EXECUTING ON THE FUTURE OF IDENTITY MANAGEMENT: NEW CAPABILITIES TO SUPPORT AND SECURE THE DIGITAL ENTERPRISE

November 9

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Your Presenters

- Gary Rowe, Founder, CEO and Principal Consulting Analyst, TechVision Research
- Doug Simmons, Principal Consulting Analyst, TechVision Research, author of TechVision's IAM/Reference Architecture Reports

What is This Session About?

In this session, the TechVision team discusses our vision for the Future of Identity management and how enterprises can best execute in support of this vision or your adoption of the Future of IAM. The pandemic has accelerated the new Digital Enterprise including developing a future state strategy that supports new objects (customers, partners, services, “things”), increased scale, increased integration, more flexibility and the movement of resources to the cloud.

This reflects much of what we’ve discussed at Chrysalis 2022 and is a “takeaway” to factor into your future state IAM plans. TechVision will introduce our Reference Architecture for IAM as a platform for enterprises to identify, secure and improve the user experience associated with our new Digital Enterprise.

Thesis

- IAM needs to move from a static, structured environment to one that is more dynamic, scalable, inclusive and flexible as this will be critical in support of the Digital Enterprise.
- A strong identity ecosystem provides the foundation for much of the innovation we talked about earlier and will support how enterprises will evolve digitally.

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2022: Engaging The "New" Digital Reality

"Radical rethinking of how the organization uses technology"

- Clint Boulton CIO.com

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Digital Technology Brings Together People, Processes, Data & Things

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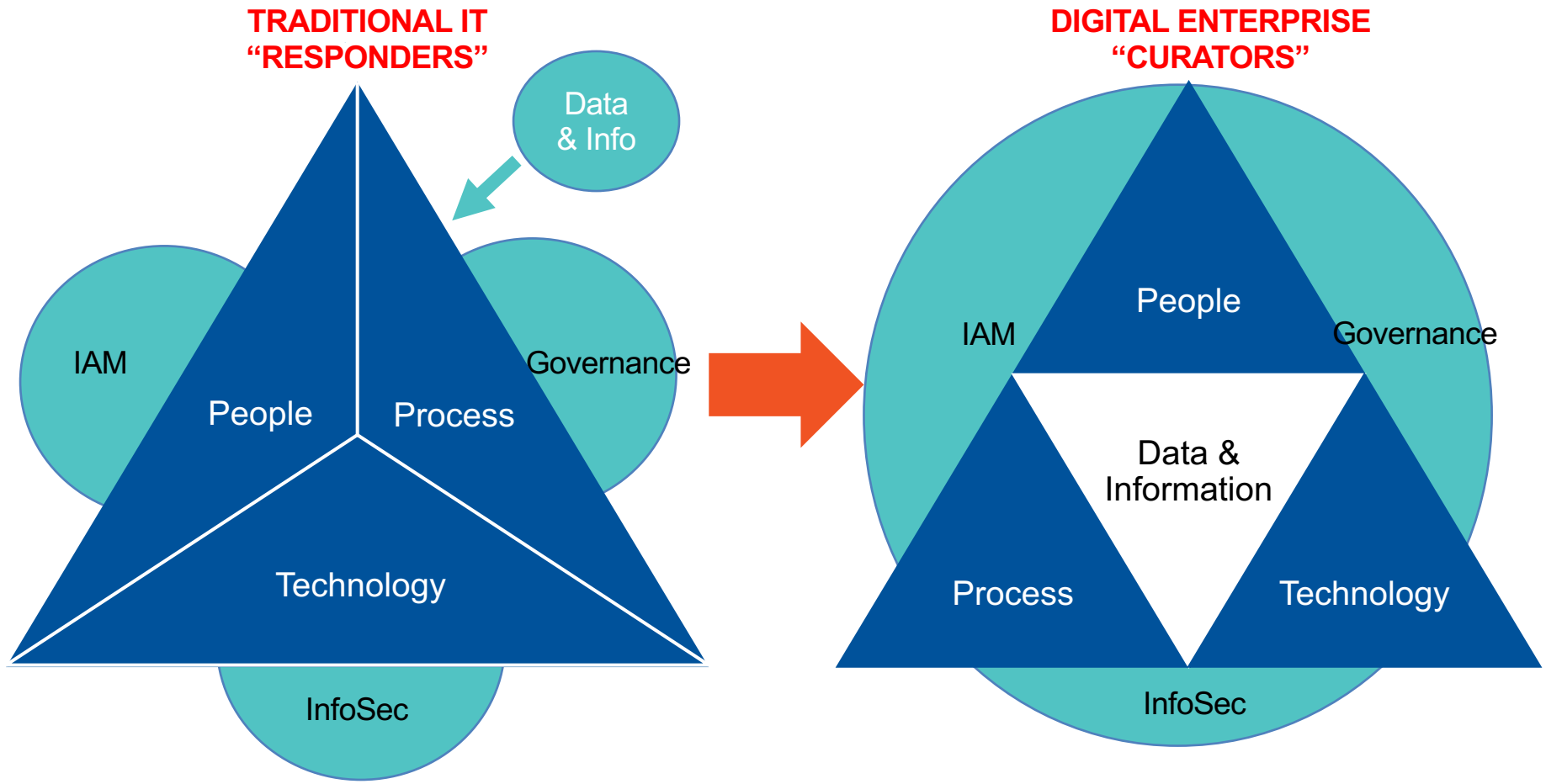
Digital Enterprise Drives New IT, Which Drives New Dynamic Identity Models



