

# value

## for your business

through improved identity management

Sites like Facebook have become so ubiquitous and habit-forming that some psychologists are now beginning to provide treatment for 'Facebook addiction'

**Information technology and its devices are everywhere, and with them a proliferation of identities, passwords and PINs. Maintaining control over these identities and credentials is a serious and growing business problem, particularly when so much valuable data is kept on mobile devices.**

**Smart phones and other mobile devices are seen today in playgrounds, airports and executive boardrooms. The explosive growth of these devices expands the already existing problem of identity management—that is, the administration and maintenance of passwords, PINs, and identities in order to control access to information.**

Even before the 'mobile age', companies had significant difficulty managing multiple user passwords, and with the inception and growth of cloud computing and mobility, this problem is becoming exacerbated. How can businesses better control who has access to data? How can they keep the costs of password resets down? How can they prove to auditors that only authorized parties have accessed privileged information?

### The password problem

It is worth highlighting that, despite the increasing sophistication of hackers as seen in Advanced Persistent Threats (APTs), the goal of many cyberattacks remains theft of passwords. Similarly, the goal of the majority of phishing scams is also password theft.

From a security perspective, passwords are doubly negative: they provide inadequate security, particularly to high value assets; and they are not as cost-effective as they appear to be.

It seems odd that in a world of radical and constant change, passwords and their usage have changed very little; passwords were used in 1990 pretty much as they are being used today.

Atos can help companies with identity management in a number of ways. First, through our DirX suites of identity management software and the standardized services based on it. DirX provides a number of business benefits including:

- ▶ Consolidated and centralized identity store, thus reducing costs of identity administration
- ▶ Reduced calls to the help desk, by reducing the number of passwords
- ▶ More rapid provisioning and deprovisioning of key corporate assets.

At one of the world's largest leisure and amusement parks, management suspected that season tickets were being abused to provide virtually free access to facilities. Tour operators were buying season tickets and then reusing them throughout the year- at a price- for many different groups of tourists. This effectively defrauded the park operators of many millions in income. By adding biometrics to season tickets, it became possible at once to ensure that ticket users and ticket purchases were one and the same. In a few weeks fraud had been almost completely eliminated and substantial extra revenue earned.

# Biometrics and Smart Cards

Biometric and smart card solutions can help solve the 'password problem' as well as save money.

Smart card and other biometric solutions from Atos provide far better security than passwords. Smart cards act much like ATM cards where the card holder must know the PIN in order to access the network (or cash). This significantly improves security since there is no password for hackers to guess or intercept. In addition, hackers would not only need to know the PIN, but also physically have access to the card itself. Biometrics and smart cards can eliminate the use of passwords thereby removing one of the main avenues of attack that hackers use.

## One platform, multiple uses

Another advantage of smart cards is that they can be used for multiple purposes. The same card can be used for network access, physical access to buildings, encryption of emails, payment, and photo identification. Many employees find that they have multiple cards, tokens and passwords. By combining multiple cards and tokens into a single smart card, and by eliminating easily-forgotten passwords, smart cards save money as well as improve employee satisfaction.

Atos smart cards were selected by Siemens to provide authentication for 400,000 employees and partners on locations in more than 80 countries worldwide. The system provides access to physical locations and IT environments alike. At the DRV (German Pension Fund) Atos smart cards connected to an electronic 'trust centre' make it possible for employees to work with secure customer information, strictly managed according to predefined access rights.

## A force for positive change

Atos smart card solutions with their CardOS technology are used in all sectors where security is non-negotiable. In healthcare, defence, the public sector, financial services and many manufacturing companies around the world, Atos solutions are providing new levels of security and speed. This is because more and more valuable and critical information is finding itself online and in the cloud. Accordingly, it is more and more important that access to those resources be as secure as possible, and smart cards and biometrics can provide this level of security. Atos smart card solutions provides Common Criteria Certified solutions with its CardOS which even provides legally binding electronic signatures that allow for real-time visibility and traceability as well as compliant archiving.

Atos, building on its heritage from Siemens, is unique in having in-house capability to design, build, implement and manage for the long-term both the virtual and physical aspects of a comprehensive biometric security and access management system.

This gives us deeper inside knowledge of all relevant systems, and this knowledge feeds back into better, more advanced and stable solutions, with higher levels of usability in real-world circumstances.

With 15 years of industry leadership and an installed base that is exceptionally strong, Atos is a proven leader. From defining and collecting biometric information to creating smart cards, to developing the Public and Private Key systems and the online repositories that enable open collaboration between partners.

Atos covers the entire value chain and delivers complete solutions tailored to precise needs and positive business outcomes.

Timely provisioning and deprovisioning of corporate assets for employees is critical. New employees need access to a whole range of systems, such as email, and may need mobile phones, desktop phones, laptops and cars. Delays here lead to unproductive downtime and employee frustration. When people leave employment, the security issues can be much more serious. Failure to discontinue access to systems can lead to ex-employees taking sensitive information with them and can also leave holes in system security that hackers can take advantage of. Good identity management provides consolidation of user details and assets, and this makes provisioning and deprovisioning of assets more rapid and efficient. In short, it saves the company money and improves employee satisfaction.

Apart from our extensive range of own products and related services, the business technologists from Atos also drive home the business benefits of partner products. In 2010, Atos received Novell's Secure Cloud Solution of the Year award for its work on mission critical security solutions within the Vancouver Olympic Games. We have been Global Gold Certified partner of Microsoft for years and we manage and monitor the Digital Identities of over 130,000 Philips staff and over 4,000 Philips business partners worldwide, delivering business outcomes with Microsoft's Identity Management products. Very recently, with the Identity Federation from Ping Identity, we were able to match the level of security that needed to be implemented for a large European Airspace company.

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