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FIVE WAYS
to Transform Access and Secure the Digital Enterprise

Provide secure and convenient access to data and resources

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Secure Access for Today's Digital Enterprise

Access Transformation Starts With Authentication

The days of securing a well-defined perimeter around your organization are gone. The cloud, mobile technologies, the internet of things (IoT) and diverse user groups freely exchange data across digital ecosystems, networks, and economies. This fluidity, however, means that organizations must secure access at multiple points throughout the organization, or risk letting in intruders seeking to hijack data.

To manage the increasingly diverse digital landscape of mobile user populations, hybrid environments and BYOD programs, IT and security managers need to move beyond usernames and passwords, expanding their use of multi-factor authentication (MFA) to help provide secure and convenient access to the critical data and systems users need.

The path to achieving secure access must rely on solutions that work everywhere, from ground to cloud. They must work with other parts of the security ecosystem to thwart threats. And they must make it harder for attackers to get in and do damage, while making it easier for legitimate users to access the resources they need.

Did you know?

- **Assurance you can count on:** RSA offers a risk-based approach that provides seamless security for a diverse set of users without compromising convenience.
- **Standards-based interoperability:** RSA supports 500+ certified apps out-of-the-box and works seamlessly with thousands more.
- **More than tokens:** RSA supports a broad range of authentication solutions, including cloud MFA on mobile or desktop via push notification and OTP; passwordless via FIDO or device biometrics; SMS; and of course, hardware and software authenticators.
- **Future ready:** RSA authentication is designed to scale across millions of users, apps and devices from ground to cloud and whatever comes next.

63%
of breaches involved compromised credentials[1]

82%
of breaches involved a human element[2]

73%
of data compromises resulted from external attacks[3]

Five Focus Areas For Secure Access Transformation

Use MFA throughout the organization

Here are five common ways you can transform access with multi-factor authentication (MFA) throughout your organization.

- Cloud applications
- Privileged access
- VPN access
- Custom and legacy apps with next-generation firewalls
- Digital workspaces

Read on to learn how MFA can transform how you provide secure access—to any application, from any device, anywhere, at any time.

Protecting against attacks means making authentication:

- **Pervasive:** Enabling secure access at all points across applications, devices, users and environments.
- **Connected:** Sharing information and insights across the security ecosystem to strengthen security.
- **Continuous:** Constantly collecting and analyzing information to stop attacks.

And doing it all without adding friction to the user experience.

1 Securing cloud applications

Third-party cloud applications such as Microsoft Office 365, Salesforce and Workday are critical productivity tools, used daily by employees and vendors alike. When you look at all the sensitive data that sits in these applications—from personally identifiable information (PII) and health information to payment data and corporate secrets—it's clear that it needs to be protected. And access security must do so without disrupting your employees' ability to do their jobs. Plus, some emerging regulations and corporate policies may require that you protect this data with something stronger than a password.

Three benefits of using MFA to secure access to cloud applications:

- Provide users a choice of authentication methods. Allow users to use methods most convenient for them, such as MFA on a mobile or desktop device, including push-to-approve and biometrics.
- Challenge only according to the level of risk. Ask for step-up authentication only when a user or situation presents a risk, based on user and risk analytics further reducing access friction.
- Make it easy for users and administrators. Many cloud application providers also offer MFA capabilities, but that means more applications and tools for the end user to remember, and more MFA solutions for you to manage. Keep it simple with one authentication solution that covers all your apps, from the ground to the cloud.

2 Protecting the most critical access within the business

While any compromised identity can have real consequences for organizations, privileged accounts pose the greatest security threat. In the wrong hands, privileged credentials can allow attackers to take control of IT infrastructure, disable security controls, steal confidential information and commit fraud.

Many organizations have implemented tools and processes for managing privileged credentials, including Privileged Access Management (PAM) solutions and password vaults. That's a big step toward more secure data.