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2022 Top 12 Future of IAM List

- Governance, Hybrid IAM, Security and User Experience on Top
- Prioritized list, with foundational areas first, technologies to support those areas later
- Factoring in the "New Normal", the rapidly accelerating Digital Enterprise and how the IAM foundation needs to support and secure this new Digital World
- While the pandemic will dissipate, we will not be the same:
  - Most enterprises are further evaluating extending work at home programs beyond the pandemic
  - The digital footprint will continue to grow as will new use cases
  - Expectations are higher for user-friendly digital experiences
- Automation, innovation, disruption need to be accommodated
- IAM will as much as any core foundation, determine the success or failure of your new Digital Enterprise

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Future of Identity Management: Enterprise Top 12 List (2022-2026)

1. **Centralized Identity Governance:** Achieving centralized control and visibility while distributing computing, applications and data. This is increasingly difficult with the expanding and perimeter-less landscape, but more critical than ever.
2. **Cloud and Hybrid Identity**: IT/data is rapidly moving the cloud, and Identity services must seamlessly support and integrate cloud-based and on-premise IAM services and data the cloud.
3. **Zero Trust/Zero Friction Security:** Identity is the primary tool for locking down ecosystems, protecting enterprises and supporting Zero Trust, but it must be accomplished with a better user experience.
4. **User Experience:** 2022+ is all about the user experience and user-friendly interfaces for developers, administrators and end-users. This is a key pandemic "lesson learned"
5. **New Authentication models including MFA, Adaptive Authentication and Password-Less:** Password-less authentication becoming the norm, MFA required and adaptive authentication provides greater intelligence
6. **Customer/Citizen IAM (CIAM):** CIAM services, primarily cloud based still treated with unique management controls, but increasingly integrated/accessible via apps & services.
7. **Unprecedented Scale/Speed/Object Types:** Supporting larger numbers of customers, prospects, things, employees, partners, contextual data, tokens, RPA processes with near real-time response times
8. **PAM**: Increasing investment in PAM and focus on least privileged access, PAM vendors moving to JIT PAM
9. **Use of AI/ML for Contextual Awareness and "Frictionless Security"**: Using context, big data, pattern recognition to understand normal and anomalous activity so support better, lower-friction security
10. **Identity Services and Security Controls as Microservices**: Identity, security API microservices critical in support of DevSecOps, new JIT security
11. **Privacy Protecting Identity and Security Services :** Increasingly leveraging analytics, contextual data & AI/ML to support usability and privacy regulations by limiting and controlling the collection of PII
12. **Decentralized Identity/Verifiable Credentials:** Identity services leveraging blockchain, verifiable claims and trust frameworks emerge/support user-centric, privacy-compliant IAM services

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But… How Do We Get There?

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Developing a 5 Year IAM Plan

- Modern IAM supporting the Digital Enterprise starts by "going back to basics"
- TechVision recommends starting a current-state capabilities assessment, a requirements review (business and tech) and the development of a **capabilities-based reference architecture**
  - Ensures all major areas are covered
  - Helps to understand the big picture while developing specific strategies for each category of capabilities
  - Structured approach to provide the flexible, open, modular, dynamic and inclusive IAM model for digital transformation
  - Factor in the key future state areas we've described
- High-level view follows:

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Typical Enterprise Requirements, Pain Points and Current State Review

Requirements and current-state data collected via interviews and questionnaires to discuss, refine and add to during Reference Architecture development.

