

# Idaptive™

## Identity and Access Management Suite

### Improving efficiency and the customer experience

Australians are amongst the most advanced users of digital services. 76% of Australians with access to the internet use online banking services<sup>1</sup>, and it's the most popular way of accessing Government services<sup>2</sup>.

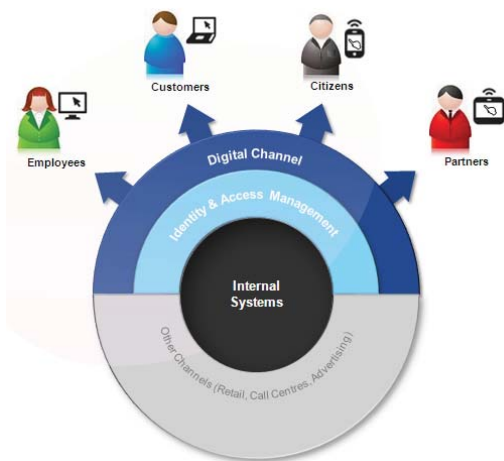
Fast networks, powerful devices and the convenience factor have transformed the way consumers prefer to engage and communicate. The businesses that can turn their digital channel into a source of competitive advantage are those that can provide a seamless and uniform customer experience across each digital touch point.

Many organisations have focused on transforming their websites from online brochures into full-service platforms. However, as technology continues to evolve, the possibilities for creating new services and a better customer experience have never been greater. As organisations look to launch increasingly complex products and services online, the issue of identity management becomes ever more pressing.

Perhaps this is the time to take a look at digital identity management, to eliminate the unproductive identity “friction” that prevents people from working, collaborating, shopping and communicating via a efficient common experience.

### What is Idaptive™?

The Idaptive™ Identity and Access Management (IDAM) Suite addresses this challenge in a completely new and unique way. Idaptive is an enabler for the Digital Economy because it is engineered to address Identity on a contextual basis.



### Why Idaptive™?

While conducting business a person may also hold employee, prospect, partner, shareholder or other relationships. While all of those contexts are clear, the things that make them different are usually invisible to the organisation intending to interact with them.

Unlike other identity management solutions Idaptive™ was designed to easily apply contextual identity management to a digital identity and reflect the real world where people are part of various communities, business roles, customers, consumers and constituents.

Your organisation can rapidly exploit the benefits of this natural way to contextually identify, authenticate and manage clients, suppliers, partners and prospects. This approach significantly reduces costs associated with deploying and operating an identity and access management solution.

To achieve similar results with other identity management solutions not designed to naturally map these real world relationships often results in extended project times, and the need to access specialized personnel. The end result is often convoluted configurations that are complex to maintain.

1. The Australian Internet and Technology Report, Edition 12. The Nielsen Company (February 2010)  
 2. Interacting with Government: Australians' use and satisfaction with e-government services (December 2009)

# Idaptive™ Features

Idaptive™ has been developed using a flexible, service based architecture and industry accepted open standards for access management.

## Unique Digital Identity Model

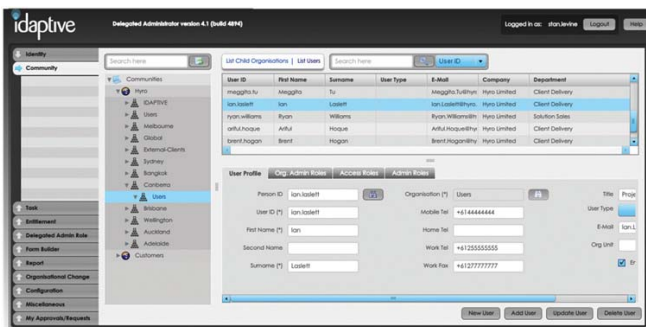
Idaptive™ models the real-world architecture of persons, communities, business parties, accounts, entitlements and roles. This powerful model centrally manages your user communities and bridges the gap among enterprise, partner and consumer identities with both portable and contextual digital identities.

## Identity Service Bus®

Idaptive™ is unique in its use of a standards-based Identity Service Bus®, a robust, scalable and secure identity provisioning framework that supports the OASIS Service Provisioning Mark-up Language (SPML 2).

## Usable Administration

Idaptive™ brings usability to a new level for identity management technology in the form of tools for Delegated Administration, Self Service, Password Management and Workflow. Idaptive™ also brings many innovations such Identity Reservation Protocol (RSVP) for secure self registration; and “Household Administration” which enables consumers to become subscribers to e-business services within a household setting.



Idaptive™ Delegated Administrator interface

## Platform-Independence

Idaptive™ supports authentication, authorisation and personalisation for most major application platforms.

## Single Sign On

Idaptive™ enables users to authenticate once and only once per session. Idaptive™ recognises when a user holds multiple identity contexts and automatically provides the right contextual identity data for different applications, according to policies.

## Federated Access

Idaptive™ extends and integrates its identity management with a comprehensive access management solution that uses standards-based protocols including SAML2 and Shibboleth to protect access to all types of resources, inside and outside the firewall.

## Strong Authentication

Idaptive™ offers strong, standards-based authentication technology and processes which significantly improve access management security. Idaptive™ also supports a wide array of patterned multi-factor authentication devices.

## Authorisation

Idaptive™ supports both coarse and fine-grained authorisation that can be leveraged by off-the-shelf and bespoke applications to support highly-granular role based access control (RBAC).

## Identity Lifecycle and Role Management

Idaptive™ intelligently reduces the effort, time and operational costs required to manage identity lifecycle, including dynamic validation of user profiles, automated provisioning, qualifications management, entitlements and role management, segregation of duties enforcement and establishment of strong user trust.

## Auditing and Compliance

Idaptive™ provides true unit-of-work tracking for all identity related transactions to support corporate attestation standards and processes. Idaptive™ auditing includes service level management features that provide operational visibility and dynamic escalations for unanticipated identity and security events.

To learn more about the Idaptive™ identity and access management suite, visit [www.idaptive.com.au](http://www.idaptive.com.au) or contact Idaptive at:

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