done in less than a minute, ensuring that the user is quickly back online without support.

**Context-based authentication:** The Password Reset Module offers three security modes - Simple, Flexible, and Strict. In Simple Mode, authentication with username and OTP (one-time passcode) is required. This would typically be used on-premises only. In Flexible Mode the system dynamically adapts the security level based on the whereabouts of the user. To endorse the highest possible security level, turn on Strict Mode. Strict Mode dictates both users in the office and remote users to authenticate with username, OTP, and an additional factor.



## The Business Case

Usually 30%-50% of help desk calls are password reset related. In an organization with 10,000 users you probably have about 10,000-20,000 password-related calls annually. At a cost of \$10-\$20 per call, this adds up to an annual cost of up to \$200,000.

Taking into account the added productivity on the user side, and the burden relief on the help desk side, the annual benefit is at least the same dollar amount by reducing the number of password-related help desk calls by just 50 percent. And by introducing password change notifications, this reduction is easily achieved.



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