



# Identity and Access Management (IAM) Without Compromise

OneLogin's cloud-based IAM/IDaaS solution delivers both speed and integrity for the modern enterprise

## I. Stumbling at warp speed: A portrait of today's enterprise

IT and business executives are tasked with two strategic directives that seem inherently contradictory, sometimes to maddening degree: they must empower the business and its people to operate at a high, frictionless velocity while providing, at the same time, the utmost levels of security and risk management.

### *Identity management per application is a burden*

Enterprises of all sizes are challenged to effectively provide secure access to a rapidly growing mosaic of cloud, on-premise and mobile applications. Whether sanctioned by the enterprise IT group or purchased by departmental shadow IT organizations, individually provisioned applications present a great management burden with multiple negative operational effects:

- Time and money wasted by manual on-and off-boarding, and lost passwords.
- Security risk from weak, easy-to-remember passwords, as well as from system access by former employees whose credentials are not promptly revoked.
- Lack of visibility into who accesses which application, and from where.

As a result, enterprises and users encounter a range of obstacles that prevent them from securely operating at speed. At best, users who clamor for access to applications are inconvenienced when they don't get access quickly enough, or not at all. Worst case, because today's IT footprint is large and porous, companies face headline-making data breaches when applications introduce security vulnerabilities into the enterprise environment.

Furthermore, enterprises with on-premise portfolios encounter additional complexity due to their hybrid cloud/on-premise software environments. The good news is that a modern version of cloud-based **identity and access management** (IAM) has emerged to provide easy yet secure access to the thousands of applications people use to do their jobs every day.

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### *Enabling speed, security and integrity*

IAM, in fact, lies at the intersection of three of CIOs' top technology imperatives—driving new levels of integrity, security and operational excellence—while maximizing the value of their entire application investments. To gain internal buy-in for IAM initiatives, Forrester recommends presenting the tactical essence of the overarching challenge:

Promote IAM into business agility. Employees spend their time waiting for the help desk to grant them the right level of access to applications or to reset their password. They must also remember 20 different passwords for 20 different applications, and when they spend their time logging in and out of applications, they're not focusing on their job. Automating IAM processes increases employee productivity, reduces frustration, and lets them focus on their jobs. Failure to provide a pleasing IAM experience to your customers can directly lead to them jumping ship and going elsewhere<sup>1</sup>.

Automating IAM processes increases employee productivity, reduces frustration, and lets them focus on their jobs.

This white paper explores how access to applications affects business agility, and describes a new class of identity management solutions from OneLogin that allows enterprises to operate at maximum speed, and gain insight and governance, while reducing systemic risk.

## **II. Rethinking application portfolios: New leverage, new risks**

Hybrid cloud/on-premise software environments are the prevailing trend in enterprise computing, representing the compromise between the IT organizations that are responsible for software resources and business integrity, and departments wanting fast access to specialized cloud applications. The unstoppable momentum toward decentralized computing is significantly problematic, though, because it renders large enterprise application portfolios ever-more complex, unmanaged and exposed.

### *Striking a balance between speed and integrity*

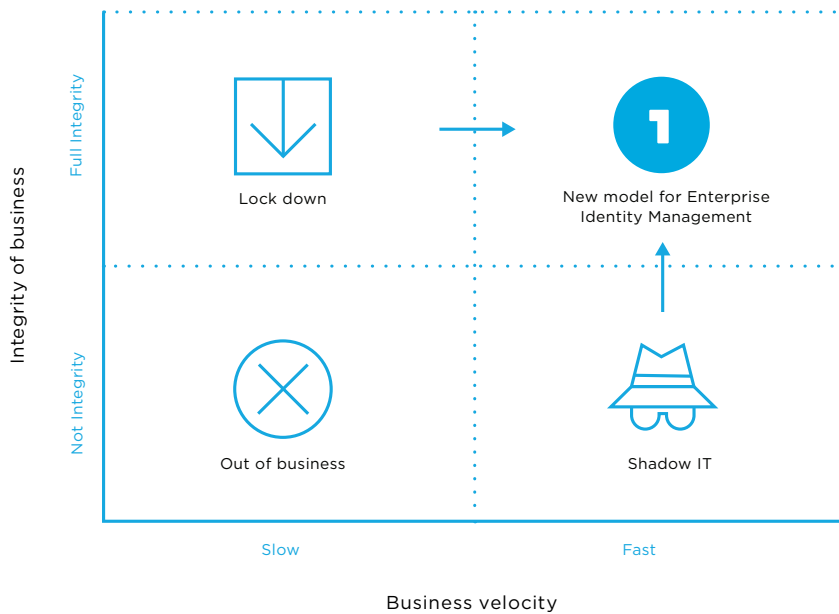
Specifically, the unstoppable growth and flux of enterprise application portfolios makes it nearly impossible to fully understand their compliance, access, cost and usage parameters. Yet applications are the lifeblood of organizational productivity; IT organizations don't have the luxury of suspending popular apps' usage while assessing their security, utility and compliance with enterprise guidelines. To make matters worse, since many applications are paid for by departments, IT has little control over their introduction into the enterprise environment.

