Identity Bridge: Your Path to Seamless Identity Management

Fast and Intelligent Integration, Streamlined Automation, and Cost-Effective Process Enhancement

Avancercorp | 2023 | All rights reserved

Overview

As enterprises, irrespective of their sizes, are relying on digital infrastructures and applications increasingly for their daily operations, safeguarding sensitive data and ensuring efficient access control have become imperative. To achieve this, businesses need a comprehensive identity and access management (IAM) strategy that not only augments security but also optimizes ROI in the long run.

Through this white paper, we aim to guide you on how to manage the complexities and challenges of identity security in a seamless manner, through our API engine, Identity Bridge. We will delve into the customizable and scalable tools offered by Identity Bridge, empowering organizations to create tailored IAM solutions as per their current requirements, while remaining well-prepared to address future requisites.

We will also explore key features and benefits of our IAM platform, which has been enabling organizations to secure access to enterprise applications, whether they are deployed in the cloud, on-premises or in hybrid environment. Further, we will discuss how Identity Bridge streamlines identity and access management, access governance, provisioning, deprovisioning, joiner and leaver programs, application integration, and data security.

In conclusion, we hope to provide you with a comprehensive understanding of how Identity Bridge can empower your organization to seamlessly manage identities, control access, and govern your infrastructure with utmost efficiency and security across diverse deployment environments.

Avancercorp | 2023 | All rights reserved

Why Invest in an IAM Solution?

As per IBM Security's annual Cost of a Data Breach Report[i], the global average cost of a data breach reached USD 4.45 million in 2023 – an all-time high and 15 per cent increase over the last 3 years. The US had the highest average total cost of a data breach at USD 9.48 million in 2023, an increase of 0.4 per cent from last year's USD 9.44 million.

Phishing and stolen or compromised credentials were the two most common initial attack vectors. They were responsible for 16 per cent and 15 per cent of breaches (costing USD 4.76 million and USD 4.62 million, respectively). Although relatively rare at 6 per cent of occurrences, attacks initiated by malicious insiders were the costliest, at an average of USD 4.90 million, which is 9.6 per cent higher than the global average cost of USD 4.45 million per data breach.

Further, breaches that initiated with stolen or compromised credentials and malicious insiders took the longest to resolve. This year, it took nearly 11 months (328 days) to identify and contain data breaches resulting from stolen or compromised credentials, on average, and about 10 months (308 days) to resolve breaches that were initiated by a malicious insider.

IAM plays a pivotal role in minimizing data breaches by enhancing control over user access and safeguarding sensitive data. To begin with, IAM solutions ensure automation of routine tasks and security processes such as user provisioning, deprovisioning, and access control, enabling organizations to better protect their sensitive data and ensuring that users have the appropriate access privileges at all times.

Further, an IAM platform ensures integrating a variety of external, identity-aware applications in a seamless manner, ensuring secure and efficient access to these applications while maintaining centralized control over user identities and permissions.

A robust IAM system also ensures efficiency and security across diverse deployment environments, whether on-cloud, on-prem or hybrid, along with effectively managing user access, reducing security risks, and ensuring compliance with regulations.

Being a highly scalable solution, IAM system can effectively adapt to the evolving demands of your growing business while maintaining security and performance standards. The solution helps companies to define access control policies to ensure compliance with regulations. Further, it enables organizations to maintain detailed audit trails to track and report on access activities for compliance purposes.

[i] https://emtemp.gcom.cloud/ngw/eventassets/en/conferences/hub/identity-access-management/documents/gartner-iam-outcome-driven-metrics-to-drive-value.pdf

Avancercorp | 2023 | All rights reserved

Business Value Assessment

While an essential element of your overall security strategy is the implementation of a robust IAM protocol, equally important is gaining a clear comprehension of the ROI and operational benefits that IAM services can deliver. This involves investing time in assessments and audits, as well as acquiring new tools and infrastructure.

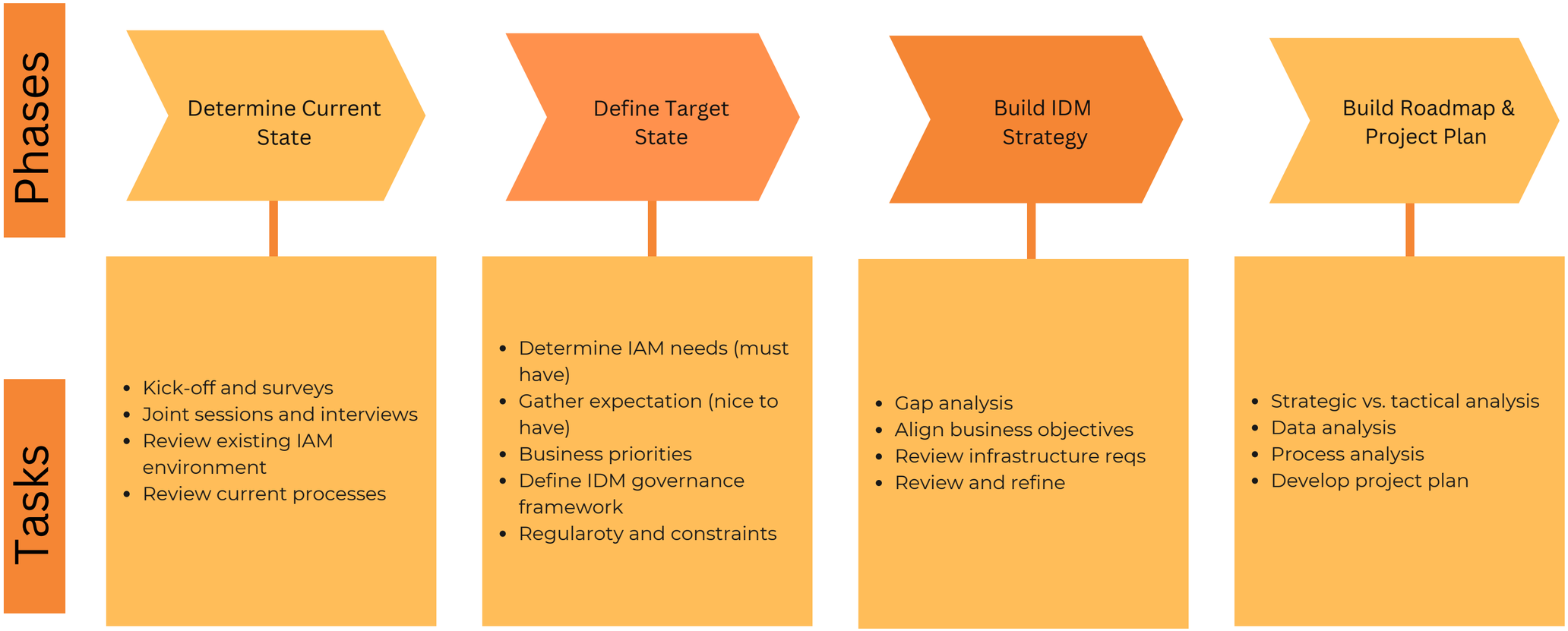
Considering the present business landscape and technological advancements, the challenge of enhancing user identity management and provisioning-deprovisioning processes has grown in complexity. However, organizations often find it challenging to measure the effectiveness and ROI of their IAM investments. Nonetheless, security and risk leaders overseeing IAM can leverage outcome-focused metrics to steer their investments, resulting in enhanced security and the delivery of tangible business benefits.

