

## **Top 4 Advantages of Identity and Access Management**

Identity and Access Management (IAM) was born circa 2000. It became a widely used technology soon after in 2002, when the Sarbanes Oxley Act of 2002 (SOX) was mandated. Cybercrime has been growing, and insider threats (cyber threats which have their origin within the organization, rather than outside) have been a growing causing of concern over the years. IAM reduces insider threats significantly and has many other benefits.

- 1) **Enhanced Security:** Two key technologies of IAM are Single Sign-on (SSO) and Password Management. Passwords are the most common authentication factor in our world today, and it is not without challenges. Password fatigue is a common one. Employees, tired and confused by multiple passwords, write their passwords down on paper or in computer documents. These can be used to gain access to apps and databases by people that ought not to.

SSO prevents password fatigue by allowing a single password to log in to all applications. Password Management handles resets and forgotten passwords. Both increase security considerably.

- 2) **Better Compliance:** Security mandates are common today. SOX, HIPAA and GDPR are some of them. Identity Governance and Administration, the other leg of IAM, deals with compliance for such mandates. These laws require employee access to be periodically recertified, among other things. IAM makes this possible.
- 3) **Increased Productivity and User Experience:** Employees typically take an hour or more to sign in to all their apps over the course of a day. Apps must be signed in to in the morning, signed out of before lunch, and signed in to again after lunch. This takes time for the 20-30 different apps that some admins and technical departments need to use everyday. SSO eliminates the need to sign in to each app individually. And, password resets can be handled by employees on their own instead of with help desk assistance, reducing time locked out of accounts. All this results in better user experience and increased productivity.
- 4) **Increased Organizational Agility:** With a globalized workforce, agility is a key concern. IAM enables users to login, request access, manage passwords, and more, from anywhere in the world and at any time. Users in different time zones are no longer unproductive while a password needs to be reset, they can do it at any time and from anywhere. Organizational agility is increased.

IAM has myriad benefits, and is a powerful tool for increasing security, productivity, agility, and user experience. It is best bought from a vendor that can offer all facets of IAM in a single product, or it becomes expensive and ineffective. Look for a vendor who has industry experience of over a decade as the technology requires time spent in the domain, and offers all aspects of IAM at a low cost.