



## IDENTITY ASSURANCE SOLUTIONS

# HID Global's Identity Assurance SMB Solution



## Big Security Without the Big Price Tag: Strong Authentication with NO Tokens or Changes to the User Experience

### Passwords Are Simply Not Enough to Protect Your Business

Passwords, while convenient, just aren't secure enough to protect a company's intellectual and business assets against today's dynamic threats. There have been numerous headlines on how search engine, gaming, web service and many other companies have suffered password breaches and compromised user data.

There needs to be a better way to validate user identities and control their access to prevent an identity breach, which can have far-reaching implications to the business. A successful breach can tarnish a company's reputation and impact their bottom line (the average cost to a business for a data breach in 2010 was \$214/per compromised record).

### Adding Security Shouldn't Mean Added Complexity or Costs

Increasing confidence in user identities to grant them appropriate access to a VPN, enterprise system or cloud application shouldn't require a significant increase in resources (IT team or budget). Typically, the only way to achieve true identity assurance was to purchase, issue and manage One-Time Password (OTP) tokens or smart cards that helped validate the user is who they say they are. Now, however, if an enterprise is not ready to make that investment, but still wants to add security, they can deploy a token-less authentication solution from the HID Global Identity Assurance portfolio, at a much lower cost.

Companies Can Sign Up for a Free Evaluation Today

### HID Global's Identity Assurance - A Simple, Cost-Effective Way to Increase Security, With NO Change to the User Experience

HID Global delivers a unique profile that it creates "behind the scenes" for each user (from identifiable parameters such as an IP address, location, operating system, etc.) to increase the confidence companies have in their users' identity and protect their access. When a user logs on, the solution performs a comparison and, if something has changed, can either prevent access or provide a number of additional authentication steps to validate they are who they say they are. With no hardware tokens to buy or provision, companies get a single, simple solution that is:

**Secure** - leverage advanced fraud detection and additional authentication methods, including asking for more information or issuing a SMS one-time passcode, to increase security and protect the company's assets.

**Convenient** - the added security is done in the background, so the user experience remains the same - validated, users have the access they want to all the systems and applications they need, including Single Sign-On to Cloud applications.

**Cost-effective** - add security, without having to invest in hardware tokens; no need for user education or training; simple, centralized management ensures ease of ongoing operations.

**Scalable** - the flexible platform can accommodate a layered security approach and grow to support changing needs; ability to quickly and easily deploy and manage hardware tokens, mobile tokens, smart cards, etc. if and when higher levels of security are required.

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