



# Idaptive Intelligent Access Cloud

Idaptive Intelligent Access Cloud is Next-Gen Access that powers Zero Trust Security

Idaptive delivers Next-Gen Access, protecting organizations through a Zero Trust approach. With Idaptive, organizations experience secure access everywhere, with reduced complexity and newfound confidence to adopt modern business models and deliver kick-ass customer experiences.

## Today's Access Doesn't Work. And Never Will.

In today's digital world, successfully managing access for employees, and even partners and customers, presents significant challenges. Stolen access credentials have become, by far, the leading cause of data breaches. Users are frustrated by the long list of account credentials they have to manage. Traditional access to applications and resources based on user-managed passwords and security questions is no longer sufficient. A new approach to access is required.

## NEVER TRUST, ALWAYS VERIFY

As traditional network perimeters dissolve, organizations must discard the old model of "trust but verify", which relied on well-defined boundaries. Instead, organizations must strengthen security by implementing an "always verify" access approach to everything — including users, endpoints, applications, and cloud services. This so called "Zero Trust approach" assumes that untrusted actors already exist both inside and outside the network. Zero Trust presumes that users and endpoints are not trustworthy and must be verified first so that security is not compromised.

## A NEW APPROACH TO ACCESS

Idaptive delivers Next-Gen Access — a Zero Trust approach that verifies every user, validates their devices, and intelligently limits their access to apps and endpoints. Idaptive also utilizes machine learning to discover risky user behavior and apply conditional access — without impacting user experience.

## Next-Gen Access: Idaptive Intelligent Access Cloud

Idaptive Intelligent Access Cloud delivers a Next-Gen Access

solution that uniquely converges single sign-on (SSO), adaptive multi-factor authentication (MFA), workflow and lifecycle management, enterprise mobility management (EMM) and user behavior analytics (UBA). With Idaptive, organizations can elevate their security by intelligently limiting access to only verified users and their validated devices.

## SECURE ACCESS TO APPS: IDAPTIVE APPLICATION SERVICES

Idaptive Application Services combine SSO, MFA, workflow and lifecycle management so that organizations can evaluate user attributes and behavior to determine the amount of verification needed to securely authenticate that user — and require additional actions (e.g. step-up authentication) as needed to ensure authenticity. Once authenticated, users gain access to only the apps or resources they need to do their job.

## SECURE ACCESS TO & FROM ENDPOINTS: IDAPTIVE ENDPOINT SERVICES

Idaptive Endpoint Services ensures secure access from only known and trusted devices. With a Zero Trust approach, it's essential that information about both the user's identity and device come together to assign a risk score. If risk is low, friction decreases. As risk increases, the appropriate controls kick in, requiring additional factors of authentication or more restricted access.

## INTELLIGENTLY LIMIT ACCESS: IDAPTIVE ANALYTICS SERVICES

Idaptive Analytics Service leverages behavioral data to stop compromised credential-based attacks. Through machine learning, Idaptive Analytics Service assesses risk based on constantly-evolving user behavior patterns. It assigns a risk

# User Risk and Behavior Analytics

## SECURE ACCESS TO APPLICATIONS

Single Sign-on  
Provisioning & Lifecycle Management  
App Access Gateway

## SECURE ACCESS TO & FROM ENDPOINTS

Mobile Management  
Adaptive MFA for Endpoint Login  
Conditional Access

## Adaptive Multi-factor Authentication

score and enforces an appropriate access decision — all while simplifying risk monitoring and analysis.

### Next-Gen Access — The Only Access That Works

Organizations may consider adopting a Zero Trust approach by implementing SSO, MFA, EMM, and UBA from separate vendors — but disparate solutions leave security and performance gaps, and are difficult to integrate and maintain. Idaptive is

better equipped to enable a Zero Trust approach to access, with advanced capabilities that intelligently determine the authenticity of a digital user and their device, governs access across an organization's resources, and reacts when risky behavior is detected. Your security posture is not only bolstered, but your end user experiences are improved, making everyone more productive — all without sacrificing best-of-breed features.

Learn more at [www.idaptive.com](http://www.idaptive.com).



### Verify the User

ENSURE AUTHENTICITY OF EVERY USER BEFORE ACCESS TO AN APP OR RESOURCE IS EVER GRANTED

- Simplify access through Single Sign-on
- Authenticate everywhere with Adaptive MFA
- Enhance security and user convenience with Behavior-based Access



### Validate the Device

ALLOW SECURE ACCESS TO AND FROM ONLY KNOWN DEVICES

- Enforce secure access to endpoints with Adaptive MFA
- Only allow known and trusted endpoints to access applications and resources
- Minimize endpoint threat vectors through device security management



### Intelligently Limit Access

LEVERAGE MACHINE LEARNING TO AUTOMATICALLY DEFINE AND ENFORCE ACCESS POLICIES

- Block access or enforce additional authentication
- Improve user experience with adaptable policies based on user behavior
- Gain visibility and understand risk across applications and endpoints

Idaptive delivers Next-Gen Access, protecting organizations from data breaches through a Zero Trust approach. Idaptive secures access to applications and endpoints by verifying every user, validating their devices, and intelligently limiting their access. Idaptive Next-Gen Access is the only industry-recognized solution that uniquely converges single sign-on (SSO), adaptive multi-factor authentication (MFA), enterprise mobility management (EMM) and user behavior analytics (UBA). With Idaptive, organizations experience secure access everywhere, reduced complexity and have newfound confidence to drive new business models and deliver kick-ass customer experiences. Over 2,000 organizations worldwide trust Idaptive to proactively secure their businesses. To learn more visit [www.idaptive.com](http://www.idaptive.com).

Ready to learn more?

Please contact us at  
[hello@idaptive.com](mailto:hello@idaptive.com)