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IAM Market Category Requirements

Enterprise Identity

Need to protect the organization from cybersecurity threats

Need to facilitate easy authentication

Need to ensure appropriate access

Need to efficiently provision/de-provision access

Need to demonstrate compliance

Consumer Identity

Need a frictionless user experience

Need to protect consumer data and enforce consent restrictions

Need to provide personalized, engaging experience

Need to track and manage customer relationships

Need to provide easy integration with existing applications and services

Need to scale

Identity of Things

Need to ensure appropriate access

Need to facilitate stronger security controls without getting it the way of the deployment or device use

Need to protect consumer data and enforce consent restrictions

Need to efficiently provision/deprovision access

Need to secure communications

Need to scale

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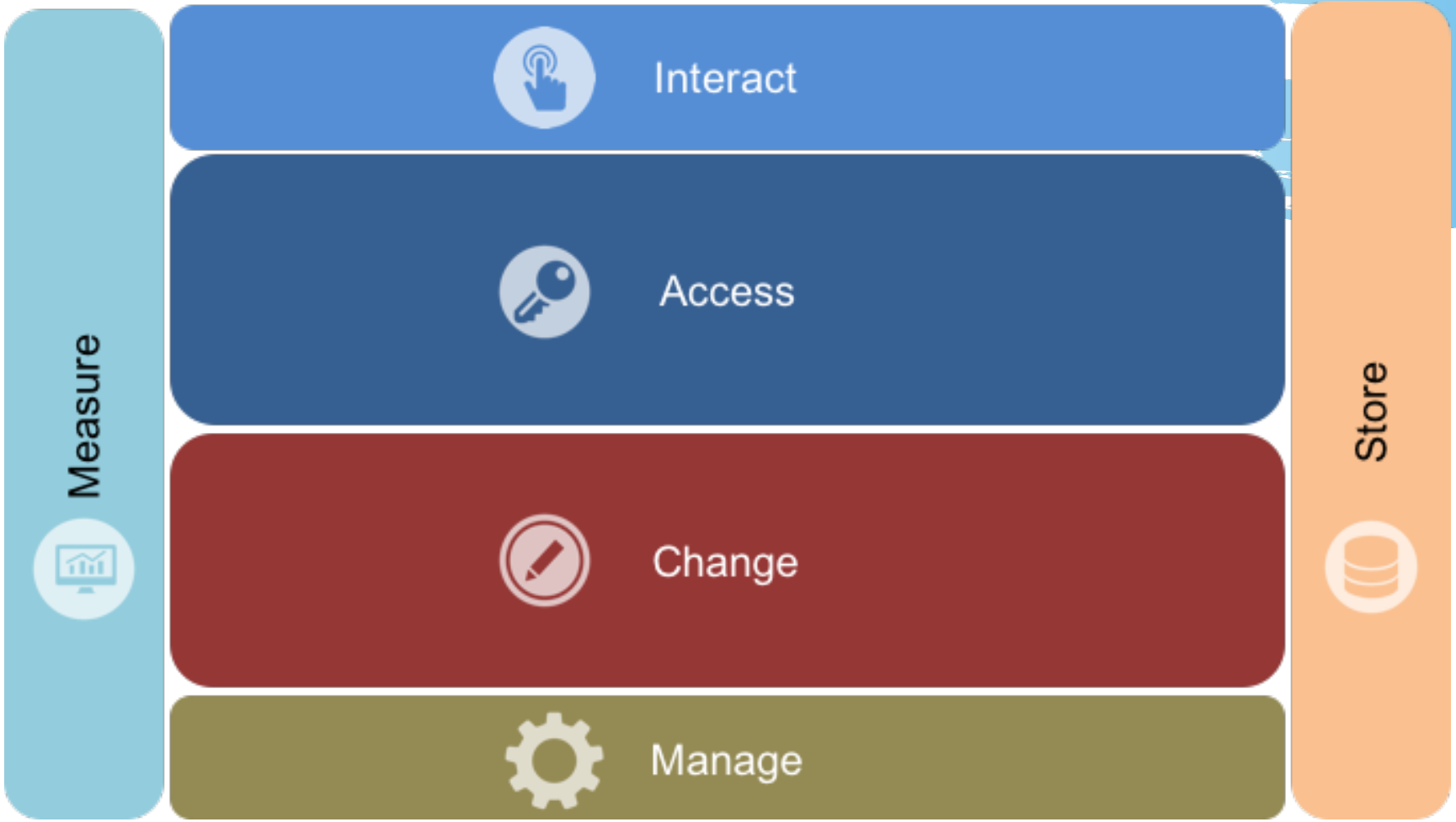
Reference Architecture: Top-Level



