DIGITAL IDENTITY SOLUTIONS FOR YOUR GDPR TOOLKIT

Building the Trust Foundation
for your Digital Business

Regardless of vertical industry or company size, the General Data Protection Regulation (GDPR) is on the forefront of minds for organizations globally. While addressing compliance should be a priority to avoid penalties and remediation, GDPR can also be viewed as a key catalyst to architect the trust foundation for your long term digital transformation strategy.

ADDRESSING THE REALITIES OF TODAY'S DIGITAL BUSINESS

As businesses accelerate digital transformation initiatives, employee, partner and customer processes are all affected. While these changes can bring about vast improvements in productivity, service delivery and customer experience, they also mean that sensitive information must be protected from unauthorized access and cyber security threats. The GDPR will help protect all EU citizens from privacy and data breaches in an increasingly data-driven world. While GDPR's requirements may seem onerous, they should not be viewed as a burden but rather as a means to establish a trust foundation upon which you can build your long term digital strategy.

Solution Benefits

Deploy fast, manage easily – deploy your way with cloud, turnkey appliance or traditional on-premise software

Build at your pace – start with simple use cases and expand as your business evolves

Improve employee and customer experiences with modern solutions that remove friction and frustration while delivering high security

Lighten your load by working with a digital identity Trusted Advisor with over two decades of helping the world's most security conscious organizations

TRUSTED IDENTITIES HELP SECURE ACCESS AND KEEP DATA PRIVATE

IT / IS has evolved exponentially over the past decades as mobile and cloud transform the enterprise. Gone are the days where we could contain digital activity within the firewall and IT had full control of company-issued devices with standard OS configurations. Today's world of bring your own device (BYOD), SaaS applications and mobility mean that identity-based security plays a more important role than ever. But the reality is that securing digital identities can be a lot more complex with a myriad of user communities, applications, devices and ever-changing business demands. Choosing a proven vendor with a comprehensive offering will not only provide you with the tools to assist in your GDPR compliance efforts, it will equip you to confidently innovate and transform your business.

GDPR – A MODERN APPROACH TO DATA SECURITY AND PRIVACY

GDPR lays rules for collecting, processing, securing and storing personal data, including data about the behavior of individuals. These rules may have far reaching impacts on organizations and may affect how an organization's employees, partners and customers access data and approve transactions as well as how the organization itself stores and securely manages data. Access to workstations, wireless access points, mobile devices, VPNs, web applications, cloud infrastructure, customer and partner portals, and even administration interfaces for server-to-server and machine-to-machine communications may be all be affected. For example, under the GDPR, organizations are required to secure personal data using technical and organization measures that take into account the "state of the art, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for rights and freedoms of natural persons." Information used to identify, authenticate and authorize users when they access resources and initiate transactions will be

especially critical, as it forms the basis for the security needed for the most sensitive personal and corporate information assets in an organization. Organizations will want to adopt a balanced approach that addresses the needed security and privacy controls, while providing users with options to meet their preferences and minimize friction.

More details: http://www.eugdpr.org/

TRUSTED IDENTITIES FOR YOUR DIGITAL BUSINESS NEEDS

Identity-based security is a critical tool to have when building your GDPR compliance toolkit. Entrust Datacard's comprehensive portfolio of solutions provide the building blocks to control access, secure information as well as providing digital signing and transaction verification solutions for implementing advanced controls.

	Multi-factor Authentication	Single Sign On	Data Encryption	Digital Signatures	
Adaptive Access	Transaction Verification	Device Authentication	Key Management	SSL	PKI

Transformative Use Case Support

VPN ACCESS

CLOUD SSO

CUSTOMER & PARTNER WEB PORTALS

DESKTOP LOGIN

MOBILE – THE PRIMARY COMPUTING PLATFORM
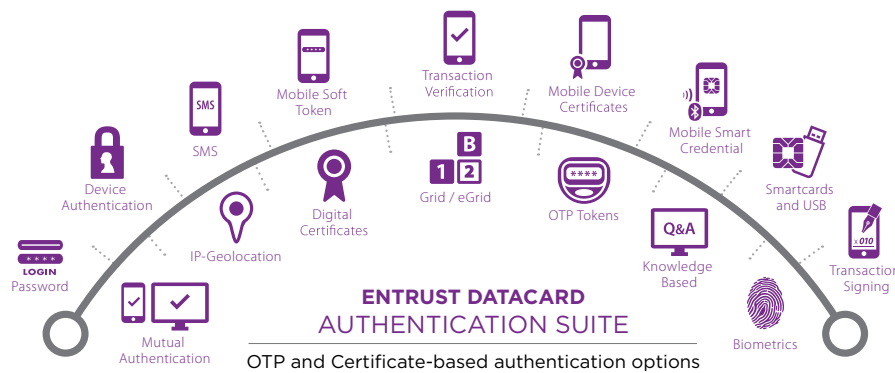

CRITICAL ON-PREMISE SYSTEMS & APPS

Dealing with the realities of your enterprise means that you'll have varied user communities, varied use cases and needs that continue to evolve as the business transforms.

AUTHENTICATION – SECURE ACCESS, SINGLE SIGN-ON, ADAPTIVE CONTROLS, TRANSACTION VERIFICATION

Entrust Datacard's modern authentication solutions redefine the user experience with intelligent mobile capabilities and advanced adaptive authentication that streamline the user experience while increasing security. But your user communities and needs are diverse and require a range of authenticators. Our platforms provide more than a simple one-step means of protecting the world's largest and most respected organizations. The flexibility of our platform allows specific authenticators to be defined on a per-application and/or group basis, so you can tailor security to each use case or risk situation. Simple policy change can seamlessly adjust the authentication behavior of all applications almost instantly, without having to re-architect applications. This agility allows you to proactively protect what matters most.

