



# Balancing Friction with Security

Latest Trends in Frictionless Security

**April 19, 2022**



# Speakers & Housekeeping Items

- Presentation will last 30 minutes, with an additional 15 minutes for Q&A, so take advantage of your time with these IAM experts – we want your participation
- Use the chat box of the Zoom platform to ask questions, as the audience members will be on mute
- Everyone will receive the webinar recording and presentation slides in the next few days
- Introductions



Jack Poller  
Senior Analyst, ESG



Paul Trulove  
CEO, SecureAuth



**What are the  
IAM report highlights?**

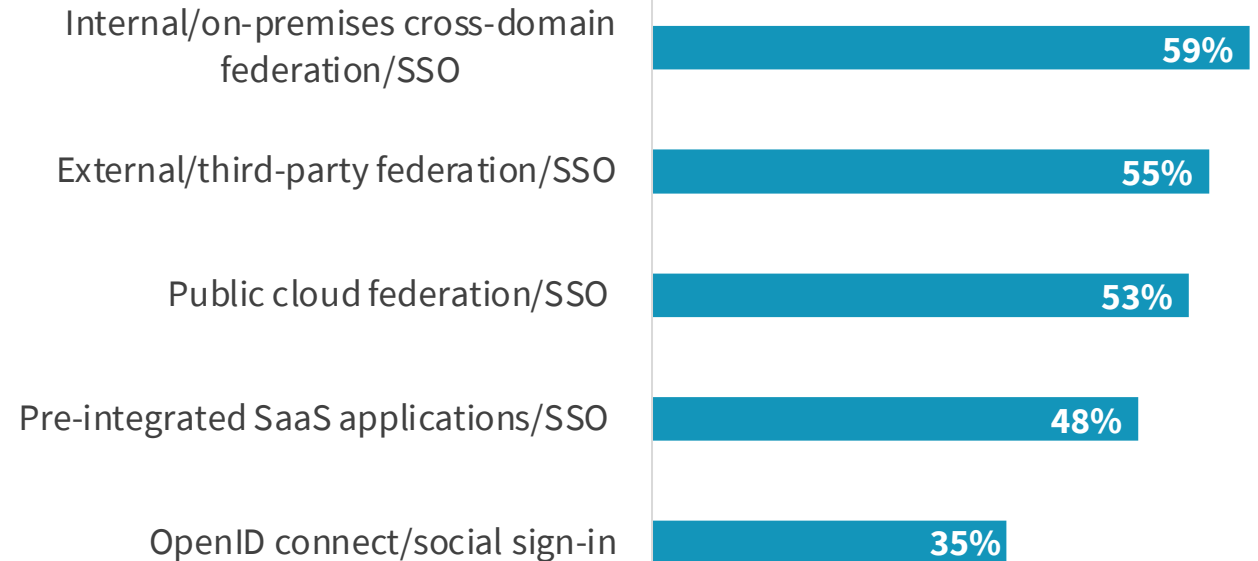


# March 2022 ESG Report

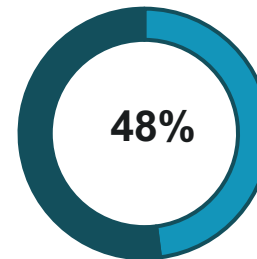
Securing the Identity Perimeter with  
Defense in Depth

**Majority of Organizations  
Use SSO...**

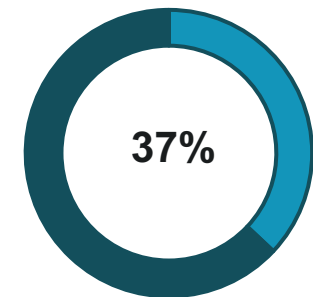
**...Because SSO Reduces  
Friction and Improves User  
Experience**