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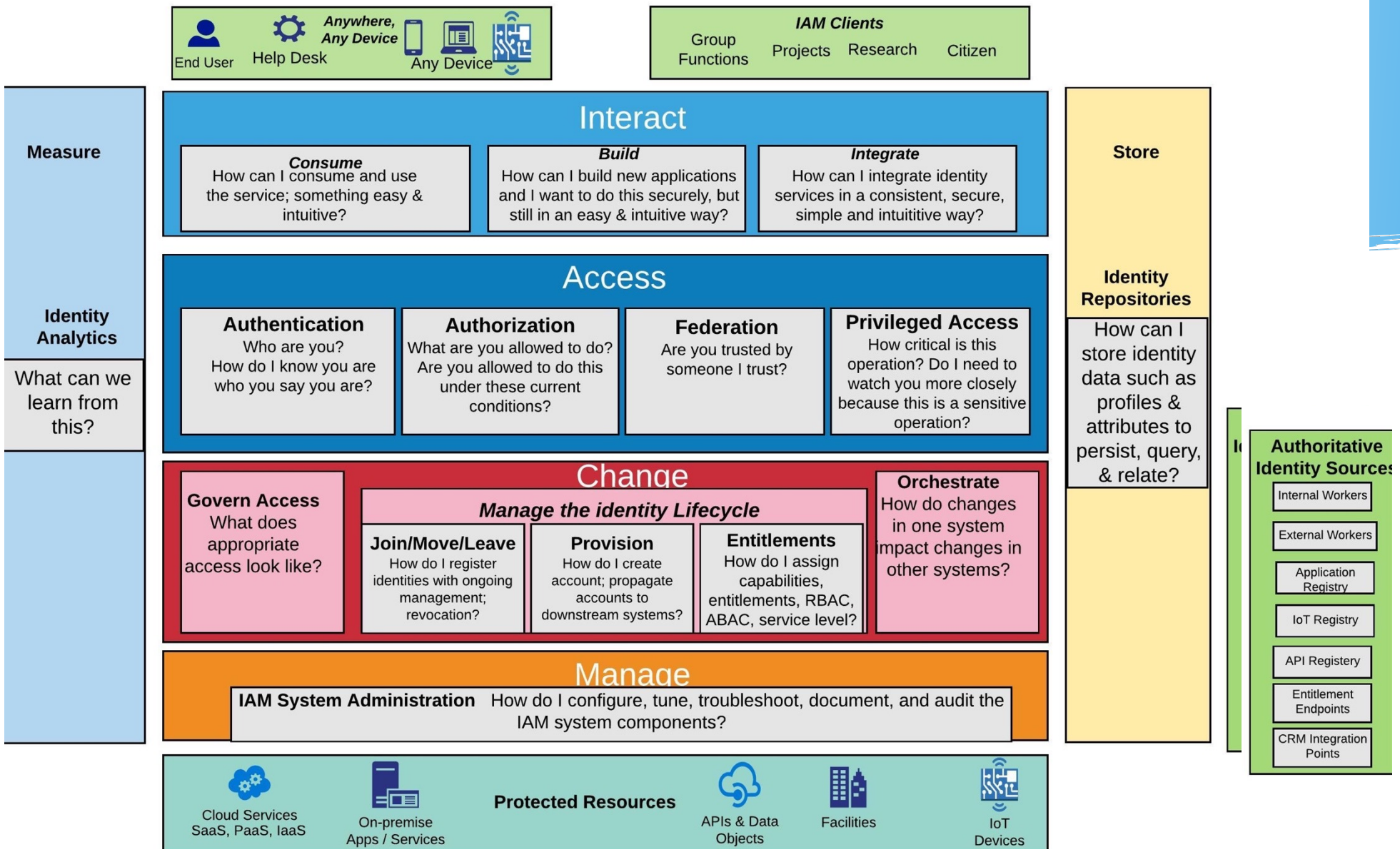
Reference Architecture 2nd Level



