

IdentityAI: The Power of Smart Identity



In cybersecurity, visibility is everything. Unfortunately, all too often, businesses are blind to hackers' actions until it's too late. It typically takes more than 200 days for a corporation to discover a breach – and in some recent examples, as long as two years. In many cases, data breaches are now being discovered when the stolen data is discovered for sale on the darknet rather than through detection. Visibility has become critical in driving down the time between malicious action, detection of that malicious activity and reducing risk of exposure for the business.

Enterprise identity management, a key component of any cybersecurity program, can and should bring visibility. Organizations cannot govern what they cannot see. Knowing how every application, every piece of data and every identity in the environment interacts ensures that security policy is adhered to and risky behavior is reduced, if not eliminated.

However, in today's world, visibility is increasingly hard to achieve. Business applications and data usage is growing at an exponential rate, while the volume of identities – particularly from contractors and business partners – is rapidly increasing as the business expands into new markets and opportunities. The scarcity of qualified IT security and identity staff means that businesses who have optimized their identity governance programs can securely take advantage of these new opportunities for growth.

Not Just Sight, but Insight

Visibility is not just knowledge of the environment, but contextual insight that helps organizations manage their identities more intelligently, boost the impact of their identity governance solution and manage potential threats by identifying high-risk identities, data and activities.

SailPoint's IdentityAI is a solution that leverages artificial intelligence to ingest large amounts of identity data and combine it with real-time activity to provide contextual insights and supercharge identity governance. Using machine learning techniques, IdentityAI will analyze identity data such as account and entitlement assignments and combine it with real-time activity information to identify suspicious or anomalous behaviors. IdentityAI provides customers with deeper understanding into the risk associated with user access – and allows them to focus governance controls on higher risk components where they will matter most.

IdentityAI extends the value of SailPoint's open identity platform by allowing organizations to use insight to:

Manage Risk

Rapidly escalating numbers of users, applications and data can flood organizations with an unmanageable pool of risk. Narrowing the scope of risk management and threat detection to high-risk resources or actors lessens the likelihood that malicious actors can sneak by even as the volume of alerts increases.

IdentityAI detects anomalous behaviors and potential threats with an analytics engine that uses time series analysis and deep learning to scan massive amounts of identity data to identify risks without having to rely on a team of security experts. Behavioral baselines are established over time as historical records translate into an established range of normal behavior. These patterns are refined as the solution learns what actions, if any, an administrator takes in response to unusual events. Over time, true high-risk events are preemptively identified from the steady stream of everyday activity.

Govern Smarter

Governance decisions made in isolation are prone to error because they only consider the immediate circumstance: e.g., approving an entitlement without wider context might give unnecessary access to an employee and increase the threat of data exposure. A broader understanding of the environment aids in making rapid, accurate choices that decrease risk for the business.

The use of peer groups, in which identities are grouped by similar characteristics, can rapidly highlight any identities that have unusual attributes or entitlements. For example, a peer group based on a sales team might illustrate that the majority of the group has access to resources such as Salesforce, to assist them in their job. Any outlier, say a single sales person that had inappropriate access to an HR database, could then be easily identified and that potential risk to the business eliminated as that access is revoked.

IdentityAI also makes identity smarter by using artificial intelligence technology based on behavioral pattern recognition and statistical analysis to focus identity governance controls on high-risk scenarios in real time. An example of such a high-risk scenario would be the access of sensitive data from new locations or at unusual hours. Because IdentityAI utilizes a dynamic risk model rather than relying on a risk snapshot, it continually adjusts its model as the environment evolves, identifying new and additional types of high-risk identities and activities.

Increase Efficiency

The pace of business is rapidly accelerating. As new opportunities present themselves in our global business environment, the volume of identities, data, and applications will continue to expand. This places a premium on efficiency gains for every business when a key differentiator is the ability to do more with less.

IdentityAI improves operational efficiency of the IT organization and business productivity by automating reviews and approvals of low risk accesses, allowing organizations to focus on access to data and users that pose a higher risk.

The Power of Smart Identity

Visibility – real insight into identities and how they behave in the operational ecosystem – brings the power of smart identity to an organization, placing contextual insight into the hands of business users, optimizing identity governance and reducing risk for the business. IdentityAI helps businesses govern their identities wisely, increases the effectiveness of their identity governance program and assists in the management of potential threats. Amidst an explosion in applications, data, identities and malicious actors seeking to exploit them, organizations must move from the mere knowledge of their environment to the wisdom to secure it. To do so, they must wield the power of smart identity.

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SailPoint, the leader in enterprise identity management, brings the Power of Identity to customers around the world. SailPoint's open identity platform gives organizations the power to enter new markets, scale their workforces, embrace new technologies, innovate faster and compete on a global basis. As both an industry pioneer and market leader in identity governance, SailPoint delivers security, operational efficiency and compliance to enterprises with complex IT environments. SailPoint's customers are among the world's largest companies in virtually every industry, including: 9 of the top banks, 7 of the top retail brands, 6 of the top healthcare providers, 6 of the top property and casualty insurance providers, and 6 of the top pharmaceutical companies.