We Expect SSO to Reduce  
Friction and Improve the User  
Experience

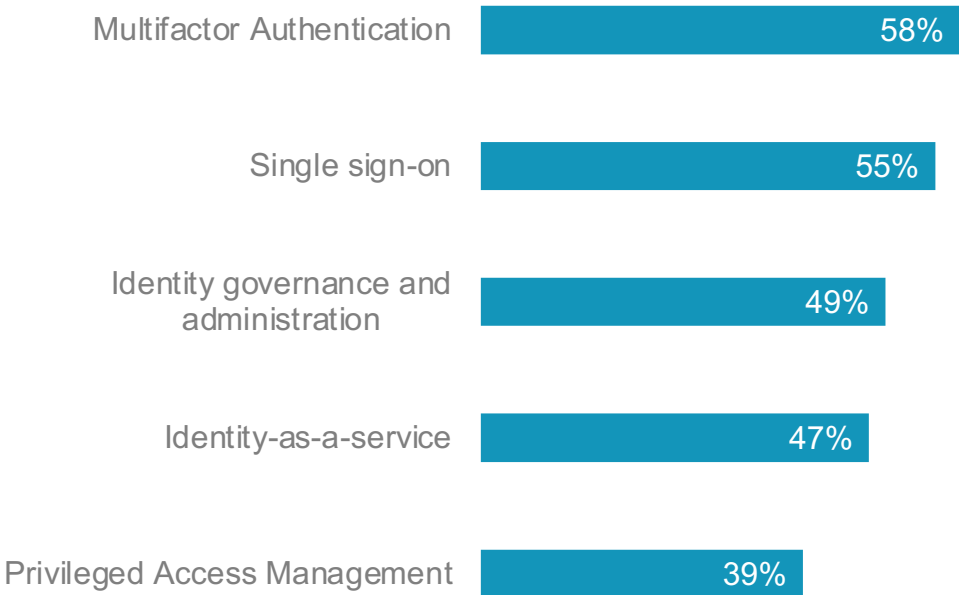


We Expect to See a Cost/Benefit  
Return from Adopting SSO



# MFA and SSO are Most Widely Used and Most Effective IAM Solutions

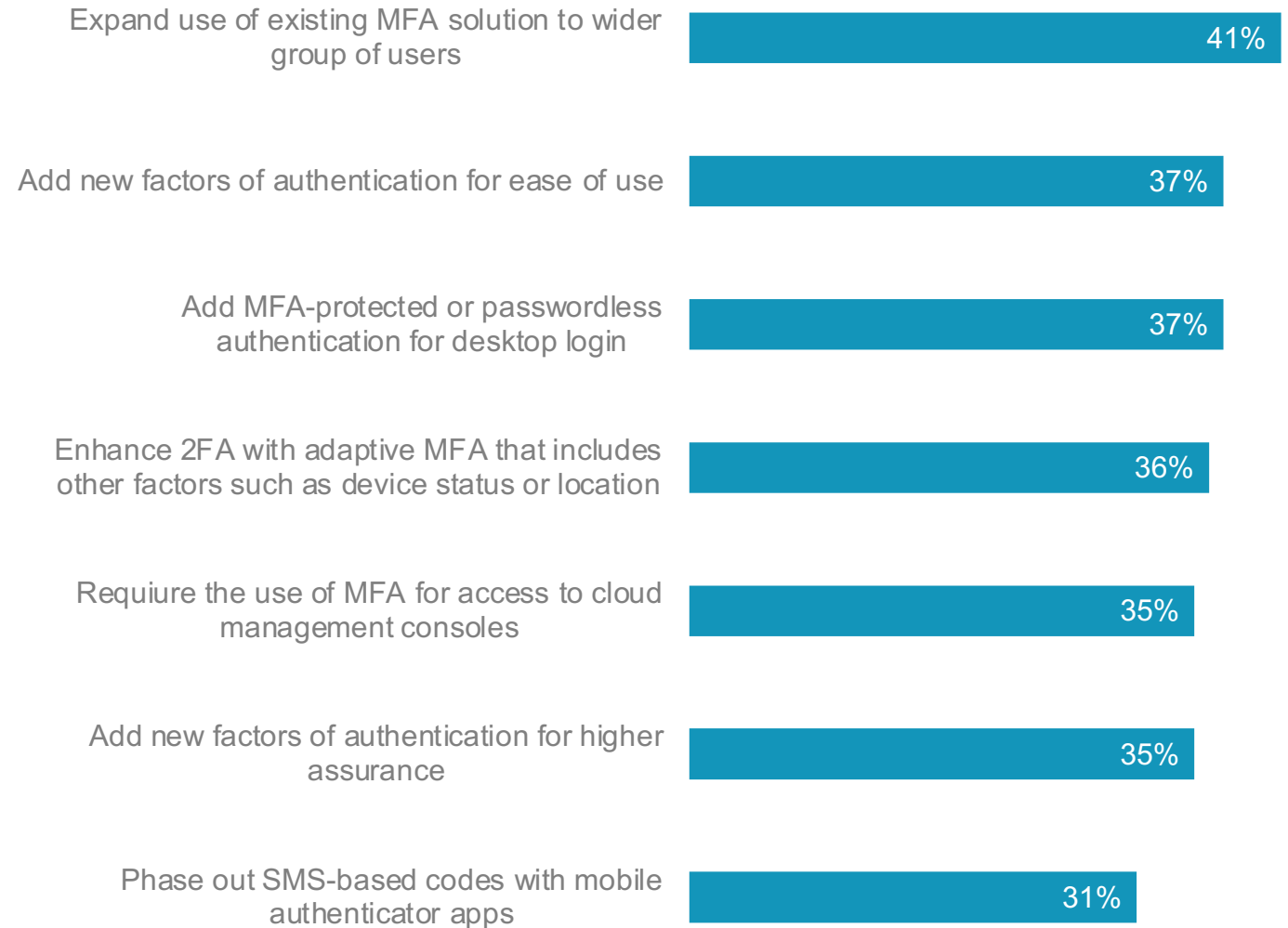