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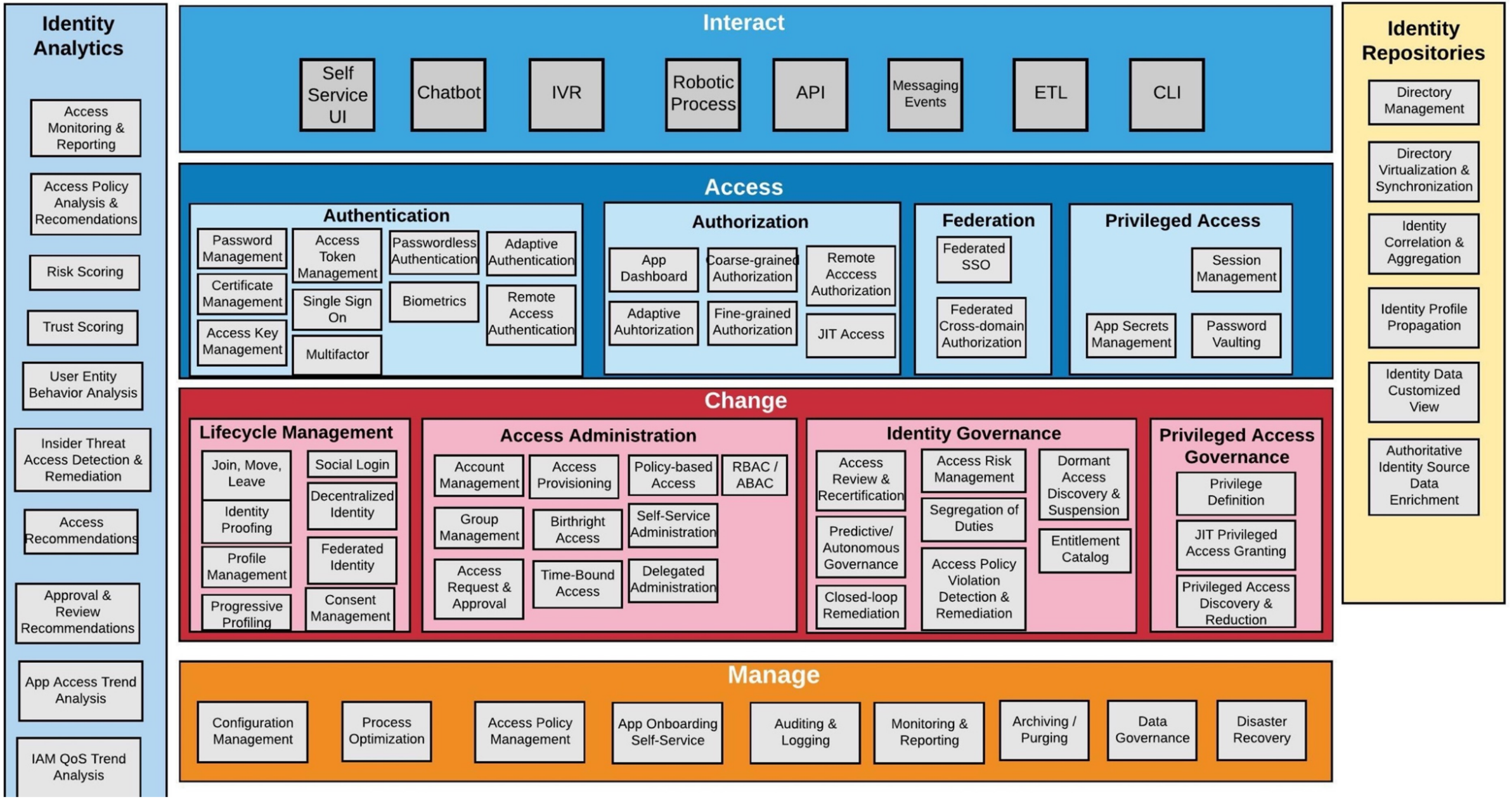
Elements of the Combined Portfolio Architecture