Frequently, investment choices in IAM are made in isolation, overlooking the broader security framework and the overarching objectives of the organization. Such decisions may result in accumulating technical debt and hinder the establishment of a unified identity structure. To maximize ROI, companies must establish a blueprint. This process can commence with an assessment of the current security and IT architecture, coupled with an understanding of future needs aligned with the business' vision.

A structured plan makes it easier for companies to proceed with subsequent steps, undertake necessary adjustments, and effectively allocate budgets. The strategy, as well as the identified gap areas that require attention, becomes clear, thereby preventing delays in the implementation process.

Avancercorp | 2023 | All rights reserved

The following process-flow could be utilized to conduct a through assessment for implementing an IAM solution:



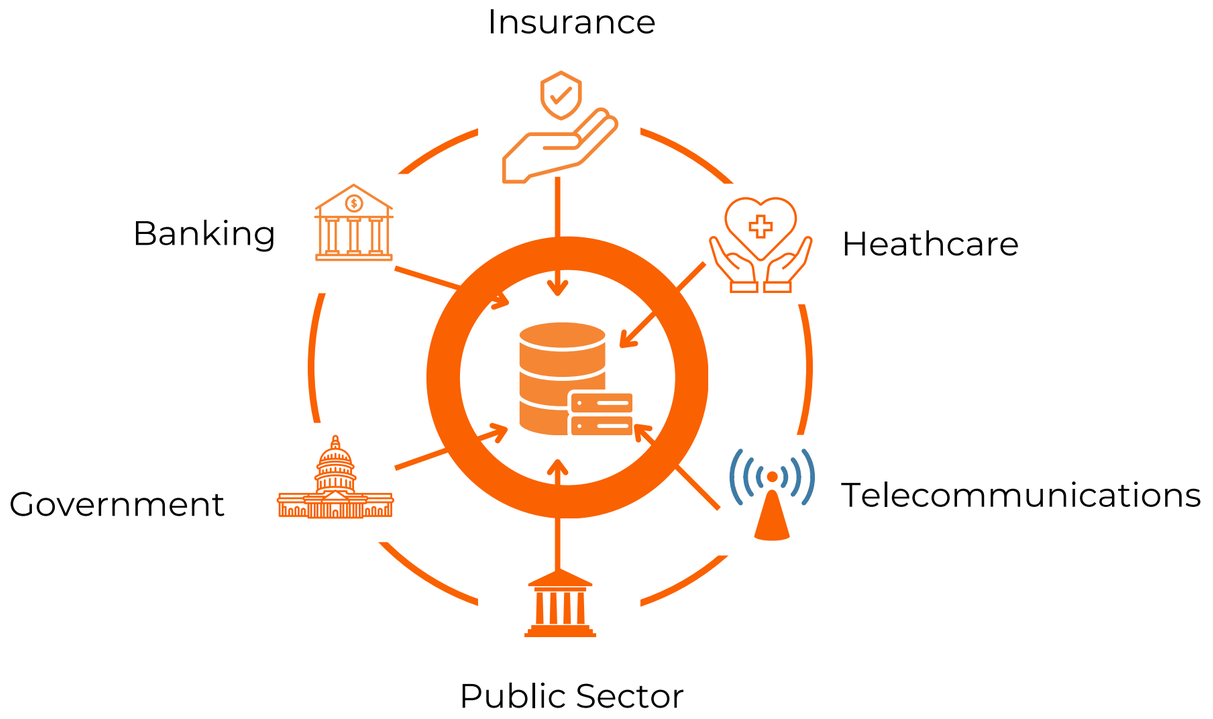
The above exercise will assist in identifying the necessity of deploying a cost-effective IAM solution, such as Identity Bridge. Preparing your business for the expenses and logistics involved in implementing a robust IAM solution enables you to maximize both the benefits and the ROI. With the customizable and scalable tools offered by Identity Bridge, you can create a personalized solution tailored to your company's current circumstances and be well-prepared to address future access requirements.

Avancercorp | 2023 | All rights reserved

How Identity Bridge Helps in Addressing your IAM Challenges?

As a leading provider of advanced identity and access management solutions, Identity Bridge offers robust options for securing access to enterprise applications, whether deployed in the cloud or on-premises. Our platform empowers businesses to seamlessly manage identities, control access, and govern their infrastructure with utmost efficiency and security across diverse deployment environments.

It brings together a comprehensive suite of features to streamline identity and access management, access governance, provisioning, deprovisioning, joiner and leaver programs, privilege access management, seamless integration, and data security.



Avancercorp | 2023 | All rights reserved

Some of the Key Benefits of Deploying Identity Bridge

1

Seamless Integration, Endless Possibilities

Identity Bridge serves as the ultimate integrator, bridging the gap between various applications and databases. With its robust capabilities, our solution enables you to securely access data from diverse sources, empowering your organization to make informed decisions and leverage its full potential. Whether you are working with cloud-based applications, on-premise systems, or a hybrid environment, Identity Bridge ensures seamless connectivity and data retrieval in a safe and reliable manner. Integrate different systems and platforms while maintaining data security and access controls, enabling efficient and secure collaboration across diverse environments. Further, it facilitates quick and hassle-free deployment with simplified implementation process, which ensures a smooth and phased deployment, minimizing disruptions and optimizing resource utilization.

2

Access Governance at Your Fingertips

Maintaining control over access to critical resources is a top priority for any organization. Identity Bridge's access governance capabilities provide you with the tools you need to monitor, evaluate, and enforce access policies across your entire infrastructure. With advanced analytics and real-time reporting, you can identify potential risks, detect anomalies, and ensure compliance with industry regulations. Take charge of your access governance program and protect your organization from unauthorized access or data breaches.

Identity Bridge enables you to define and enforce access policies, monitor user activities, and detect and remediate policy violations. Maintain control over access to critical resources, generate audit reports, and demonstrate compliance with regulatory frameworks.