## IAM Solutions Currently In Use



## Most Effective IAM Solutions

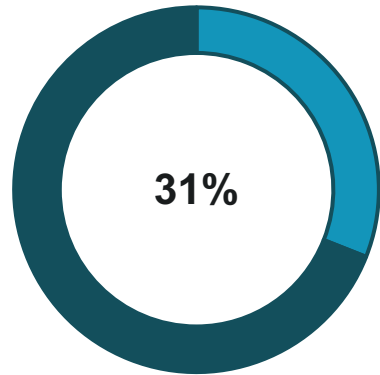


## MFA Use Will Increase... ...With a preference for more secure forms of MFA

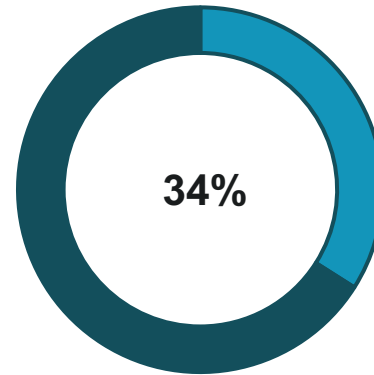


# Passwordless is Becoming Strategic

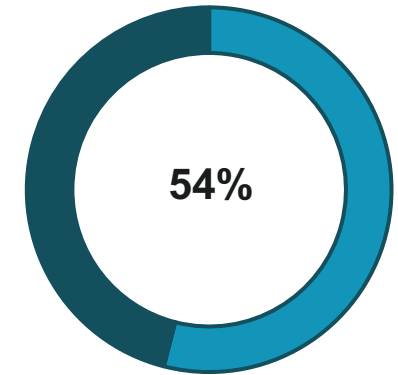
Passwordless is Our Top Identity-related Activity