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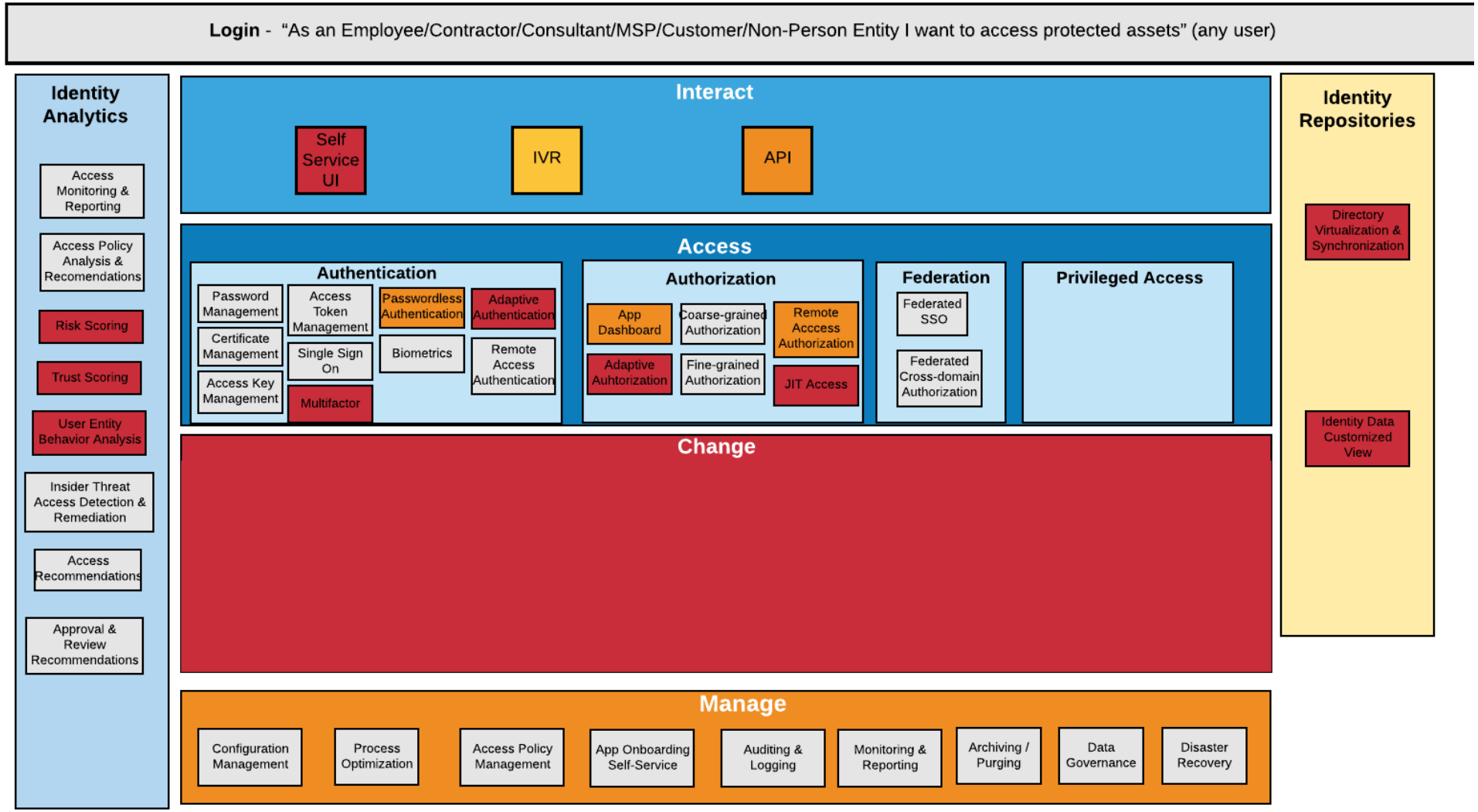
Identifying Capabilities for Each Service (e.g., Login)



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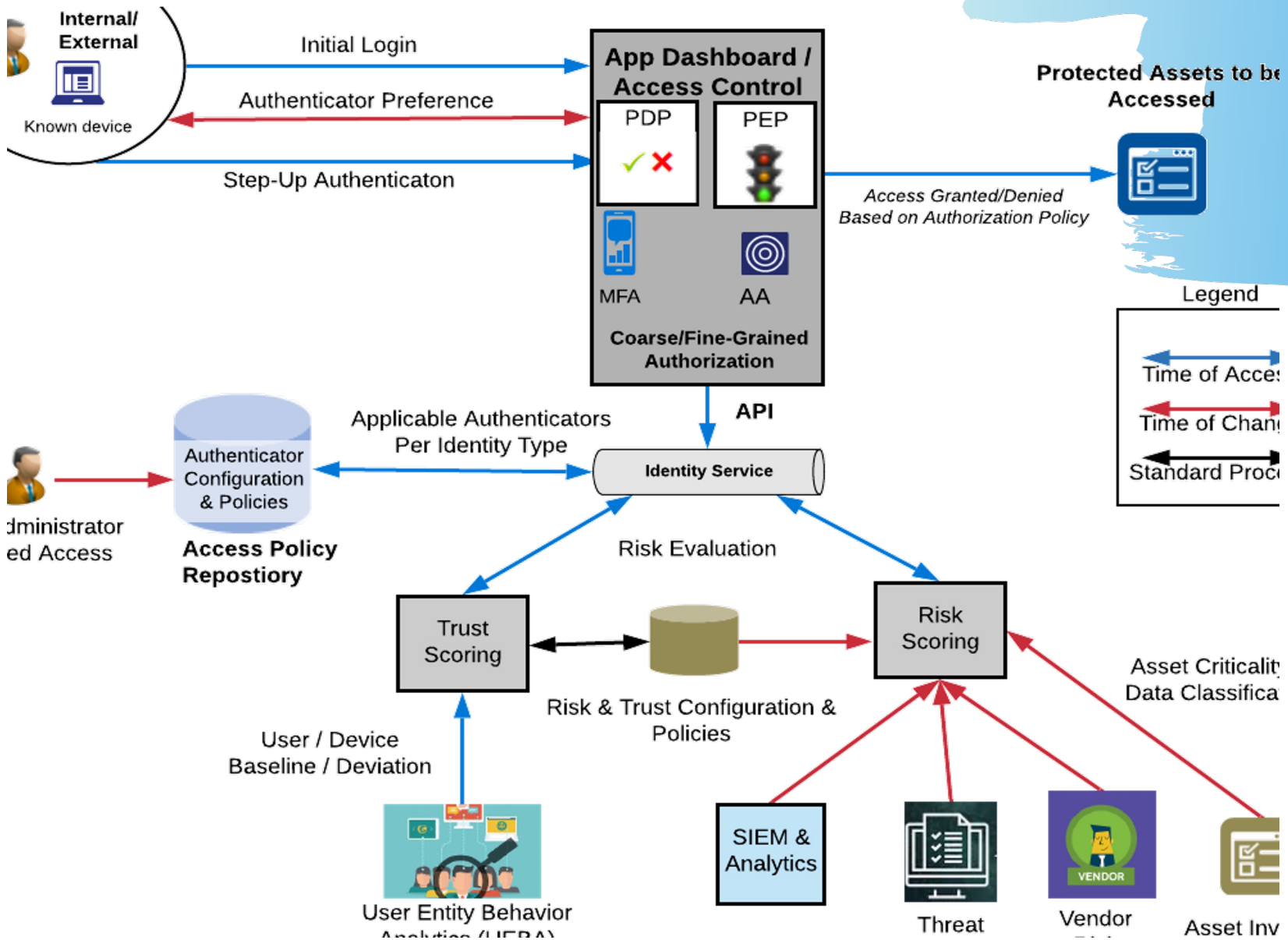
Example: Login Template