Collectively, these application dilemmas force enterprises to choose between **speed**, intended to allow users fast, frictionless access to the applications they need, and **integrity**, which can be thought of as the

<sup>1</sup>"Making The Business Case For Identity And Access Management Business Case: The Identity And Access Management Playbook," Andras Cser and Merritt Maxim, Forrester, December 10, 2015.

alignment of these resources with security, control, compliance and governance. The diagram below characterizes the related trade-offs, and highlights the opportunity when speed and integrity can be jointly pursued without compromise:

### THE PROBLEM: FORCED CHOICE BETWEEN SPEED AND INTEGRITY



OneLogin delivers a new class of solution that allows enterprises to operate at maximum speed, while at the same time providing the integrity that confers insight and governance, and reduces risk.

Figure 1: Managing application portfolios today requires IT organizations to choose between pleasing users or maintaining tight control.

- Bottom left quadrant: Companies in this quadrant are in the worst position, marred by very low integrity and slow velocity, and in turn threatened by security incidents as well as the risk being passed by nimbler, more innovative companies.
- Top left quadrant: Companies here have a very high level of integrity, but their business is hampered by straightjacket of tight controls and regulations preventing them from adopting business solutions quickly, nor executing at optimal speed.
- Bottom right quadrant: Companies here run extremely fast, but at great risk because critical checks and balances are missing. This is shadow IT in full effect with the organization hampered by zero visibility, exposing significant security vulnerabilities.

- Top right “magical” quadrant: OneLogin successfully introduced a new model for identity management that combines both speed and integrity. Today, thousands of companies are already enabling business velocity while keeping access secure with OneLogin.

### III. OneLogin: A new model for identity management

OneLogin delivers a new class of solution that allows enterprises to operate at maximum speed, while at the same time providing the integrity that confers insight and governance, and reduces risk. This new class of identity management meets four key enterprise requirements, in real-time:

- Go beyond single sign-on (SSO), expanding to a cloud-based directory which easily integrates with third party applications, authentication solutions and custom integrations
- Establish universal reach across all types of users who touch corporate data: employees, contractors, partners, customers and more.
- Deliver hyper-convenience for IT and business users for ease of deployment and use.
- Ensure business integrity across all users, devices and applications, providing holistic, efficient, secure and compliant access control.

These capabilities have gained OneLogin industry recognition as an innovator in the identity management space. In “The Forrester Wave™: B2E Cloud IAM, Q2 2015,” Forrester said:

OneLogin is a thought leader in authentication with plans to extend mobility support. The solution is much less complex than other solutions evaluated in this Forrester Wave. It has outstanding support for user directory configuration and integration, access management policy administration, and end user self-service from the portal.<sup>2</sup>

The powerful simplicity of the OneLogin solution is based on a sophisticated concept, an identity control plane that converges six key elements:

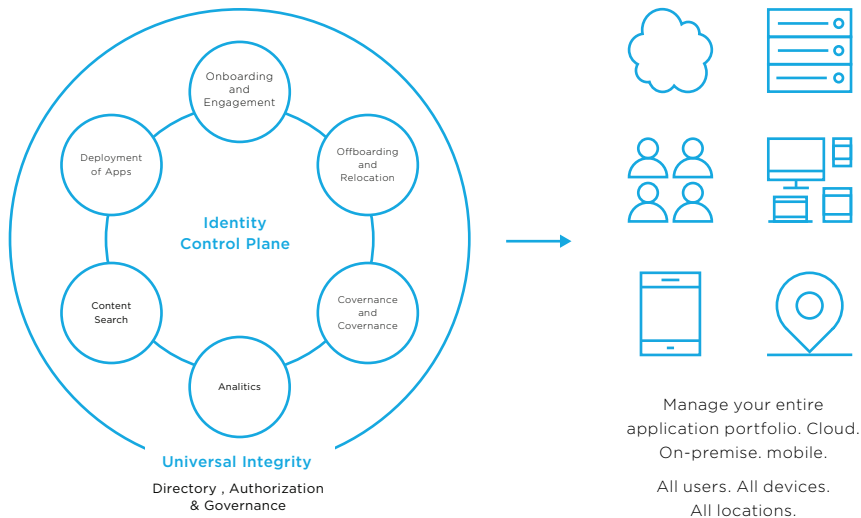
1. Onboarding and engagement
2. Offboarding and revocation
3. Governance and compliance
4. Analytics
5. Content search
6. Deployment of apps

OneLogin is a thought leader in authentication with plans to extend mobility support. The solution is much less complex than other solutions evaluated in this Forrester Wave.