Passwordless is Among Our Top-three Identity-related Activities



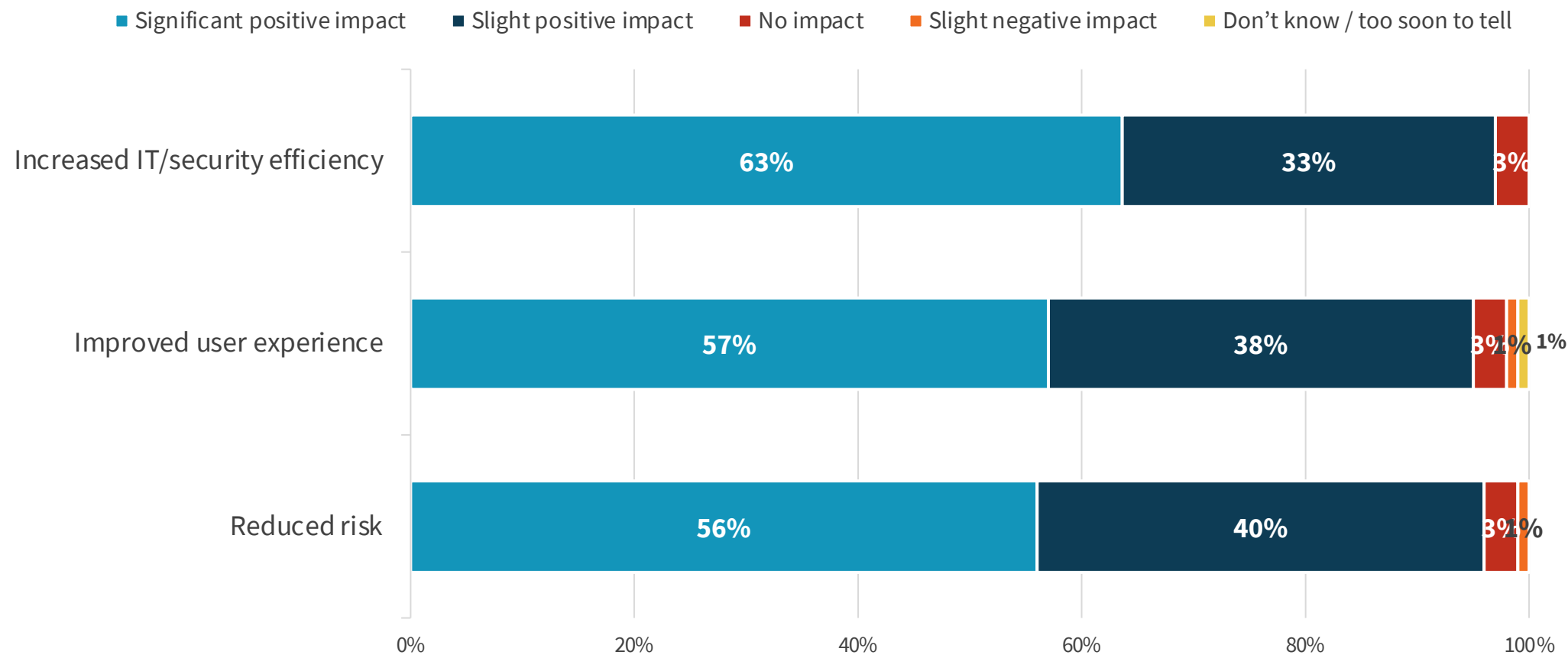
We have Started to Transition to Passwordless Technologies