IntelliTrust™ Authentication Service

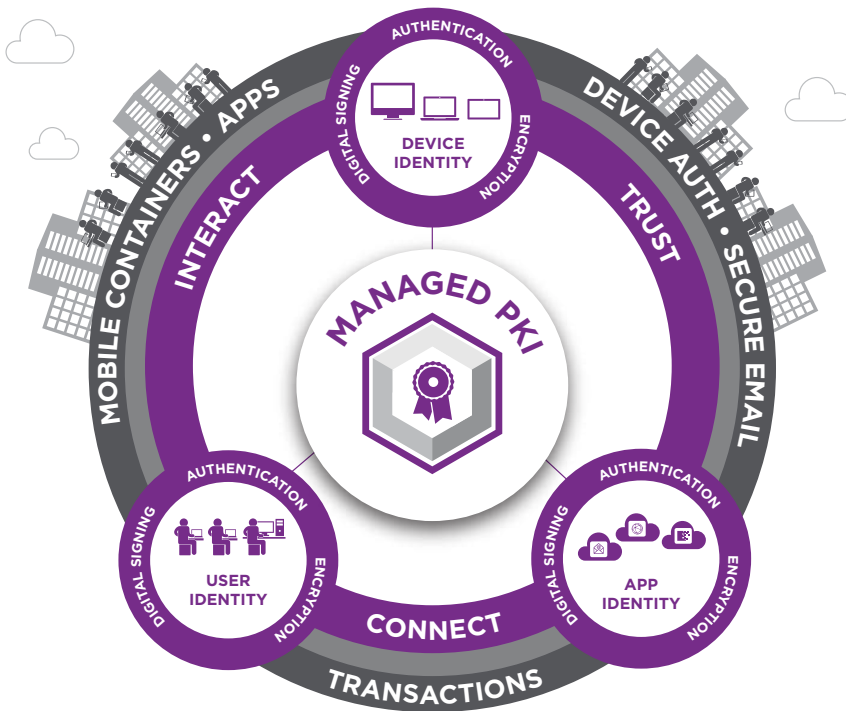Entrust IdentityGaurd **Virtual Appliance**

Entrust **IdentityGaurd**

The choice is yours, getting up and running in minutes with our cloud service, deploy our turnkey virtual appliance in hours or leverage our enterprise software version to build your own environment.

ENTRUST DATACARD AUTHENTICATION SUITE

OTP and Certificate-based authentication options

Device Authentication · SMS · Mobile Soft Token · Transaction Verification · Mobile Device Certificates · Mobile Smart Credential · Smartcards and USB · LOGIN Password · IP-Geolocation · Digital Certificates · Grid / eGrid · OTP Tokens · Q&A Knowledge Based · Transaction Signing · Mutual Authentication · Biometrics

Entrust Datacard provides the most comprehensive range of authenticators and adaptive controls to balance user experience and security.

PKI – DATA ENCRYPTION, DEVICE AUTHENTICATION, DIGITAL SIGNATURES, KEY MANAGEMENT, SSL

Protecting your critical enterprise infrastructure with PKI is a best practice for securing access to digital and physical resources, protecting the privacy of digital communications, and ensuring the validity and integrity of digital transactions. Entrust Datacard's PKI provides a modern trust management infrastructure with strong authentication, data encryption, and digital signature capabilities that enable secure identity and access across an evolving ecosystem of users, applications and devices. Our PKI solutions are tailored to the unique requirements of your business environment and can be deployed on-premises, in the cloud, or as a hybrid model. Entrust Datacard PKI is trusted globally to enable secure citizen ID and border control programs, to protect the world's largest banks, and to safeguard mission critical business data within the most security-minded organizations.

Entrust Datacard PKI provides a modern trust management infrastructure allowing you to secure identity and access across an evolving ecosystem of users, applications and devices.
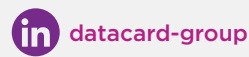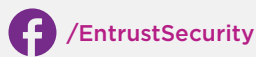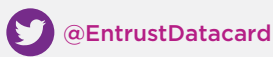
COMPREHENSIVE TRUST FOR DIGITAL BUSINESS

Private Networks & VPN Security

Establish a trusted network environment by issuing digital certificates to VPN gateways, remote access clients and routers.

User Authentication

Give authorized users one simple and secure way to log into networks and cloud-based apps from desktops, laptops or mobile devices.

Mobile Authentication

Remove administrative obstacles for mobile workers while actually improving security — enable the powerful new concept of Mobile as the New Desktop.

Device Authentication

Simplify BYOD and embrace its advantages — manage the identities of all users and devices across your enterprise from a single platform.

SSL Certificates for Websites & Services

Enable security capabilities at the server-level — including permission management, electronic signature, digital receipt and encryption — to be applied across a wide variety of enterprise applications.

Device Authentication

Simplify BYOD and embrace its advantages — manage the identities of all users and devices across your enterprise from a single platform.

Email Security

Simplify secure communication by implementing comprehensive, standards-based e-mail encryption capabilities.

Disclaimer

@EntrustDatacard   /EntrustVideo   /EntrustSecurity   datacard-group

About Entrust Datacard
Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust Datacard products and services, call **888-690-2424**, email **sales@entrustdatacard.com** or visit **www.entrustdatacard.com**.

Headquarters
Entrust Datacard
1187 Park Place
Shakopee, MN 55379
USA

⬡ **Entrust Datacard**™