<sup>2</sup> “The Forrester Wave™: B2E Cloud IAM, Q2 2015,” Forrester Research, Andras Cser and Merritt Maxim, June 29, 2015.

## NEW CLASS OF IDENTITY MANAGEMENT SOLUTION

Highest integrity and security - operational velocity -  
maximize app investment



OneLogin is a thought leader in authentication with plans to extend mobility support. The solution is much less complex than other solutions evaluated in this Forrester Wave.

Figure 2: The identity control plane is the foundation of OneLogin's value proposition: delivering the highest levels of speed, security and integrity, to maximize the value of application investments.

### The identity control plane

With the concept, OneLogin elevates identity management from its tactical roots. The identity control plane synthesizes a half-dozen critical elements of identity and application management that were previously stand-alone functions, simultaneously enabling speed and agility matched by security and compliance, and allowing companies to incorporate identity into all IT decisions.

Importantly, the OneLogin solution supports Security Assertion Markup Language (SAML), the open-standard data format for exchanging authentication and authorization information between an identity provider (user) and a service provider (company). Since its launch in 2001 and update for version 2.0 in 2005, SAML has become the de facto industry standard, recognized by application providers and specified by customers.

OneLogin has from the start been a leading proponent of SAML adoption<sup>3</sup>, a position that aligns with its customers' needs and preferences. Many OneLogin customers, such as Pandora Internet Radio, won't purchase new cloud applications that don't support SAML.

If a critical app doesn't support SAML, OneLogin will assist the software vendor, enabling SAML with resources including [samltool.com](http://samltool.com).

#### *Why companies choose OneLogin*

More than 2,000 companies use OneLogin today as an innovative, strategic differentiator. They've chosen OneLogin as their identity management provider for four reasons:

**1. Universal identity:** The OneLogin solution can be used with any combination of modern and legacy applications, including cloud-based, on-premises and mobile apps. The solution can be readily deployed to work with existing portfolios, including HR, finance, sales and marketing systems, regardless of where they reside. This makes OneLogin an ideal choice to serve all users, including employees, partners, contractors and customers, with equal ease.

OneLogin can serve as a unified directory in the cloud or integrate users with any number of leading directories including Microsoft Active Directory, LDAP, and Workday.

**2. Real-time performance:** Unlike other identity management solutions that can take hours or overnight to update, OneLogin delivers real-time performance. Users can be immediately productive, since it takes only seconds to deploy new apps via OneLogin, as well as to on- and off-board employees. Real-time decommissioning is particularly important for mitigating security risks, as departing users can be instantly locked out of applications, even during active sessions, while administrators are notified about all identity and access changes or breaches.

New initiatives are also accelerated, because changes propagate in real-time to all endpoints to update all systems across the entire application portfolio.

**3. Exceptional experience:** OneLogin is architected from the ground up for today's fluid work environment. The intuitive modern user interface and streamlined workflow are designed with a focus on enabling cloud-based business velocity and delivering ease-of-use for business and IT users alike.

Furthermore, OneLogin's uncomplicated set-up offers a free trial, transparent pricing and simple contracts. Dedicated support resources, including named success managers and 24/7 quick response times, help ensure high customer satisfaction. OneLogin additionally provides unique resources including:

- A [developer site](#) that empowers developers with OneLogin's API docs and dynamic testing tools, to equip security and IT experts with the necessary information to champion these technologies. The developer site is an addition to [samltool.com](http://samltool.com).

## Why Companies Choose OneLogin?

1. Universal identity
2. Real-time performance
3. Exceptional experience
4. Highest integrity

<sup>3</sup> "The Power of Standards and The Momentum of SAML, Thomas Pedersen, January 28, 2015. [www.linkedin.com](http://www.linkedin.com)

- A [comprehensive eBook](#) that explains Cloud IAM, current cloud app adoption challenges around risk, complexity and the user experience, and how Cloud IAM addresses them.