3

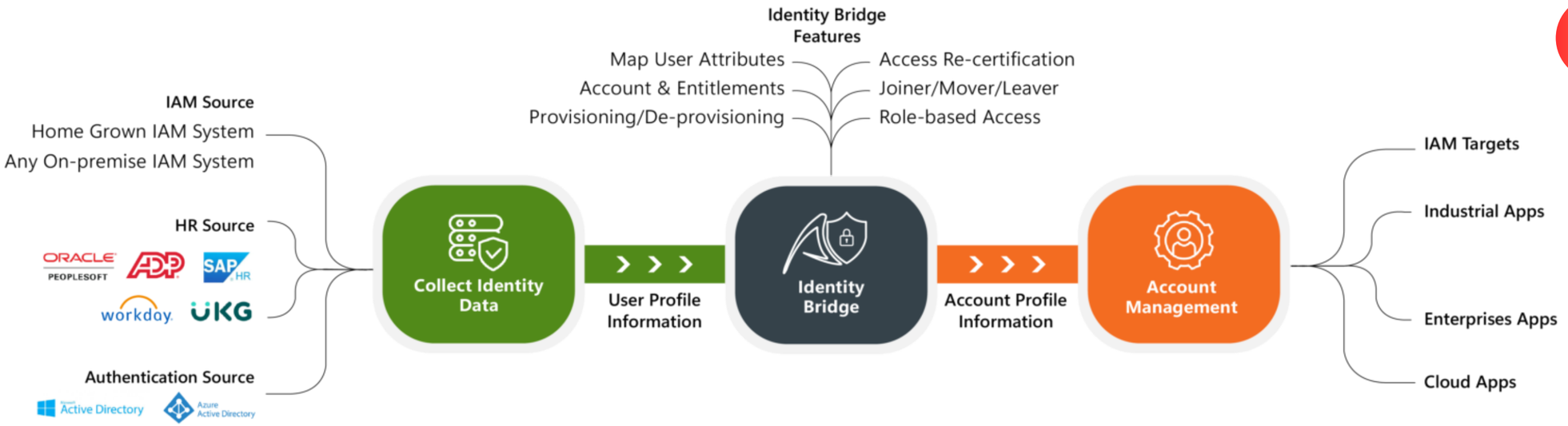
Comprehensive Identity Management

Identity Bridge empowers you to take control of your organization's identities with unparalleled ease. From employee onboarding and offboarding to managing access privileges throughout the employee lifecycle, our solution offers a comprehensive suite of identity management features. Say goodbye to manual processes and fragmented systems - Identity Bridge automates identity provisioning and deprovisioning, making sure that users have the right access at the right time, while maintaining airtight security protocols.

By leveraging the power of Identity Bridge, organizations can streamline their IAM processes, enhance security, and improve operational efficiency.

Avancercorp | 2023 | All rights reserved

Identity Bridge Process Flow

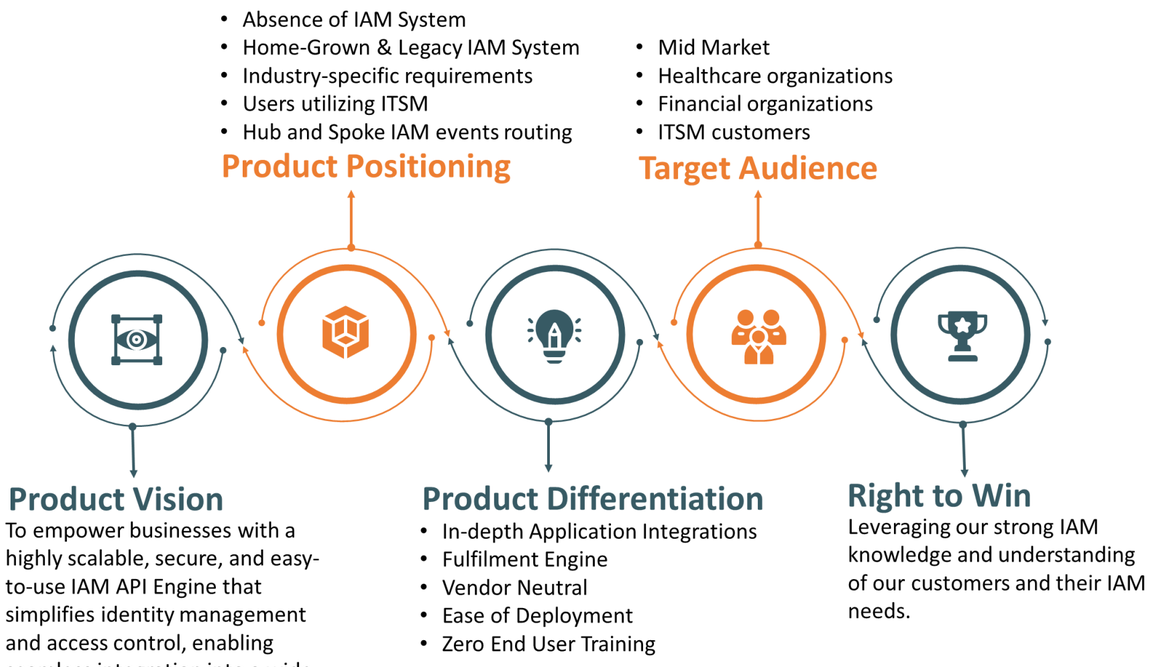


As a part of Identity Bridge process flow, data is collected from various IAM sources, such as homegrown IAM systems, on-premise IAM systems, HR sources, and authentication sources like Active Directory. This collected user profile information is then utilized by the Identity Bridge to perform various functions related to identity and access management such as Mapping User Attributes, Creating Accounts & Entitlements, Provisioning & De-provisioning, Performing Access Re-certification, Undertaking Role-based Access, etc.

The Identity Bridge serves as a crucial component in managing the end-to-end identity lifecycle, ensuring that users have appropriate access to resources based on their roles and responsibilities. Additionally, it facilitates secure authentication to various applications and services. This kind of integrated approach is essential for organizations to maintain efficient and secure access control across their diverse IT landscape.

Avancercorp | 2023 | All rights reserved

Product Vision and Strategy



Vision Statement: To empower businesses with a highly scalable, secure, and easy-to-use IAM API Engine that simplifies identity management and access control, enabling seamless integration into a variety of applications.

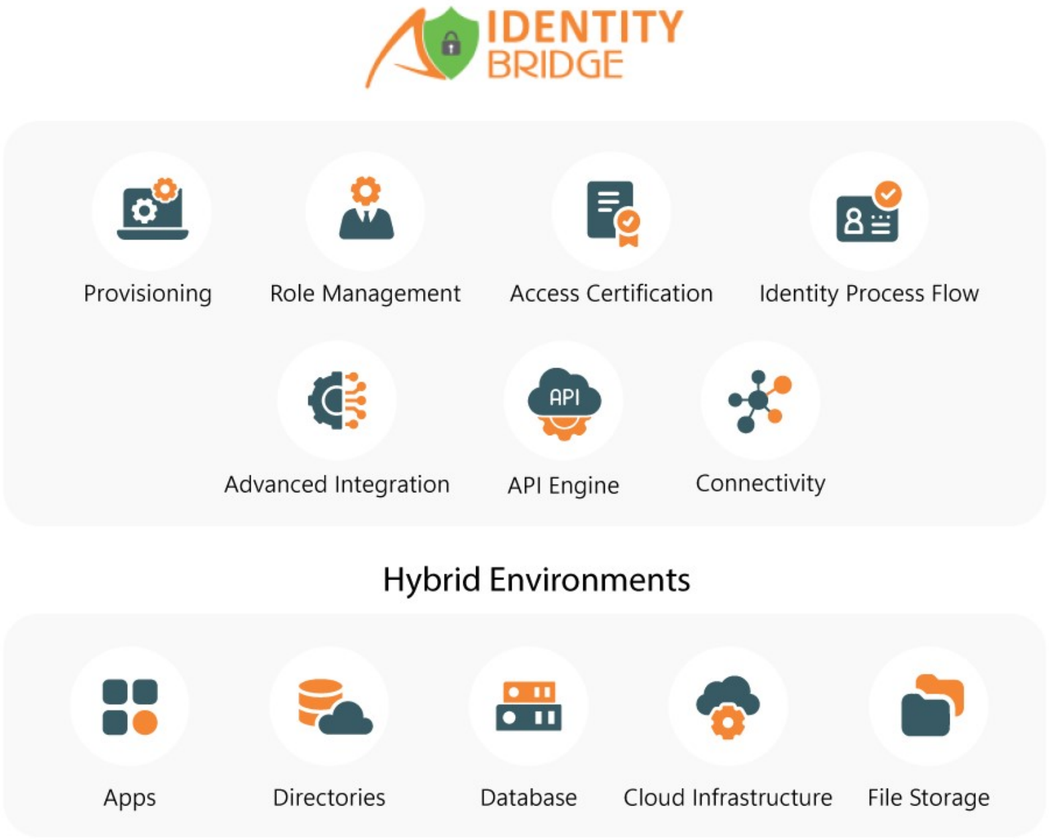
Gap-Area Analysis:

