

Identity Management for Cloud Applications

Protect the cloud resources you depend on

Security challenges with cloud applications

- Password vulnerabilities
- Lack of visibility and control; islands of identity
- Impacts large number of users
- Need to provide convenient, frictionless access
- Managing and administering multiple authentication tools

Companies across industries continue to adopt popular cloud-based applications—such as Microsoft 365, Salesforce.com, Workday, ServiceNow and more—to reduce IT costs, improve business agility and enable their digital transformations.

Hackers have their eyes on these cloud-based applications, too. They see them as attractive targets to attack, given how much sensitive data these applications hold, how frequently they're "secured" with just a username and password, and how little control IT and security teams generally have over them. So what's a CISO to do?

Since some of these cloud applications offer their own multi-factor authentication (MFA) capabilities, one option is to turn on those capabilities. But this option isn't nearly as simple as it seems. For one thing, different MFA capabilities from different providers would quickly confuse users and impede their productivity, heightening their frustration and potentially leading to more calls to the help desk. It would also be burdensome for IT to have to administer and support multiple MFA capabilities from different vendors. As it is, in many organizations today, help desks and IT admins are strapped. Adding extra authentication for individual cloud applications would add even more complexity.

And what if the cloud application doesn't offer an MFA capability?

Every user and every application, ground to cloud

One way to make it easier to provide convenient, secure access to users leveraging resources in the cloud (and on-premises) is to enable MFA across the enterprise. It may sound daunting, but with RSA, modern MFA can be made simple.

Ground to cloud

RSA identity solutions are designed to work with your cloud and your on-premises resources, including your VPN and even legacy systems and custom applications. Certified out-of-the-box integration with more than 500 cloud-based and on-premises applications means that you can quickly configure our solutions to work with your most critical resources, speeding time to value and allowing you to quickly mitigate your most pressing access risks. And you can deploy it on-premises, in the cloud or in a hybrid environment.

Convenient cloud services backed by on-premises assurance

Reliability is critical for accessing software-as-a-service (SaaS) and web-based applications, and always-on security is critical to alleviating organizational risk. With a hybrid identity management approach, organizations can enjoy the benefits of the cloud combined with the availability and assurance of an on-premises system. This results in 24x7 authentication availability, and the added bonus that workers won't notice if (or when) the cloud becomes unavailable.

Intelligent access, frictionless experience

To provide strong security without sacrificing the user experience, RSA enables access decisions based on sophisticated machine-learning algorithms that take into consideration both risk and behavioral analytics. This makes it possible to provide users with a completely seamless authentication experience (triggering step-up authentication only when needed, based on risk level and policies) while providing high levels of identity assurance, ensuring users are who they say they are and are not hackers in disguise.

Choice of authentication

To further satisfy demanding users, RSA offers the widest range of authentication options, including mobile push authentication, biometrics, SMS, traditional hardware and software tokens, Fast IDentity Online (FIDO) and more. What's more, you can easily implement different authenticators for different user populations, allowing you to strike the right balance for your organization among convenience, security and cost. And our authenticators are backward-compatible to quickly authenticate with both cloud and on-premises applications.

One platform for all your identity needs

By providing coverage for the widest range of resources across your enterprise with the widest range of authenticators and by making intelligent, risk- and behavior-based access decisions in real time, RSA provides one authentication platform for all of your authentication needs. With a modern MFA solution that provides complete coverage for all your users and all your resources, and is easy for IT to implement and manage, you'll be better positioned to capitalize on digital transformation opportunities.

About RSA

RSA provides trusted identity and access management for 12,000 organizations around the world, managing 25 million enterprise identities and providing secure, convenient access to millions of users. RSA empowers organizations to thrive in a digital world, with complete capabilities for modern authentication, lifecycle management and identity governance. Whether in the cloud or on-premises, RSA connects people with the digital resources they depend on everywhere they live, work and play. For more information, go to [RSA.com](https://www.rsa.com).