**4. Highest integrity:** OneLogin offers security, governance and transparency across all apps, to align organizational speed with security, control, compliance and governance. The solution provides data sovereignty for identity, with OneLogin maintaining separate EU and US data centers. Extensive multi-factor authentication options prevent unauthorized users from accessing corporate data with passwords alone.

Finally, OneLogin is a pioneer in open standards, including SAML, System for Cross-domain Identity Management (SCIM) and Native Apps (NAPPS), a standard protocol to provide SSO for users on mobile devices through a “token agent” that enables native mobile applications to authenticate users more easily. OneLogin is integrated with approximately 5,000 applications.

#### IV. The economic case for OneLogin

In the summer of 2015, OneLogin commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study<sup>4</sup> to examine the return on investment (ROI) of deploying OneLogin.

Forrester interviewed an existing customer that had 18 months’ experience using OneLogin to better understand the benefits, costs and risks associated with OneLogin. The interviewed customer has requested to remain anonymous.

The results calculated over three years are highly favorable. The analysis shows a risk-adjusted ROI of 356%, with benefits of \$584,557 over three years versus costs of \$128,710, equating to a net present value (NPV) of \$456,387.

Benefits associated with OneLogin:

- Increased user productivity: Faster access to cloud-based systems and applications—\$566,092.
- Reduced service desk labor related to fewer password resets—\$4,029.
- Faster integration with new systems using OneLogin’s connectors—\$14,436.

In the study Forrester noted, “As the risk-adjusted ROI and net present value (NPV) of costs and benefits still demonstrate a compelling business case, it raises confidence that the investment is likely to succeed because the risks that threaten the project have been taking into consideration and quantified. The risk-adjusted numbers should be taken as ‘realistic’ expectations, as they represent the expected value considering risk.” From the study, readers can additionally extrapolate that deploying OneLogin can result in additional benefits, such as IT resources being freed to pursue other tasks.

|                               |
|-------------------------------|
| ROI: <b>356%</b>              |
| Benefits PV: <b>\$584,557</b> |
| Costs PV: <b>\$128,170</b>    |
| NPV: <b>\$456,387</b>         |

*Figure 4: Financial summary showing three-year risk-adjusted results. Source: Forrester Research, Inc.*

<sup>4</sup> This section has been excerpted from “The Total Economic Impact™ Of OneLogin: Cost Savings and Business Benefits Attributed to OneLogin,” produced by Forrester and commissioned by OneLogin. Published January 2016.

The Forrester study provides readers with a framework to evaluate the potential financial impact of OneLogin within their organizations. To get the full study, [download](#) Forrester's "The Total Economic Impact™ Of OneLogin."

"Yes, with OneLogin we're saving money on the hard cost. And with the simplicity that OneLogin brings when you come into the network each morning; you can get to all your business applications on a single screen. All I do is click a button. It's made it so easy. When I bring in a new tool or business application now, OneLogin provides many connectors out-of-the-box, both for SSO and provisioning and deprovisioning. I can set them up in less than 60 minutes with a phone call with the other vendor. It's really about simplifying employees' ability to get their work done."

—VP OF ENTERPRISE BUSINESS TECHNOLOGY, THE CUSTOMER

## V. Operating without compromise in today's hybrid environment

Hybrid software environments comprising a mix of cloud and on-premise applications are the norm in enterprises today. OneLogin is the industry innovator and leader in providing identity management solutions that span both domains, allowing employees to seamlessly traverse between the two.

OneLogin's recent introduction of a new virtual LDAP service expands the company's coverage of applications beyond those that support federation through SAML and WS-Trust. The new LDAP service, combined with cloud-based support for the full RADIUS protocol including strong authentication methods such as EAP-TTLS, further enhances OneLogin's offerings in this area. Finally, in addition to these new interfaces, OneLogin's recent acquisition San Diego-based Cafésoft, a provider of Web Access Management (WAM) software with customers such as NASA, Department of Defense, OpenText, ARM and TiVo, delivers the security middleware to easily integrate identity into heterogeneous web environments.

### *The "long tail" of enterprise applications*

Legacy on-premise identity and access management solutions, like those from CA and Oracle, are incompatible with the ease-of-use of wthe modern cloud applications that organizations use today. Integrating these applications with legacy IAM products can easily take days or weeks.

Labor-intensive integrations can be justified for an application used by every employee, but they are not feasible for the "long tail" of hundreds of applications used throughout the organization by relatively few users.