- **Existing IAM Solutions:** Limited scalability and complex integration.
- **Security Risks:** Vulnerabilities due to fragmented identity management.
- **Administrative Overhead:** Manual processes hinder efficiency.
- **Non-Compliance:** Lack of robust audit trails and reporting.
- **Integration Challenges:** Difficulties in connecting with diverse applications.

With Identity Bridge, businesses gain a future-ready IAM solution that delivers a high ROI, unparalleled security, and an array of business benefits that drive success in a rapidly evolving digital landscape.

Avancercorp | 2023 | All rights reserved

Identity Bridge Marketecture



Identity Bridge Marketecture is built on a foundation of scalability, designed to grow with your business. Our architecture adapts to your unique needs, ensuring that identity management scales effortlessly. Identity Bridge thrives in hybrid ecosystems. We seamlessly integrate with a variety of applications, systems, and connectors, bridging the gap between your identity management infrastructure and external resources.
For us, regulatory compliance is non-negotiable. Our marketecture simplifies compliance with access control policies, audit trails, and reporting tools, helping you navigate the complex landscape of data protection regulations.

Avancercorp | 2023 | All rights reserved

Identity Bridge as Main Identity Hub

The Identity API Engine reference architecture presents a robust framework for organizations seeking to manage identity-related operations through APIs. This architecture facilitates secure, scalable, and streamlined identity management. All the interactions with Identity Bridge happens with APIs. Key components include:

Identity API Engine:	The central element exposing APIs for identity functions such as Joiner/Mover/Leaver/Rehire/Leave of Absence
Identity Data Store:	A backend repository storing user identities and attributes and connector information.
Authentication API:	Facilitates various authentication methods such as SAML or pass through authentication integration with external identity providers.
User Management API:	Allows user profile management, role assignments, and provisioning and target system account creation.
Authorization API:	Defines and manages role-based access control policies, supporting RBAC or ABAC.

Access Token Management API:	Generates and manages secure access tokens for API interactions.
Audit and Logging API:	Records identity events, facilitates querying, and integrates with SIEM systems.
Integration with External Systems:	Interfaces with identity sources and external services. Integrate with cloud applications, enterprise applications and industry specific applications.
Security and Compliance:	Implements data protection measures with inbuilt platform encryption to mask specific attributes of identity.
High Availability and Scalability:	Designed on latest dockers/Kubernetes for minimal downtime and horizontal scalability.

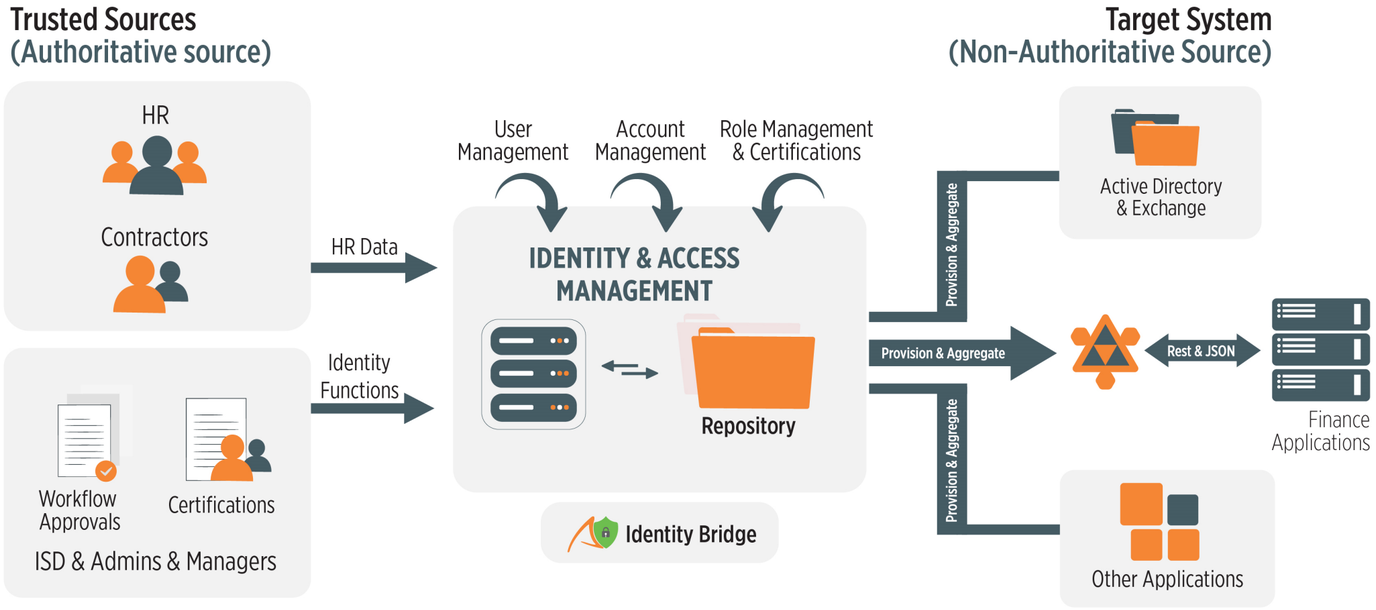
Avancercorp | 2023 | All rights reserved

Identity Bridge as Main Identity Hub

API Gateway:	Identity Bridge follows an API driven architecture to manage incoming identities from various sources and routes them to many application APIs.
Documentation and Support Portal:	Offers comprehensive API documentation and a premium support to ensure assistance is always available.
Testing and Development Environments:	Provides sandbox and development environments for API testing and integration.
Monitoring and Alerting:	Ensures performance monitoring and alerts for unusual activities.
User Education and Training:	Offers resources for effective API usage.