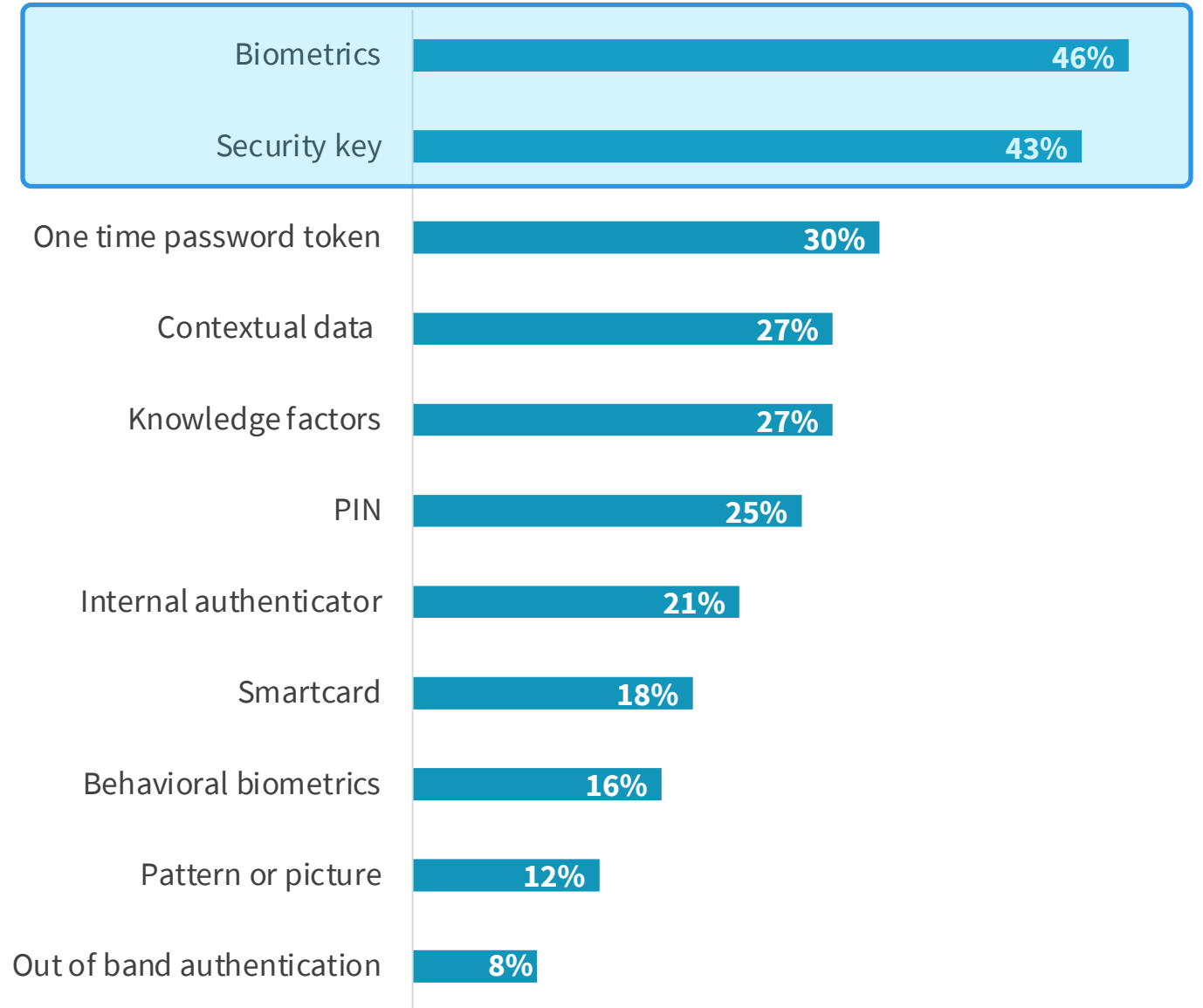
# Passwordless Reduces Risk, Increases IT/Security Efficiency

