# WELCOME TO THE NEW ERA OF DIGITAL ENTERPRISE SECURITY

**Ping**Identity.

**IDENTITY DEFINED SECURITY**
SOLUTION BRIEF

## END-TO-END SECURITY BEYOND THE PERIMETER

Digital business is much more than a trend. Even if your enterprise hasn't initiated a formal, wide-scale initiative, you're likely being challenged to digitize business functions and adopt digital technologies that are literally reshaping how your enterprise operates.
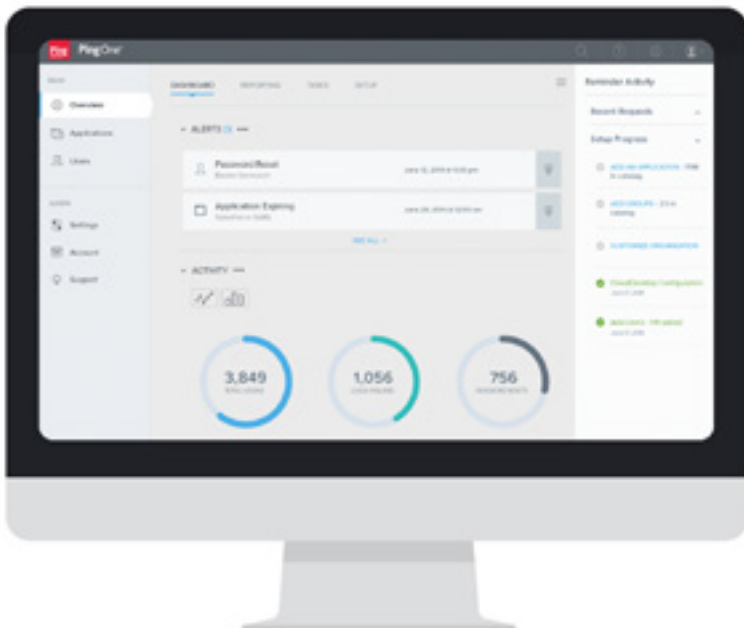
Cloud and mobile applications are everywhere. The number of devices, identities, domains, sites, stacks and environments is exploding. Enterprises have billions of endpoints to secure. And more people have insider access, including employees, contractors, suppliers, distributors and customers.

Yet end-to-end security—all the way down to the data layer— can't be sacrificed. Yes, digital transformation is inevitable. But it can't happen at the expense of security.

So how do you secure your enterprise in this new borderless world?

Your digital transformation must begin with the recognition that access security is no longer a static, one-time event. The past perimeter-based approach of firewalls and passwords just doesn't cut it any more. Today's access must be dynamic, responding to a user's location, time, behavior, network and device. Identity and profile data must also be secured at rest, in motion and in use.

Digital enterprise transformation requires a new approach. We call it Identity Defined Security, and you'll find it in the Ping Identity Platform.
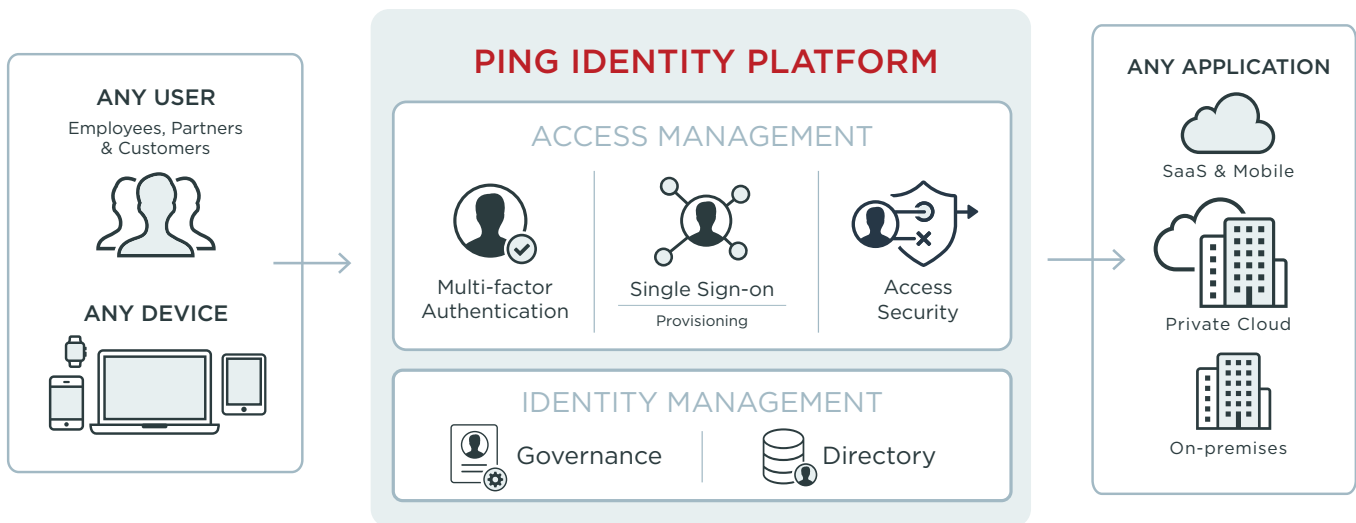
## FREE YOUR DIGITAL ENTERPRISE

Your digital enterprise must be protected at all entry points. At the same time, all users—employees, partners and customers— and their devices must be continuously verified as authentic and trusted.

To do this, your security can no longer hinge on just keeping the bad guys out. Instead, secure access needs to be adaptive and dynamic. It has to instantly respond to changes in user behavior and context. It has to enable users to have a frictionless experience and give your IT teams a solution that works with the full spectrum of applications and infrastructure.

To keep pace with today's business, your digital enterprise demands an Identity Defined Security solution that can:

- Quickly connect employees and applications, allowing your organization to stay secure, connected and productive 24/7/365.

- Minimize the time and challenge of on-boarding partners, while eliminating the need to manage thousands of partner identities, and all while reducing risk.

- Maximize customer engagement and enable millions of consumers to engage seamlessly and safely with your brand, across all channels and applications.

**ANY USER**
Employees, Partners & Customers

**ANY DEVICE**

**PING IDENTITY PLATFORM**

**ACCESS MANAGEMENT**

Multi-factor Authentication

Single Sign-on
Provisioning

Access Security

**IDENTITY MANAGEMENT**

Governance | Directory

**ANY APPLICATION**

SaaS & Mobile

Private Cloud

On-premises

TODAY, THE DIGITAL ENTERPRISE MUST BE PROTECTED AT ALL ENTRY POINTS.
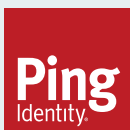
## TRUE DIGITAL FREEDOM IS BUILT ON

- Secure access for all employees, customers and partners.

- Continuous authentication of trusted users and devices.

- Responsiveness to each user's location, behavior, network and device.

- Frictionless user experiences with access to all legacy, cloud and mobile apps.

- Rapid connection of users to apps they need, while embracing existing infrastructure.

- Integration with existing infrastructure and extension to new capabilities.

## LET THE DIGITAL TRANSFORMATION BEGIN

When it comes to providing secure access across your digital enterprise, only the Ping Identity Platform can:

- Deliver seamless, continuous and secure access to all applications, freeing you to work without boundaries.

- Connect everything, uniting all your cloud, mobile and legacy applications.

- Accelerate your digital transformation, connecting millions of users to thousands of apps in just hours or days.

- Position you to be ready for anything with an open platform and advanced integration capabilities.

To learn more about Identity Defined Security and the Ping Identity Platform, visit pingidentity.com.