Avancercorp | 2023 | All rights reserved

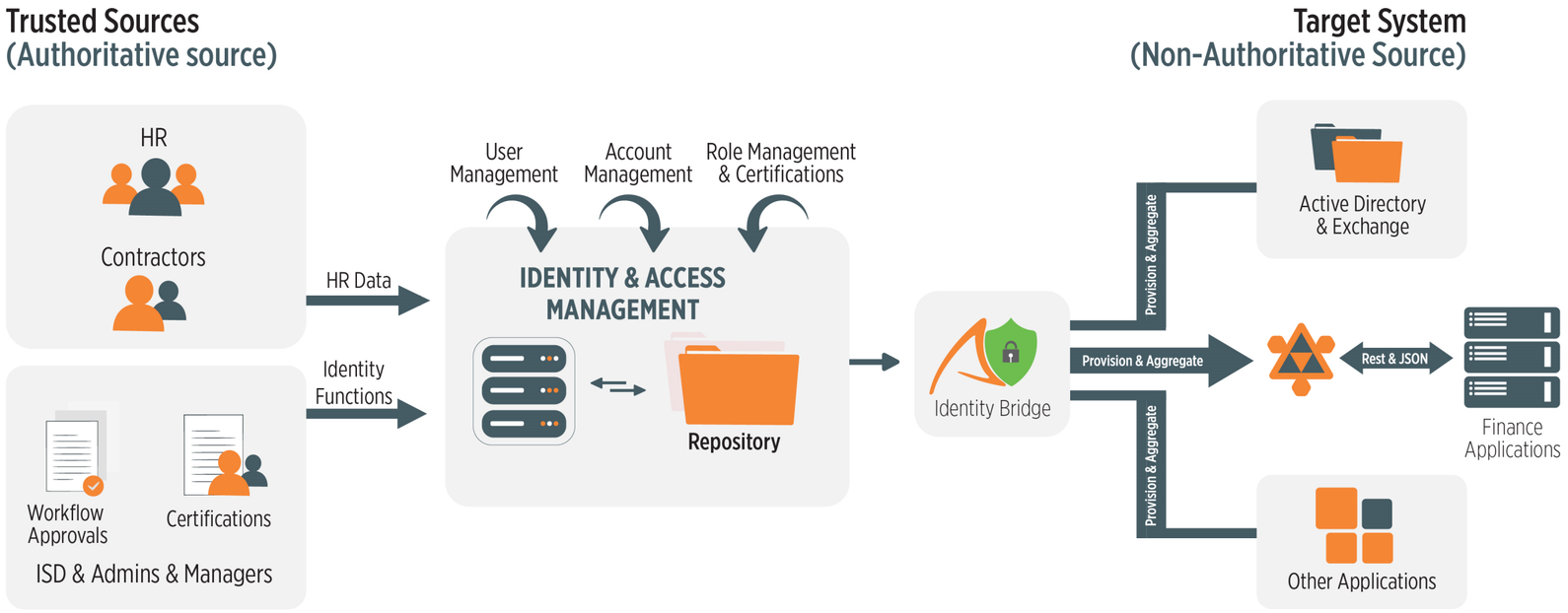
Identity Bridge as Main Identity Hub



This architecture serves as a flexible blueprint, adaptable to specific organizational needs. It enhances identity management, security, and developer productivity, enabling organizations to modernize and optimize their identity infrastructure.

Avancercorp | 2023 | All rights reserved

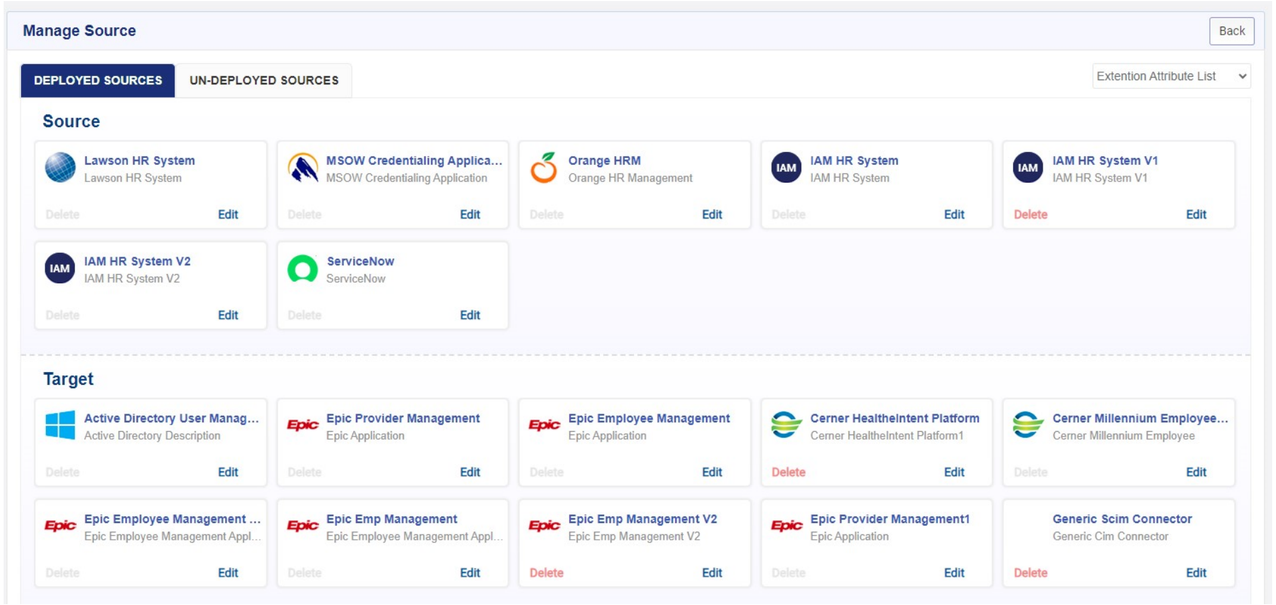
Identity Bridge as Capability Multiplier



The Identity API Engine reference architecture acts as a capability multiplier to existing IAM infrastructure. The Identity Bridge API consumes identities from existing IAM system and presents a robust framework for organizations to significantly enhance identity-related operations through APIs.