... And improves the user experience





# Biometrics and Security Keys are Most Popular Passwordless Authentication Methods

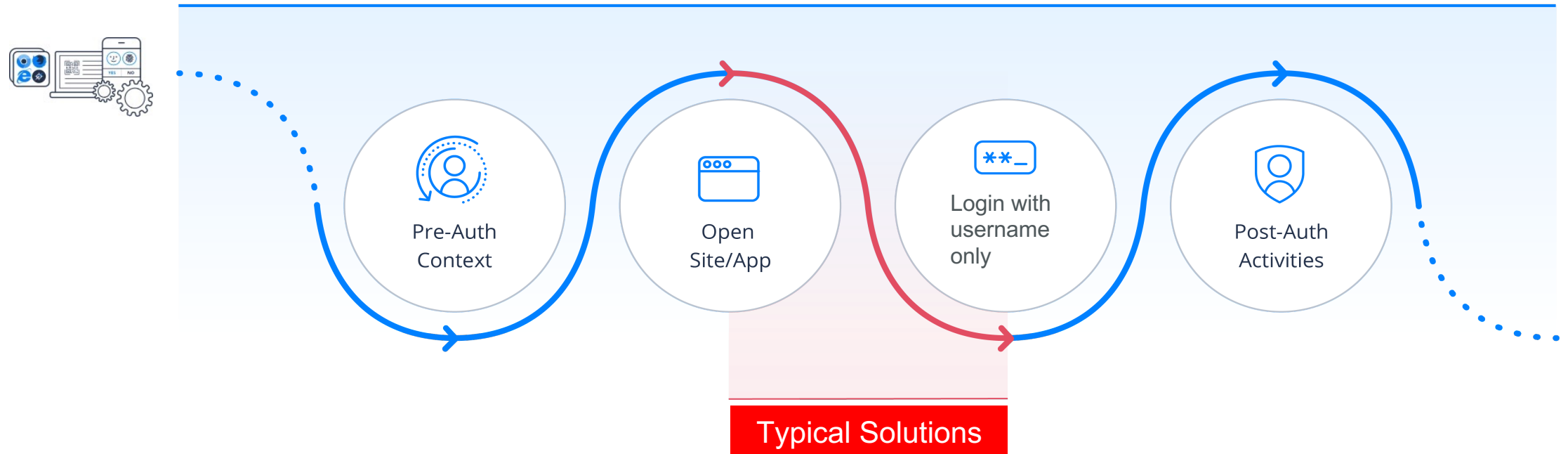


**What are the latest  
passwordless technologies?**



# Optimal Passwordless Experience = Continuous Authentication

What Passwordless IDPs Should Provide vs. **Typical IAM Solutions**



**How can you extend the  
security of your existing  
IDP investment?**



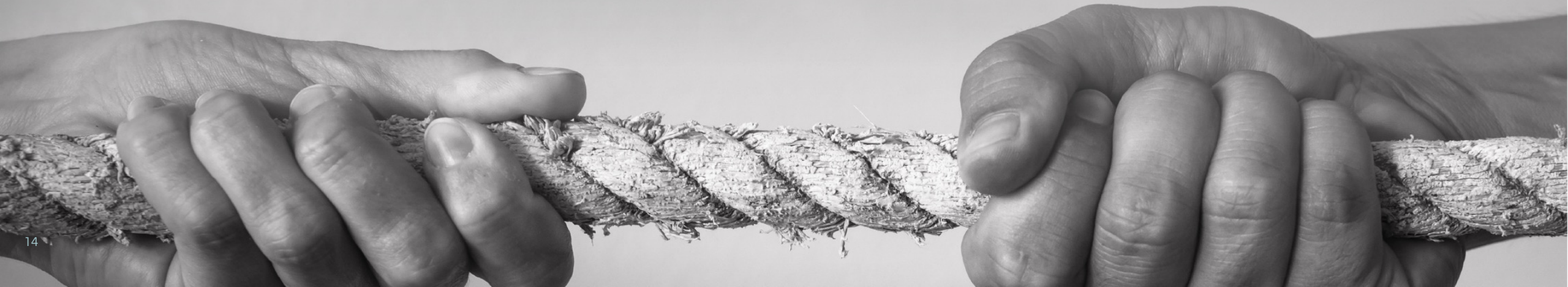
# Using Multiple IAM Technologies to Extend Your Existing IDP for a more Secure and Frictionless Experience

- Attain a true passwordless experience using your existing IDP (e.g., Okta or Microsoft) with an advanced IDP technology
- Provide broader endpoint coverage
- Get real-time threat data from more sources
- Create more context-driven, adaptable login journeys
- Future-proof user-centric Zero Trust approaches