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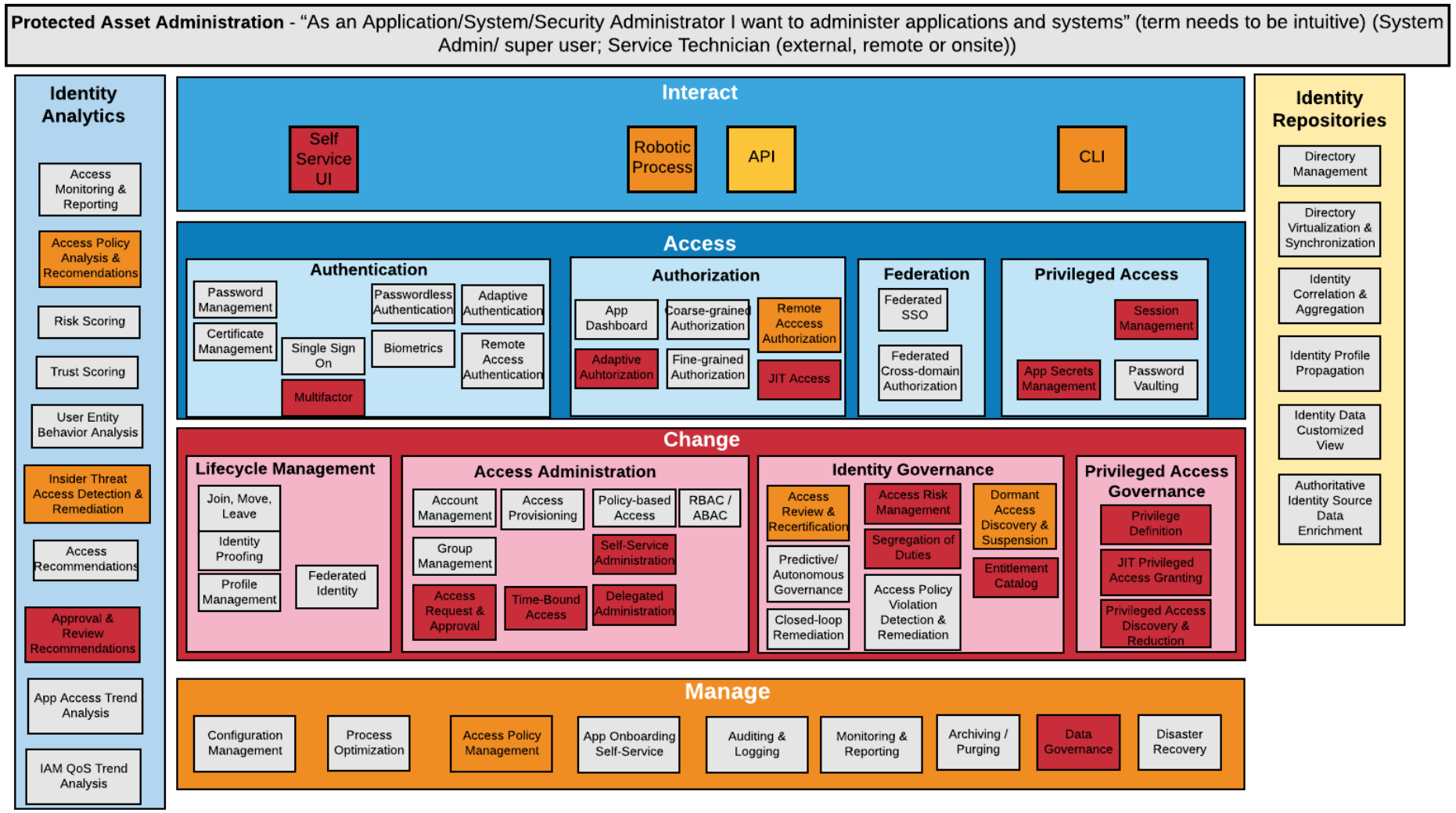
Identifying Capabilities for Each Service (e.g., PAM)



