

# Cloud Identity & Access Management

Digital business begins  
with identities.

In this world where everything is connected, managing the digital identities of all things is something enterprises must do. These identities could be those of people, partners, systems or “things”. They are woven into complex networks and ecosystems, which are growing every day.

There are few boundaries in digital business, A constant requirement, however, is that identities must be securely managed.

Being connected is becoming ubiquitous and information now lives in the cloud. This enables many great things in business:

- Business partners being able to collaborate seamlessly
- Consumers digitally interacting with their favorite brands
- Employees being able to do their job anywhere they can get online
- Products that are always connected

To make all of these great things happen, digital identities need to be managed. This needs to be done in a way that is easy for the enterprise. It has to flow with their business process, not slow it down. It needs to bolster their corporate security not compromise it.

The number of digital identities is only going to grow – and enterprises must be able to keep up with this growth for their businesses to continue to grow.

## The business impact

Identity Management (IdM) is, at its core, the responsibility of the IT department. Paramount is the department’s ability to manage the identities their business interacts with – including people, partners, systems and things.

But the business side of the enterprise now has a vested interest in identity management, as well. Many business users rely on their digital identity to do their jobs. If things don’t work or they don’t have the correct access they can’t get their job done.

Additionally, customers are increasingly interacting with businesses using digital identities. These “virtual” consumers are still real consumers that ultimately bring money into the business. Managing customers will always be an important aspect of the business.

## Why you need Covisint

Enabling all of these great features doesn’t come without a price. Managing the digital identities of people, partners, systems and things is not easy. In fact, it is quite hard and is not the core competency of most businesses. In addition to being a challenge, it can become expensive to manage and maintain. Given the higher rate of failure when companies attempt to manage digital identities themselves, one can see why using a purpose-built solution makes sense.

## Covisint Platform IdM components

The Covisint Platform offers a robust set of identity capabilities that provide solutions for customer problems of varying levels of complexity. We have been providing

cloud-based identity solutions for 15-years and have the track record of successful solutions to prove it.

The Covisint Platform enables enterprises to centrally manage the entire identity lifecycle of their internal and external users, as well as their access to resources across the enterprise.

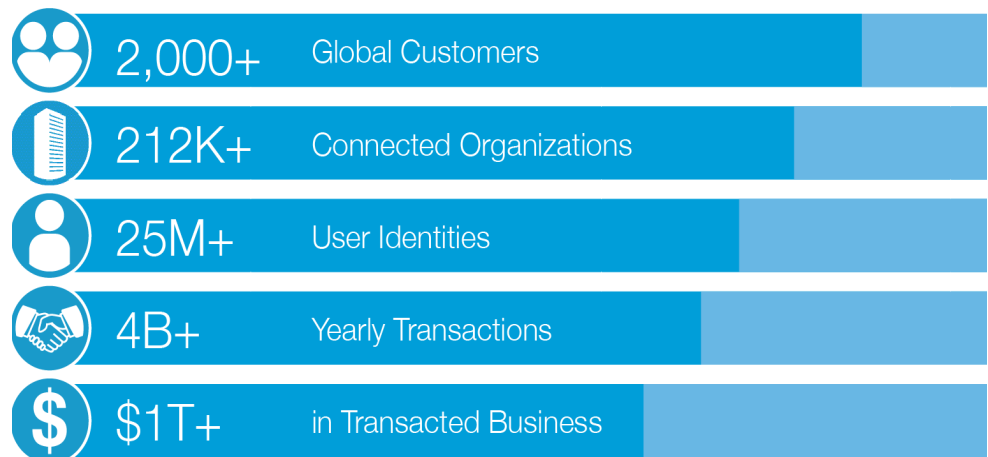
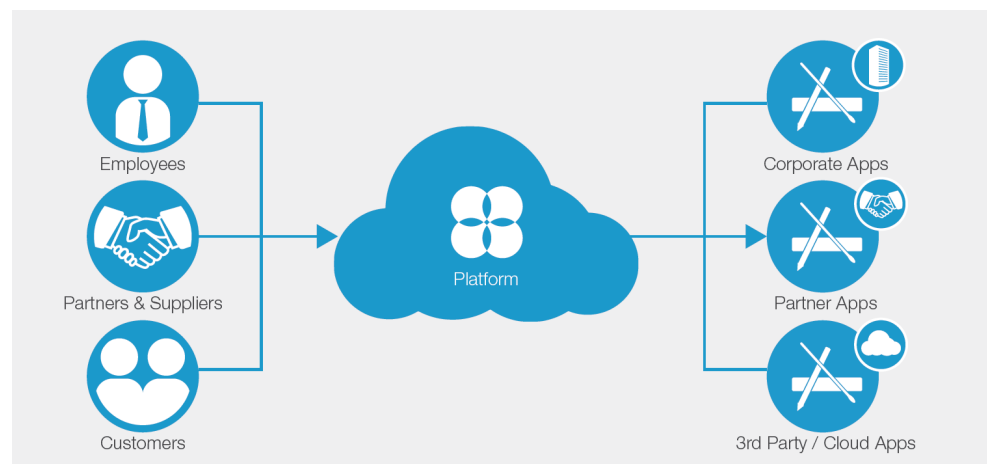
**Identity Services Secure Access to Your Critical Resources** - the Covisint Cloud Platform enables enterprises to centrally manage the entire identity lifecycle of their internal and external users, as well as their access to resources across the enterprise. Identity SSO and broker capabilities are essential for the enterprise to rapidly enable and control access to key resources. The identity framework creates a unified user experience while eliminating technology constraints and providing centralized policy enforcement, audit, and reporting.

**Identity Manager** - designed for comprehensive identity and access management across the complex ecosystem of enterprise identities.

**Authentication Manager** - validate that a user is who they claim to be, and establish trust across domains for single sign on.

**Identity Intelligence** - inspect identity, access and endpoint data then convert it to actionable information and insight.

**Directory Services** - cloud-based directory and the tools to integrate and synchronize directories.



# The Covisint difference

Covisint offers an infrastructure agnostic, highly scalable, and purpose-built Platform-as-a-Service (PaaS) for unlocking the potential of IoT and identity-centric solutions.

**Differentiation is in the solution** – a cloud-based PaaS unlocks customer and partner led development and faster innovation in the application layer.

**Infrastructure agnostic and highly scalable** – to meet the privacy, security and performance demands of increasingly global businesses.

**Purpose-built for solutions that connect people, processes, systems and things** – enables faster innovation in the platform capabilities and your solutions.

**Offered as a cloud service** – to drive operational simplification and reduce costs for customers through economies of scale.



## About Covisint Corporation

Covisint is the leading Cloud Platform for building Identity and Internet of Things (IoT) applications. Our Cloud Platform technology facilitates the rapid development of identification, authorization and connection of complex networks of people, processes, systems and things.

Covisint's Platform supports customers in their endeavors to securely identify, authenticate and connect users, devices, applications and information. It supports 2,000 organizations who connect more than 212,000 business partners and customers that support \$4 billion in ecommerce transactions annually. Learn more at [www.covisint.com](http://www.covisint.com).

## Covisint Corporation

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