The Power **of Identity**™

The world today is more advanced and interconnected than it ever has been before. And it will only continue into the future. But the advances come at a cost. It is far easier to gain information and access through these new channels. And so businesses have had to secure their prized and sensitive information against these attacks in order to keep their organizations afloat. One in three executives believe security is a growth inhibitor.

Security today requires so much. More than ever before: endpoint protection, anti-virus, encryption, virtual private networks, etc. In this context, security could be seen as a necessary evil. Sensitive information must be protected since the consequences of not doing so are catastrophic. But what is the cost of security? Have businesses become so paralyzed that they lose their innovative drive? Forego a competitive advantage in order to stay safe? Slow down their international business expansion?

The Ever-Changing Threat Landscape

Almost daily, we are bombarded with more news of data breaches. A breach that impacts "merely" 10,000 people is considered small-time versus the mega breaches such as Yahoo's 500 million record breach. There's no end to how frequent and how large data breaches occur.

4.2b
records stolen
last year

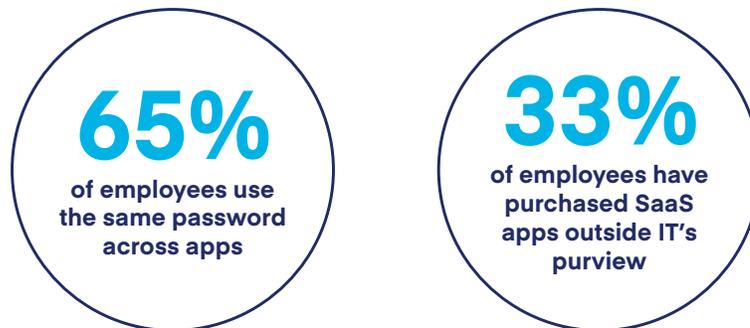**43%**
of breaches are
caused by insiders

185m
security incidents
bypassed the
perimeter

The New Attack Vector is the Human Vector
The way that organizations are being attacked is shifting. While technology has grown and evolved, the human brain still has vulnerabilities. Employees, contractors, vendors, partners, etc. are the keys to accessing sensitive data, and it is quicker and easier to fool a person than it is to penetrate a network. Identity is becoming the attack vector of choice for hackers.

And yet, how we approach security hasn't changed. We expect corporations to valiantly protect our data, but we still haven't fixed the way we think about it as employees. We have poor password hygiene. We circumvent the security processes that we put in place to protect ourselves.

65%
of employees use
the same password
across apps

33%
of employees have
purchased SaaS
apps outside IT's
purview

We Don't Work the Same Way We Used To
With the increased interconnectivity and advanced technology, we have created a world where it is no longer necessary for employees to be in the same physical space to collaborate. Business users now span employees, contractors and partners who all access applications and data from a variety of devices, including personal ones, from locations all around the world. With all the applications and users, enterprises could easily have a billion points of access. And each one is really a point of exposure.

With the emergence of this mobile workforce, cloud technologies and ubiquitous access to information, protecting corporate data has become a significant challenge.

We need to find a way forward – with confidence.

The prevailing mindset of IT security is one of fear. Much as we have detailed how scary the environment is today, executives have solely focused on "what if the worst happens." Executives, IT personnel, and business users alike are so focused on the obstacles that demand their attention that they forget to do what they set out to do: grow their business.

So, how do you move forward when you're fighting real threats? How do you turn security from a growth inhibitor to a business enabler?

The Power of Identity

Identity governance – secure access to applications and data through knowing and controlling who has access to what – gives organizations the power to build a modern security infrastructure that is centered around your users and their access to your data. By starting at the source and managing the easiest target in organizations today – its people – businesses can find a way to move forward without fear.

To stay competitive and win in your market, you need to focus on innovation and moving your company forward. You need to open your perimeter, enable your users and empower your business. With the power of identity, you can do all this and more. By putting identity at the center of IT and security, you can see all access information across your cloud and on-premises applications and minimize the risks associated with user access.

When you have a robust identity governance process and solution in place – one that addresses structured and unstructured data – you can look to the future without the looming fear of data breaches. You can be secure in the fact that you can not only detect but mitigate a data breach, and instead focus on your business.

Identity gives you the power to say yes to opportunities. With it, you can grow safely and move forward.

At SailPoint, we believe identity is not just an IT security issue, but a business enabler. Through the power of identity, you can enter new markets, forge new partnerships, expand your workforce and implement new technologies, without the confines or fear. Surpass the barriers and be free to grow.

Harness the Power of Identity to Move

from **reactive**
to **innovative**

from **localized**
to **globalized**

from **legacy**
to **the cloud**

from **restricted**
to **unconstrained**

SailPoint Can Help

We were the first company to bring business users into the identity conversation. We develop identity solutions through the lens of solving business challenges and convert identity from an IT expense to an investment into the future of the enterprise.

Our industry-leading identity platform empowers enterprises to protect their critical digital resources and propel their success by enabling users to access the applications and data they need – where, when and how they need it. In our hundreds of identity governance implementations, from replacing outdated legacy solutions to starting a brand new security program from square one, we've seen it all.

SailPoint's open identity platform is how we take you out of the business of saying "no" and in the business of saying "how." It gives you the competitive advantage you need and the power to move forward securely and confidently.

Be confident. Be fearless. Be unstoppable.
With the Power of Identity.

Learn more at sailpoint.com

SAILPOINT:
THE POWER
OF IDENTITY™

sailpoint.com

SailPoint, the leader in enterprise identity management, brings the Power of Identity to customers around the world. SailPoint's open identity platform gives organisations 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.