

Customer Profile

Size: Large to small enterprises.

Industries: Financial, healthcare, government, retail, technology – any company storing sensitive info.

Registration Requirements: Minimum of 10 user licenses.

Where You Can Attach RSA

- **Switches / Servers / Routers**
- **VPN:** Cisco, Citrix, Palo Alto, Barracuda, Check Point
- **SaaS/Cloud Apps:** O365, SFDC, WorkDay, ServiceNow
- **Firewall:** Palo Alto, SonicWall
- **VDI:** VMware, Citrix
- **Cloud Platform:** Amazon Web Services (AWS), Microsoft Azure
- **PAM:** CyberArk, BeyondTrust



Things to Listen For

- Identity and Access Management
- Single Sign-On (SSO)
- Strong Authentication
- Multifactor Authentication (MFA)
- Risk-Based Authentication (RBA)
- Remote Access
- Cloud Authentication
- Tokenless Solution



Customer Problem

Passwords Are Not Enough: 81% of breaches involve stolen/weak passwords.

Can't Identify Compromised Users: No way of verifying users' identities to prevent unauthorized access.

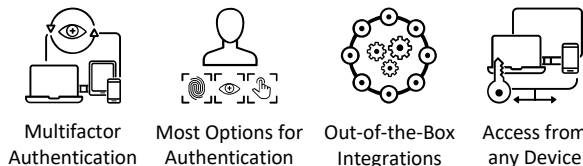
Cloud Adoption: Insufficient security around cloud managed applications.

Non-Compliance: Must meet regulatory requirements (ex. PCI DSS, FIPS, CIP, HIPAA, GDPR, etc.).

RSA Solution

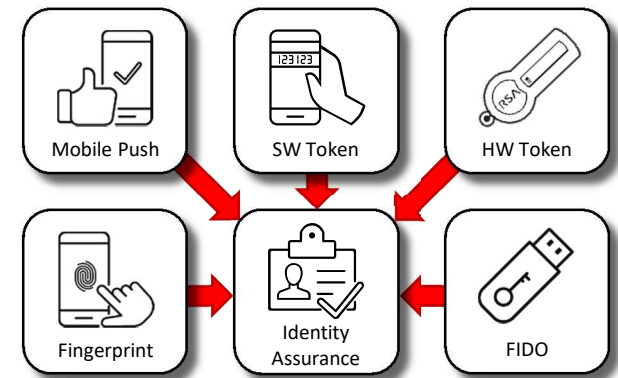
Secure and Convenient Access: MFA with a wide variety of authenticators layered on top of SSO across all access use cases.

Identity Assurance: A user's characteristics are analyzed when they attempt to authenticate to ensure they are who they say they are.



RSA Differentiators

Flexibility: The most options for authenticating available on the market: hardware / software / FIDO tokens, mobile push / SMS / OTP, biometrics (such as fingerprint).



Intelligence: Remembers user behavior and uses machine learning to detect irregular activities.

Compatibility: Over 1,000 apps certified to integrate out-of-the-box. Virtually anything with a password.

Questions to Ask

- How are you protecting user access?
- How are you protecting your organization's sensitive applications?
- Ideally, how would you want to protect access? Have you considered mobile authenticators or SSO?