

# The RSA Unified Identity Platform

## What Creates Unnecessary Risks, Increased Costs, and Lower Productivity

Change transforms the way we do business, the way we interact with customers and external users, and the way employees access data and applications. Change also results from shifting market dynamics, new business goals, and emerging technologies.

Over the years, organizations have found that identity and access management (IAM) solutions can serve a wider array of complex IT needs by making it possible to centrally manage user roles, groups, and access entitlements. In that time, organizations have transitioned on-premises workloads and services to the cloud, resulting in a highly distributed identity model where every cloud service and app utilizes its own provisioning system for users and permissions. This has massively expanded the impact that human error can have on individual user experiences, and it can cause significant inconsistencies in how any two users with the same role classification access services. **These inconsistencies in how one authenticates, accesses, and is managed creates unnecessary risk, increased costs, and negative impacts to productivity.**

In rapidly adapting to new technical requirements—including supporting hybrid work, creating digital experiences, and modernizing IT stacks—many organizations have needed to invest in point identity solutions that address only one component of a far more complex and integrated identity plane. Over time, those point solutions have contributed to Identity Debt—a mixture of complexity, costly contracts, and greater risk from threat actors attacking users' credentials.

## Pay Down Identity Debt

The most effective and fastest way to address Identity Debt, remove complexity, simplify the user experience, reduce costs, and mitigate IT risks and threats is with a unified identity platform. The RSA Unified Identity Platform is a singular approach to consolidating organizations' authentication, access, and lifecycle and governance needs. It incorporates Automated Identity Intelligence that provides deeper insights and context of user and device risk, which can help to automate critical identity processes.

These qualities help organizations address the challenges that many organizations face when deploying key capabilities for the most important use cases:

- Providing secure authentication and access to applications and data
- Detecting and responding to identity-focused risks and threats
- Enabling end-to-end auditability and lifecycle management



## Identity Is Now a C-Suite Decision

Regardless of title, all leadership has a stake in understanding how an identity partner can address the specific needs of the organization.

- How can a CISO establish confidence that the organizational access policies are consistent across all business applications?
- How can a CIO feel supported by the identity provider to enable new and expanding line-of-business goals and objectives?
- Does the Chief Privacy Officer have the tools needed to ensure the privacy of sensitive data?
- How does the COO feel about their ability to mitigate the risks associated with fines, overspending, or missed opportunities, that effective identity can address?

RSA helps businesses answer these questions. Best-of-breed identity solutions help businesses reach their goals, reduce operational costs, simplify complexities, and gain greater visibility into the effectiveness of their security stack. on their cloud journey.

## Security Is the RSA DNA



### Security-First

RSA has a long-standing reputation of producing the security solutions that matter most to high-security environments. In fact, it's the only thing we do. It isn't central to our mission....it is our ONLY mission.



### Intelligent

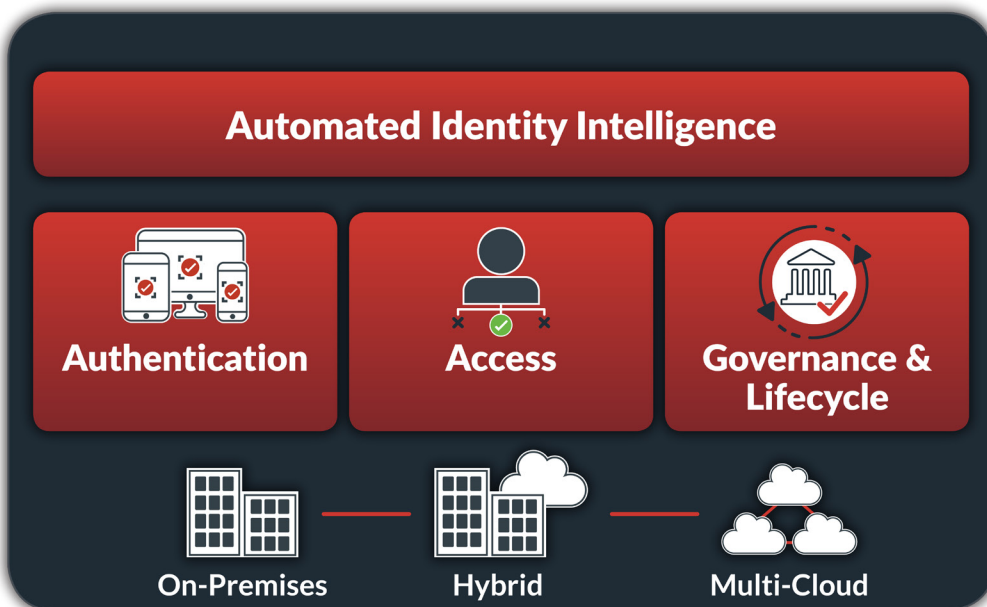
We believe that organizations that don't use the latest AI, automation, and workflows are putting themselves at risk to the attackers that deploy these tools against their targets. Advanced, intelligent automation technologies are the foundation of the RSA Unified Identity Platform and help the solution reduce risk and increase awareness.



### Open

Organizations are not monolithic in their vendor strategies. They are heterogeneous and diverse. The RSA platform supports this approach: we leverage open standards, APIs, and solution specific connectors that allow RSA to integrate with thousands of applications in a hybrid and multi-cloud model.

## RSA Unified Identity Platform



## The Hybrid Dilemma

RSA understands that no two businesses are on the same journey. Every organization has unique priorities, business objectives, and strategies for cloud adoption. Some may be fully invested in the cloud, while others prioritize retaining full control of their services within their own data centers. Most, however, are still operating in both worlds, and may continue to invest in both for years to come.

Supporting hybrid environments that straddle both on-premises and multicloud resources requires a solution that is flexible and scalable.

RSA is the only identity vendor that provides a true hybrid identity solution that can support multiple environments, ensuring that we can help organizations for where they are today and for where they plan to be tomorrow on their cloud journey.

## Unified Identity Requires Unified Partners

The RSA Ready Technology Partner ecosystem comprises hundreds of direct solutions that enable thousands of use cases. RSA Technology Partners are supported or certified to interoperate with RSA to help customers manage identity risk.



For more information on the RSA Ready program, visit our Technology Partner page at <https://www.rsa.com/technology-partner-integrations/>

## About RSA

RSA, the security-first identity leader, 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).