

# NEXT GEN IDENTITY MANAGEMENT

## The Centrify Solution

CENTRIFY'S GREG CRANLEY AND DAVID MCNEELEY MAKE THE CASE FOR CENTRIFY'S UNIQUE IDENTITY PLATFORM

In order to broadly implement multi-factor authentication and normalize the whole environment, Centrify has developed a unique solution to meet its customers' needs.

"Because the founders of the company and David McNeely [vice president of product strategy for Centrify] and his associates have been here from the beginning, they have built a solution from the ground up using existing technology that everybody already has in place," said Greg Cranley, vice president of federal and public sector sales for Centrify. "Capabilities that have

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previously been approved such as Active Directory, group policy, Kerberos or Security Assertion Markup Language (SAML) authentication, those are all standard things that have approvals and certifications from The National Institute of Standards and Technology (NIST) and other government organizations. It is not technology we made up. What the company has done is we have leveraged those standard technologies to be more universally utilized. What is unique about Centrify is we do not just provide capability in one part of an organization's IT resources. Centrify provides the same strong authentication and enforcement across the entire environment. We are the only Identity Platform in the market that covers the entire environment. There's not one resource, there's not one capability that you need to access that Centrify can't secure."

McNeely said the company got started integrating at the operating system level, since many of the older Unix and Linux operating systems did not have mechanisms to centrally manage accounts or to leverage Active Directory.

"We found almost every customer had Active Directory as the main user account repository," he said. "Every single Windows

computer has to log in with Active Directory accounts. If you are using Exchange or Outlook as an email system, you have to have an Active Directory account. That pretty much guaranteed everybody had a directory set-up and they had user accounts and passwords to log into that. Active directory also supports smart card log-in, so we find Active Directory in use across an enormous amount of the federal agencies we work with.”

From there, McNeely said Centrify simply built an agent to the operating systems – except ones running Windows – to join them into active directory and take advantage of the single accounts, with a single password or smart card-based authentication for the user.

“That made it very easy for everything that was inside the company,” he said. “Then when it came time to start addressing applications that are outside, as customers moved from Exchange on premises to Office 365 or started taking advantage of ServiceNow, or other Software as a Service-based applications, we built another service offering to tie into Active Directory. This allows the user to authenticate via smart card at the desktop to gain access to applications seamlessly. It also makes access very simple for the end user, simplifying access to these applications outside the company leveraging Active Directory and smart card-based

authentication that users have been using on the inside of the network.”

Cranley asked only for an opportunity to show Centrify’s value.

“It’s only fair for us to ask that organizations take a look at Centrify’s capabilities, because it does provide an extreme value that has immediate impact,” he said. “It’s not a long-range thing. It doesn’t take a lot of professional services to put in. It’s a tool that creates immediate impact. Centrify’s Identity Platform offers something for everyone in the organization – the executive team, financial team, users, auditors or Office of Inspector General. The Centrify Identity Platform provides strong security for all – and demonstrable compliance to many – security requirements. It also offers mandates, federal security guidance suggestions and productivity because of ease-to-deploy and ease-of-use.”

McNeely agreed and stressed Centrify’s all-in-one capabilities.

“Centrify has always tried to help customers centralize account management and authentication into one place, Active Directory, and from there we can then set up policies that require multi-factor authentication,” he said. “We also have technology built in to the same platform to ensure that we enforce a common goal of IT security professionals – least access and least privilege.”●