Avancercorp | 2023 | All rights reserved

Explore Some of the Use Cases of Identity Bridge

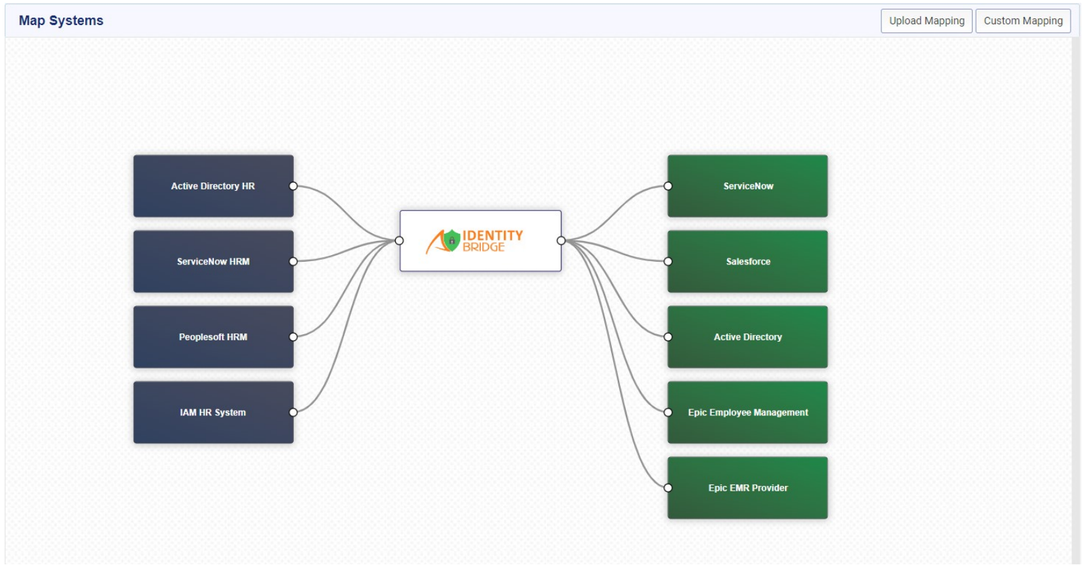


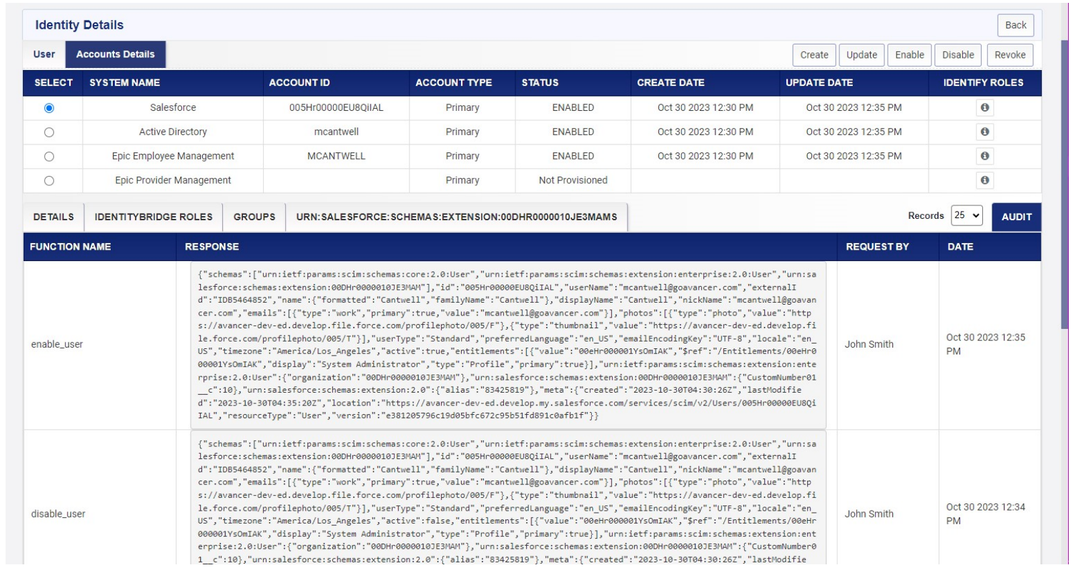
Identity Correlation and Aggregation: Identity Bridge excels in identity correlation, providing seamless connections between source and target applications. It efficiently bridges the gap between various systems through its Identity Bridge to Source and Target application capabilities. The user repository is bolstered with significant improvements, enhancing the precision of identity management. Furthermore, internal attributes within Identity Bridge are easily adaptable to support multi-source applications, ensuring a harmonized approach to identity correlation.

With regards to aggregation, Identity Bridge shines by actively consolidating Active Directory user accounts and collecting valuable information about Active Directory groups. This aggregation prowess empowers organizations with a comprehensive view of user accounts and group structures, facilitating precise identity management and access control.

Avancercorp | 2023 | All rights reserved

Explore Some of the Use Cases of Identity Bridge



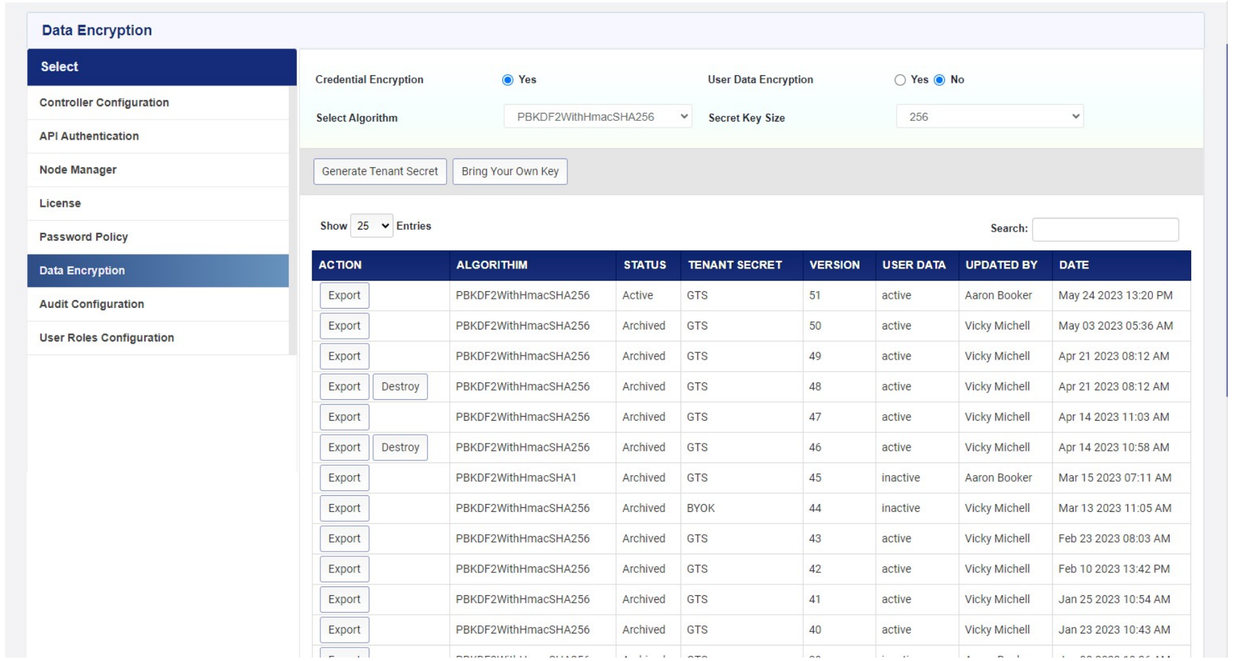


API Engine: It provides flexible and standardized approach to connect and exchange data securely, allowing for smooth interoperability. Identity Bridge also offers pre-built connectors, libraries, and SDKs that streamline the integration process, reducing development time and effort. Along with APIs and developer tools, enabling creation of custom integrations and workflows, it also facilitates secure and controlled access to data stored in various systems and databases.

Joiner and Leaver Programs: Identity Bridge streamlines employee onboarding and offboarding processes by automating provisioning and deprovisioning of user accounts, ensuring that new employees have the necessary access privileges upon joining and that departing employees' access is promptly revoked. It simplifies user lifecycle management and maintains data security during personnel changes.

