



The Security Division of EMC

RSA Solution Brief

# RSA<sup>®</sup> Adaptive Authentication and RSA<sup>®</sup> Access Manager

# An Information Explosion

The proliferation of websites, extranets and intranets has made the ability to access and share information easier than ever before. This explosion of information has been a catalyst not only to individual growth but also to business growth. However, as the amount of data increases and the ability to retrieve it becomes more complex, so too does the risk of damage due to access from an unauthorized party become more worrisome.

Organizations experiencing this state of affairs must ask several questions regarding the security of this information and the ability to adequately protect it and monitor access to it. Questions include:

- Who is accessing the data and how are they being authenticated when suspicious patterns are identified?
- What authentication mechanisms are available and what is being done when a specific mechanism is not appropriate for all user groups and segments?
- Who has the right to access the data?
- How are these rights managed across platforms, applications and user groups?
- How is unauthorized access prevented – without inconveniencing or locking out legitimate users?
- How are new users authenticated when no previous profile or relationship exists?
- Are accurate records for all end user profiles, end user behavioral patterns and administrative actions available?
- How can the items above be achieved in a scalable and cost-effective manner?

Previously, many of these questions were answered by separate security products operating independently. Fortunately, a cohesive and interoperable solution is now available – one that can also contribute to an overall security strategy.

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## Authentication and Authorization Interoperability

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To bridge the gap between authentication and authorization, Access Manager and Adaptive Authentication have been integrated. Interoperability makes deployment easier while offering a single-vendor solution that can be part of an overall security strategy. Both components are able to utilize a variety of authentication methods depending on the risk and the sensitivity of the data involved.

## RSA® Adaptive Authentication

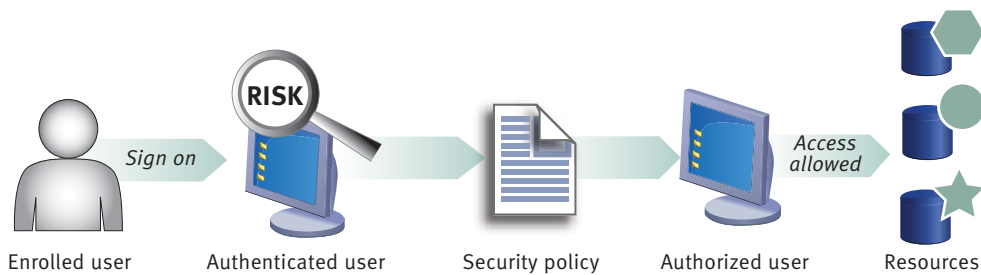
Adaptive Authentication is a comprehensive multi-channel authentication and fraud detection platform providing cost-effective protection for your entire user base. It monitors and authenticates users' actions on both web and phone channels based on risk levels, institutional policies and user segmentation. Adaptive Authentication combats existing and emerging fraud identified by collating multi-channel fraud indicators, user profiles, transaction behavioral patterns, RSA eFraudNetwork™ feeds and fraud intelligence, all integrated into a platform that is constantly evolving to reflect ongoing changes in the fraud landscape. Adaptive Authentication is currently deployed at over 8,000 organizations worldwide and has processed and protected over 10 billion transactions to date.

At the core of Adaptive Authentication is the risk-based authentication approach. Adaptive Authentication enables organizations to choose from a host of authentication methods, according to activity risk, end-user preferences and organizational policies. These include:

- **Invisible authentication:** device identification & profiling
- **Site-to-user:** personal security image & caption
- **Out-of-band:** phone call, SMS or e-mail
- **Challenge questions:** challenge questions or knowledge-based authentication
- **One-time passwords:** hardware tokens, software tokens, web toolbar, display card token, transaction signing token, CAP/EMV

## Adaptive Authentication's Core Components

- RSA Device Identification
- RSA Risk Engine
- RSA Policy Manager
- RSA eFraudNetwork™
- RSA Multi-credential Framework



### RSA® Access Manager

RSA® Access Manager combines user management with web access management to deliver a comprehensive identity management system, helping organizations to cost-effectively manage users while simultaneously providing secure access to web applications within intranets, extranets, portals and exchange infrastructures – with transparent, single sign-on access for a positive user experience.

#### Business Enablement

A true enabler of business, the RSA Access Manager solution manages user privileges for access to web resources based on definable user attributes, business rules and security policies that directly reflect an organization's objectives.

#### Integration with Existing e-Business Infrastructures

To provide a truly unified security management solution, RSA Access Manager enables tight integration into existing, complex, multi-vendor environments, including web servers and application servers. It also provides native support for databases and directory servers, allowing you to leverage your existing user data.

#### Cost-effective User Management

RSA Access Manager provides robust user self-service and approval workflow automation capabilities. These help relieve administration workload from IT staff and provide organizations with faster time-to-deployment and a lower total cost of ownership. RSA Access Manager provides out-of-the-box self-service capabilities for account creation, group assignments, profile updates and password re-sets. Automated approval workflow functionality provides a flexible workflow engine that enables enterprises to model their business processes and policies, and transparently automate them, helping to dramatically reduce administrative costs.

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## The Next Generation: Authentication and Authorization

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### Easier Deployment

Many organizations recognize the importance of having an authentication strategy as well as a user access strategy. Unfortunately, these needs often employ isolated products which do not easily work together. Since the products included in Adaptive Authorization are compatible, integration is significantly easier and deployment is faster.


### Baked In – Not Bolted On

By deploying authentication and authorization products that work together, administrators can initiate a policy vision based on security architecture – as opposed to a one-off solution. For instance, when users are authenticating using RSA Adaptive Authentication, they are assigned a risk score for each action they take (such as logging into an online account). This score is then used to determine if a stronger level of authentication is needed. It is then passed along to RSA Access Manager which determines, based on existing policies as well as the risk score, if the user should be given access to a given application or website.

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## Summary

In a world where security solutions are often deployed in silos, RSA Adaptive Authorization bridges the gap between authentication and access management by integrating RSA Adaptive Authentication with RSA Access Manager. Not only can deployments be easier and faster; this interoperability also means that organizations are using products which fit into an overall security strategy – from the premier provider of security solutions for business acceleration.



## RSA is your trusted partner

RSA, the Security Division of EMC, is the premier provider of security solutions for business acceleration, helping the world's leading organizations succeed by solving their most complex and sensitive security challenges. RSA's information-centric approach to security guards the integrity and confidentiality of information throughout its lifecycle – no matter where it moves, who accesses it or how it is used.

RSA offers industry-leading solutions in identity assurance & access control, encryption & key management, compliance & security information management and fraud protection. These solutions bring trust to millions of user identities, the transactions that they perform, and the data that is generated. For more information, please visit [www.RSA.com](http://www.RSA.com) and [www.EMC.com](http://www.EMC.com).

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