"Yes, with OneLogin we're saving money on the hard cost. And with the simplicity that OneLogin brings when you come into the network each morning; you can get to all your business applications on a single screen. "

– VP of Enterprise Business Technology



These applications tend to get left out of legacy IAM integrations, creating security vulnerabilities and disjointed application access experiences that confuse users and squander productivity. High help desk costs, low productivity, weak regulatory compliance and significant security exposure are the direct results.

OneLogin is synonymous with simplicity, scalability, agility, standards-based integration, collaboration and speed.

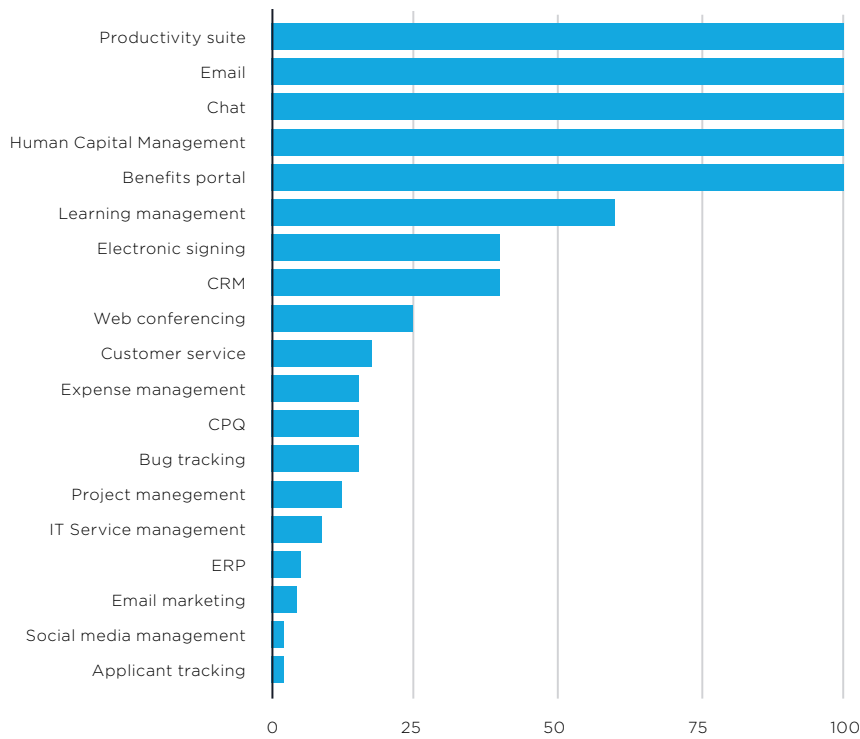


Figure 5. A typical top 20 list of applications for an organization; a few are being used by every employee, but as moving the “long tail” of applications, most have just a few users.

### *The advantage of a native cloud solution*

Native cloud identity management solutions like OneLogin offer a distinct advantage. Whereas on-premise IAM solutions are known for their complexity, proprietary nature, high levels of customization work and slow integrations, OneLogin is synonymous with simplicity, scalability, agility, standards-based integration, collaboration and speed.

More than 5,000 applications are already pre-integrated with OneLogin, and new ones can be quickly added through our standards-based interfaces. With OneLogin, IT organizations can easily apply identity management to all enterprise applications to dramatically improve speed, security and integrity. Companies can quickly realize increased productivity, lower help desk costs, higher regulatory compliance and improved security posture—all top-line priorities for the modern enterprise.

### About OneLogin, Inc.

OneLogin brings speed and integrity to the modern enterprise with an award-winning SSO and identity-management platform. Our portfolio of solutions secure connections across all users, all devices, and every application, helping enterprises drive new levels of business integrity and operational velocity across their entire app portfolios. In June 2015, Forrester Research named OneLogin as a leader in cloud identity and access management. The choice for innovators of all sizes such as Condé Nast, Pinterest and Steelcase, OneLogin manages and secures millions of identities across more than 100 countries around the globe. We are headquartered in San Francisco, California. For more information, log on to [www.onelogin.com](http://www.onelogin.com), Facebook, Twitter, or LinkedIn.

### OUR MANIFESTO

#### What OneLogin stands for



Securely connecting your users to the cloud should be fast and uncomplicated



A strong identity foundation is core to business integrity and operational excellence



Security and governance should not slow down the business



Good identity management is invisible to the user



Your business runs in real-time, so must your identity infrastructure



Transparency and honesty ensures good business outcomes



Transparency and honesty ensures good business outcomes



Enterprises should not be held hostage by their IT vendors