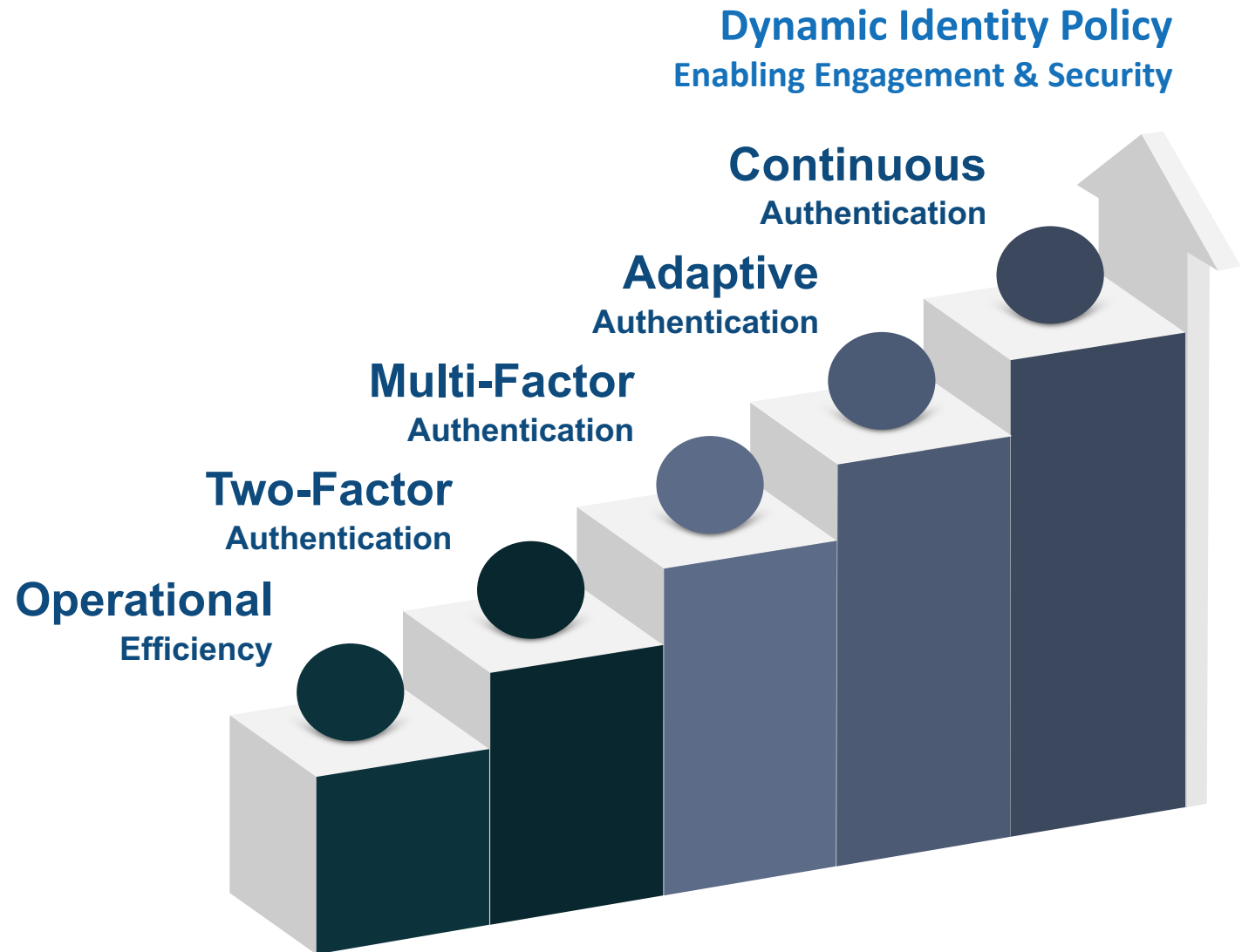
# **What does the future hold for IAM?**



# Identity Security & Zero Trust

RIGHT User  
RIGHT Access  
RIGHT Resources  
RIGHT Reasons

**With the RIGHT EXPERIENCE**





# Dynamic Identity Policy

How do you secure one identity that has multiple affiliations / personas to an organization?  
How do you enforce security with ever-changing roles and responsibilities?

## Healthcare Use Case: Charge Nurse vs. Night Nurse



Nurse who works different times of the day has different responsibilities. Night shift doesn't allow access to pharma dispensary, but privileges change if they are assigned as the charge nurse in the afternoon.

# Dynamic Identity Policy

How do you secure one identity that has multiple affiliations / personas to an organization? How do you enforce security with ever-changing roles and responsibilities?

## Financial Services Use Case: Multiple Partner Portals



Financial investment firm works with different partners who have relationships with the customers. The firm can't view all customers at once, as they must log-in into different partner portals for such information.

# Q&A

## Type Questions in Chat



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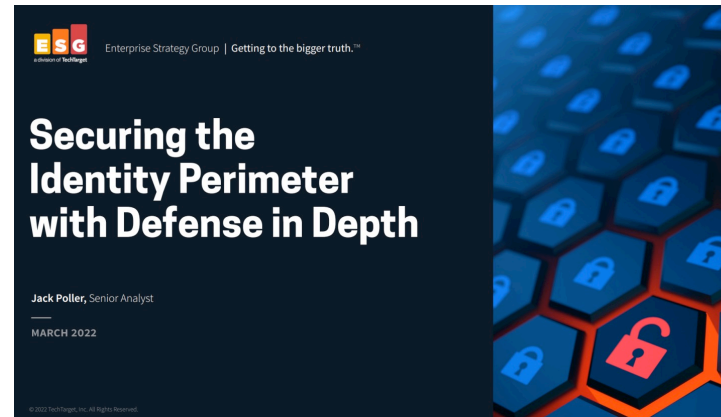


# Further Resources (and thank you for attending!)

[SecureAuth.com](https://secureauth.com)



ESG [Report](#)



Webinar Recording & Slides