What's surprising is how many organizations using PAM to protect privileged credentials still rely on usernames and passwords to secure those vaults and tools.

Three steps to strengthen identity assurance with privileged users:

- Require strong authentication with MFA to protect access to PAM solutions, plus critical infrastructure including Amazon Web Services, Microsoft Azure, firewalls and VPN.
- Combine MFA with a robust risk and behavioral analytics engine to enhance your security posture and detect suspicious access attempts on these critical assets.
- Think beyond traditional admin accounts to include privileged accounts across third-party applications and cloud providers—wherever users have access to sensitive and privileged assets.

3 Evolving access to the VPN

Back in the day, when only a handful of users accessed your VPN, it was easy to control access and enhance security; you may have deployed a token to that core group. Today, with more and more people accessing remotely using VPNs, too many organizations still rely on basic usernames and passwords. And that leaves you vulnerable. Instead, you need to provide easy, frictionless and secure access to a diverse and growing population of VPN users—including employees, contractors, vendors, customers, audit team members and partners. And you must have confidence that they are who they say they are and have the appropriate levels of access.

Three keys to modernizing access to your VPN:

- Use modern MFA tools, such as push-to-approve authentication and biometrics, on users' mobile devices for easy, secure access.
- Leverage risk and behavior analytics to provide more complete identity assurance that users are who they say they are.
- Keep it simple for users by providing one authentication solution for all access points, including VPN, as well as applications that live outside the VPN like cloud and third-party apps.

4 Securing custom and legacy apps with next-generation firewalls

Behind the firewall, custom and legacy applications contain critical information needed to run the business. As authentication becomes more pervasive, you also need to evaluate security inside the firewall, assessing how each application is protected. If a username and password gets compromised, hackers can move laterally throughout the network, often undetected, accessing multiple critical applications. Historically, it's been difficult and costly to secure access to custom and legacy apps using MFA. But now there's a way to give them the same level of protection, integrating MFA with next-generation firewalls to apply MFA to these legacy apps.

Three ways to improve custom and legacy app security:

- Secure access at the network level. This approach gives you more control over access, without spending the time and money required to develop integrations for each legacy or custom app.
- Protect against compromised credentials. Network-level MFA covers all applications, with more protection against stolen or compromised usernames and passwords. It also helps provide the security you need to better comply with regulatory compliance mandates, including PCI DSS and HIPAA.
- Strengthen firewall administration. Group firewall administrators into low, medium and high assurance levels based on their roles and permissions.

5 Protecting digital workspaces

To help deliver and manage access to any app on any device, organizations are turning to digital workspaces like VMware Workspace One. Adding MFA to the front door of these digital workspaces provides strong security as users access applications on devices that they use in addition to their company-issued devices. Applying step-up authentication based on the level of application risk and individual risk further hones access while also reducing user friction.

Three steps to start securing your digital workspaces:

- Reduce user friction by challenging users based only on the level of risk each poses. Use machine learning to understand behaviors. Let in User A only when you're confident it really is User A. Extend this convenience to all users, while maintaining strong security.
- Provide simple, convenient access. When you do have to step up and ask for additional authentication, leverage modern mobile authentication for simple access. Give users a consumer-simple experience that doesn't impede productivity.
- Use a single MFA solution. Cover all your digital workspace, on-premises and cloud security needs with one solution vs. various point authentication solutions that can cause user confusion and duplicative administration.

RSA®

Security Starts with Identity

Identity Assurance from Ground to Cloud

RSA meets today's identity and access management needs with modern authentication and more. Advanced analytics and machine learning technologies allow us to provide the most convenient and secure user access possible across a wide range of authentication options—from traditional hardware and software tokens to mobile-optimized biometrics and push notifications. And we make it easy for customers to extend traditional methods with more modern ones to improve overall security posture.