Avancercorp | 2023 | All rights reserved

Explore Some of the Use Cases of Identity Bridge



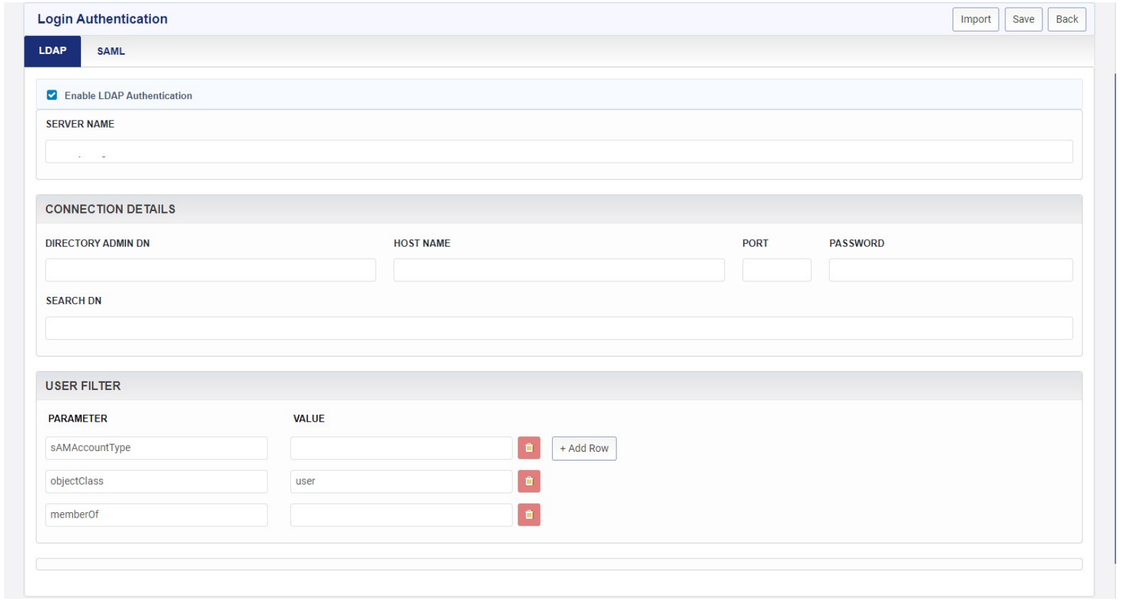
App On-boarding: Identity Bridge provides centralized control and governance over the app onboarding process, while eliminating manual efforts and ensuring consistency in access management across applications. It offers user-friendly interface and intuitive workflows that guide administrators through the app onboarding process, reducing complexity and saving time.

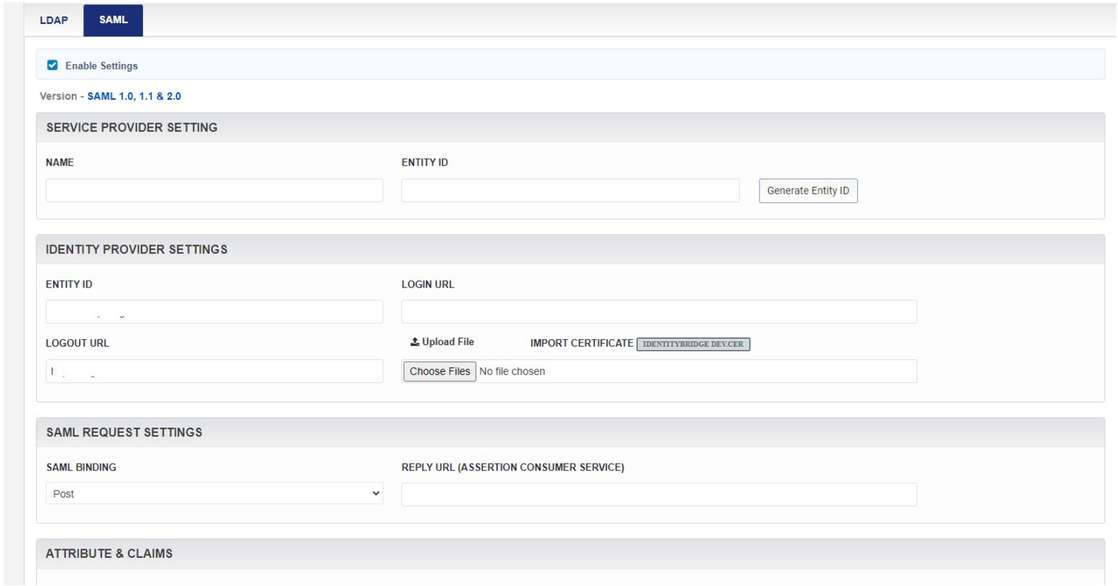
Secure Data Access / Data Encryption: Identity Bridge implements robust security protocols, including authentication mechanisms, access controls, and encryption, to protect sensitive information. By enforcing strong authentication and authorization mechanisms, Identity Bridge safeguards data from unauthorized access, reducing the risk of data breaches and maintaining data integrity.

It's password encryption feature ensures that sensitive login credentials remain shielded from potential threats, safeguarding user accounts. Key Management plays a pivotal role, offering the capability to encrypt user fields, guaranteeing the confidentiality of critical information. Identity Bridge goes a step further by allowing organizations to bring their encryption keys, providing an additional layer of control and security.

Avancercorp | 2023 | All rights reserved

Explore Some of the Use Cases of Identity Bridge

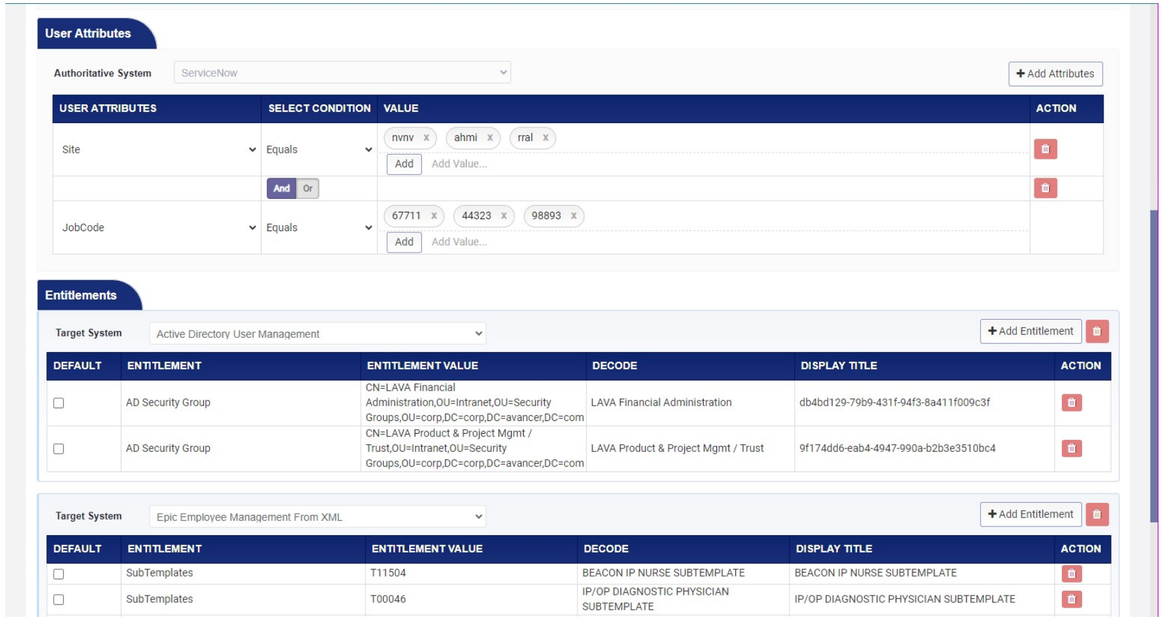


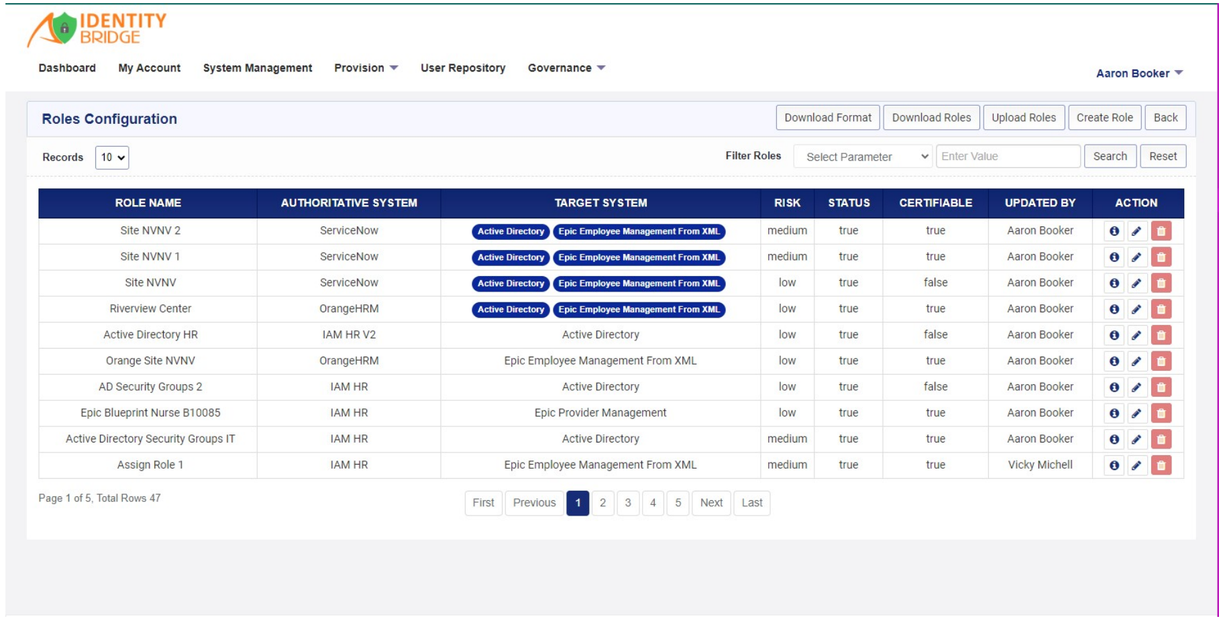


Login Management: Identity Bridge offers versatile Login Management options to cater to diverse authentication needs. With SAML Login, it seamlessly integrates with identity providers using the Security Assertion Markup Language (SAML), ensuring secure and standardized user access. LDAP Login provides an efficient way to authenticate users through Lightweight Directory Access Protocol (LDAP), simplifying the login process and enhancing user experience. Whether your organization relies on SAML for single sign-on or LDAP for directory-based authentication, Identity Bridge empowers you with flexible and secure login management solutions tailored to your requirements.

Avancercorp | 2023 | All rights reserved

Explore Some of the Use Cases of Identity Bridge





Role Based Access Management: Identity Bridge offers robust Role Based Access Management capabilities designed to simplify identity governance. With its “In Clause” feature, it empowers administrators to efficiently manage access rights by specifying inclusive criteria for role assignment, ensuring precise control over user privileges. Additionally, Identity Bridge extends its support to multiple target applications, seamlessly orchestrating entitlements across diverse systems. It offers roles view optimization, which further enhances the user experience by providing a streamlined, intuitive interface for role administration. This comprehensive role management functionality not only simplifies identity governance but also enhances security and compliance across your organization's ecosystem.

Avancercorp | 2023 | All rights reserved

Additional Capabilities of Identity Bridge

Database Support	• Oracle DB • MySQL DB • MS-SQL
License Module	• Provides details on licenses i.e. number of users which client use and help manage them.
Audit Trail Enhancements	• Track changes made by User • Ability to download reports
Standardization of Fields	• Helps in identifying user in identity Bridge, and merge the data based on the attributes and correlation.

UI Enhancements	• Ability to brand Identity Bridge as per customer layout, logo changes, color changes etc

Integrations	• Generic Connectors
	  ◦ SCIM Connector
	  ◦ Database Connector (MySQL, SQL Server, Oracle Database)
	  ◦ Rest Connector
	• Cloud Based Connectors
	• HR Connectors
	• Industry Specific Connectors
	• IAM Interoperability Connectors

Avancercorp | 2023 | All rights reserved

Why Avancer is your Perfect Partner for Identity Security?

Identity Bridge is a product offering by Avancer Corp., a US-based pure-play IAM solutions provider with around two-decades of experience in collaborating with some of the leading global organizations. Our mission is to simplify identity and access management for organizations of all sizes and industries. We strive to provide innovative solutions that enable seamless integration, robust security, and streamlined processes. By leveraging the power of Identity Bridge, our clients can focus on their core objectives while having the peace of mind that their data and resources are protected.

Ready to experience the power of Identity Bridge? Contact us today to schedule a demo or request more information. Take control of your identities, protect your valuable resources, and unlock the true potential of your organization with Identity Bridge.

01

Experienced and Dedicated Team

Our team at Identity Bridge comprises highly skilled professionals with extensive experience in the field of identity and access management. From software engineers and security experts to customer support representatives, we are dedicated to providing top-notch service and support to our clients. We stay up-to-date with the latest industry trends and best practices to ensure that our solutions are at the forefront of innovation and security.

02

Customer-Centric Approach

At Identity Bridge, our clients are at the heart of everything we do. We believe in building strong, long-lasting partnerships based on trust, collaboration, and mutual success. We work closely with our clients to understand their unique requirements and tailor our solutions to meet their specific needs. Our customer-centric approach ensures that we deliver exceptional value, personalized support, and continuous improvement to help our clients achieve their identity and access management goals.

03

Commitment to Security and Compliance

Security is our top priority at Identity Bridge. We adhere to industry-leading security standards and best practices to ensure that our platform provides the highest level of protection for your data and resources. We understand the importance of compliance with regulatory frameworks, and our solutions are designed to help organizations meet and exceed their compliance obligations.

Avancercorp | 2023 | All rights reserved

Let’s Work Together!

USA Office – 30N Main Street, Ste 201,
Cranbury, NJ 08512

India Office – B2/80, 2nd Floor
Janakpuri, New Delhi – 11005

info@identitybridge.us

identitybridge.us
avancercorp.com

Disclaimer:
Identity Bridge mentioned in this document is a proprietary product developed and owned by Avancer Corp. Any attempt to recreate, copy, or reproduce the features, workflows, or functionalities of Identity Bridge, as depicted in the screenshots shared, is strictly prohibited without the explicit written consent of Avancer Corp. All intellectual property rights, including but not limited to copyright, trademark, and patent rights, are reserved by Avancer Corp. The screenshots provided in this documentation are for illustrative purposes only and are intended to represent the general features and capabilities of the Identity Bridge product. The actual product may undergo updates, modifications, or improvements over time, and the screenshots may not accurately reflect the current state of the product. For inquiries regarding the use or reproduction of Identity Bridge features, please email us at info@identitybridge.us.

Avancercorp | 2023 | All rights reserved