Deliver convenient, secure access to your extended enterprise with RSA, using the most widely deployed MFA solution in the world. Whether you deploy authentication as a service in the cloud or on-premises, it protects both SaaS applications and traditional enterprise resources with a full range of authentication methods and dynamic, risk-driven access policies. Learn more at RSA.com.

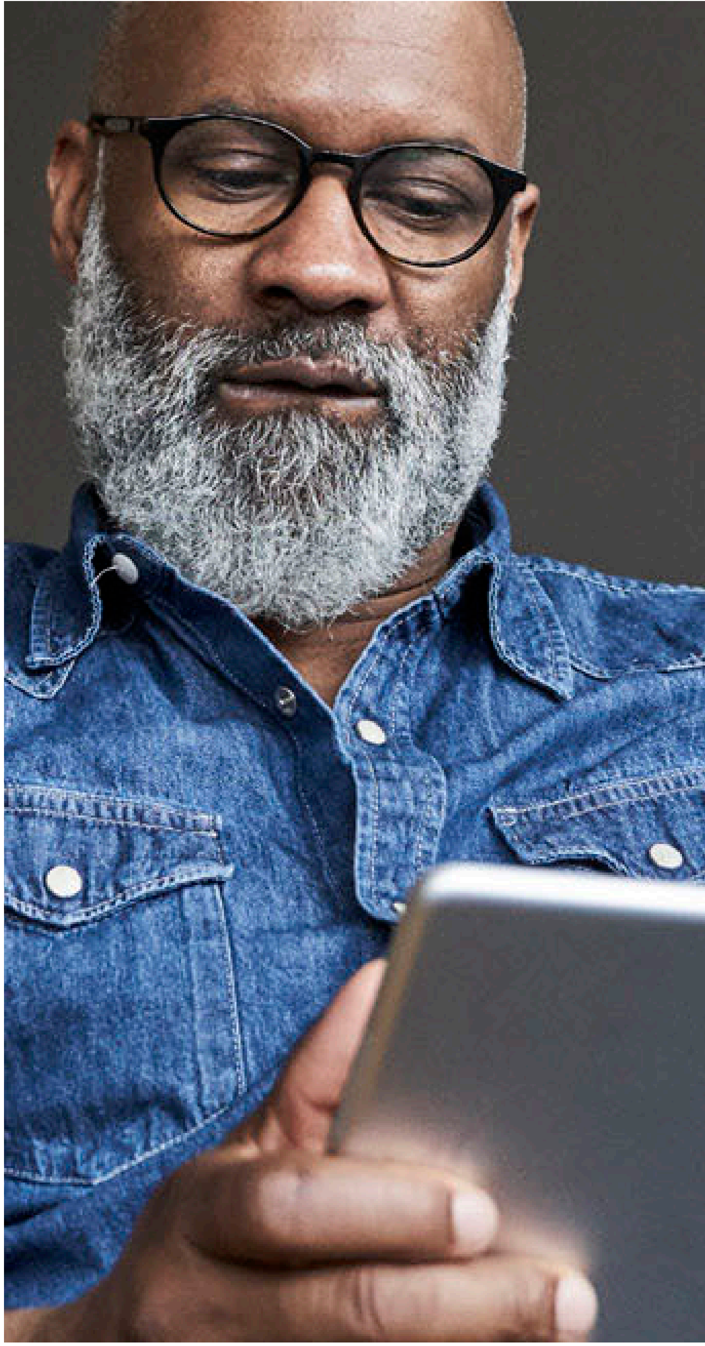
About RSA

RSA provides trusted identity and access management for 12,000 organizations around the world, managing 25 million enterprise identities and providing secure, convenient access to millions of users. RSA empowers organizations to thrive in a digital world, with complete capabilities for modern authentication, lifecycle management and identity governance. Whether in the cloud or on-premises, RSA connects people with the digital resources they depend on everywhere they live, work and play. For more information, go to RSA.com

1. Verizon, 2022 Data Breach Investigations Report

2. Ibid.

3. Ibid.



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