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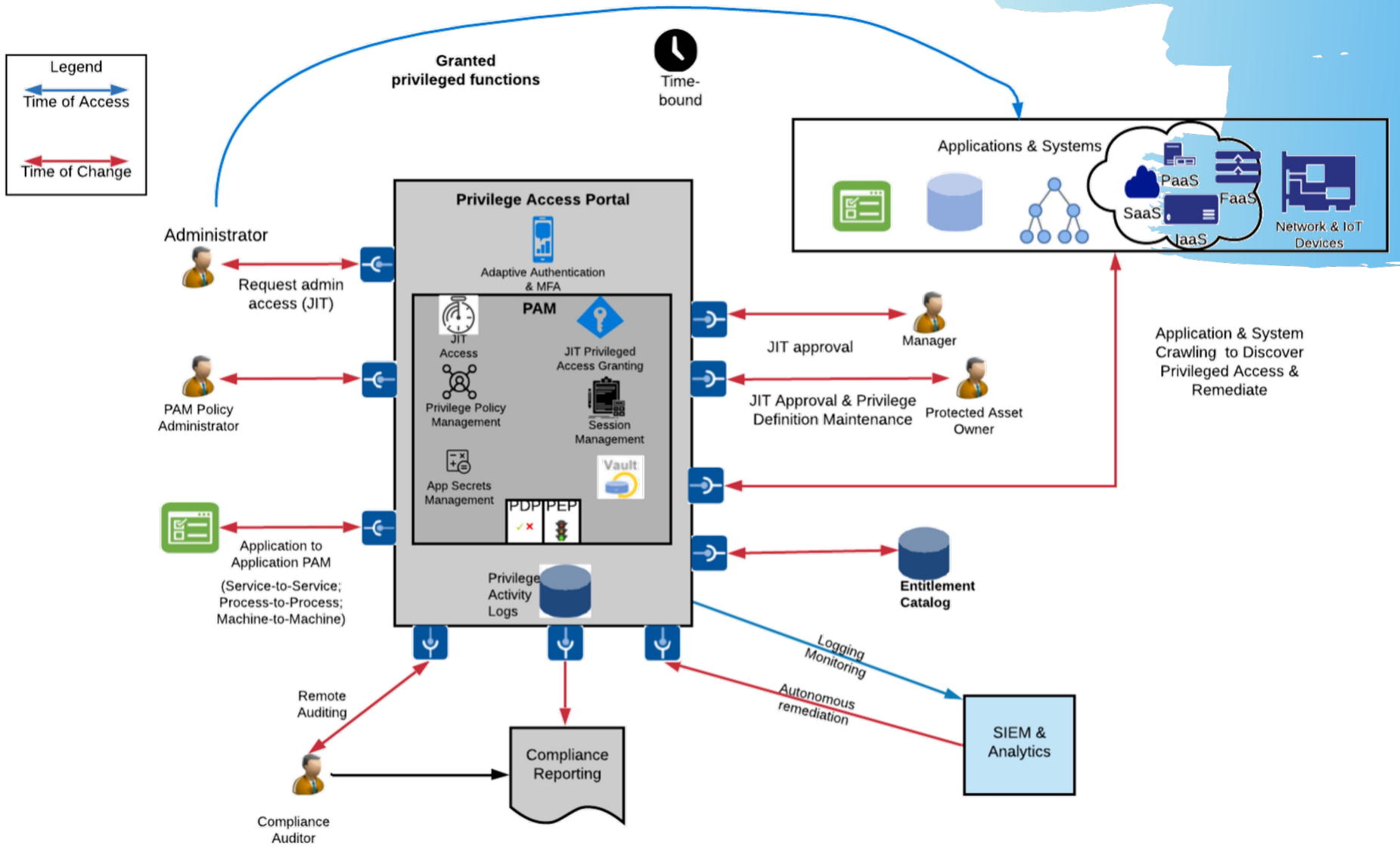
Example: PAM Template



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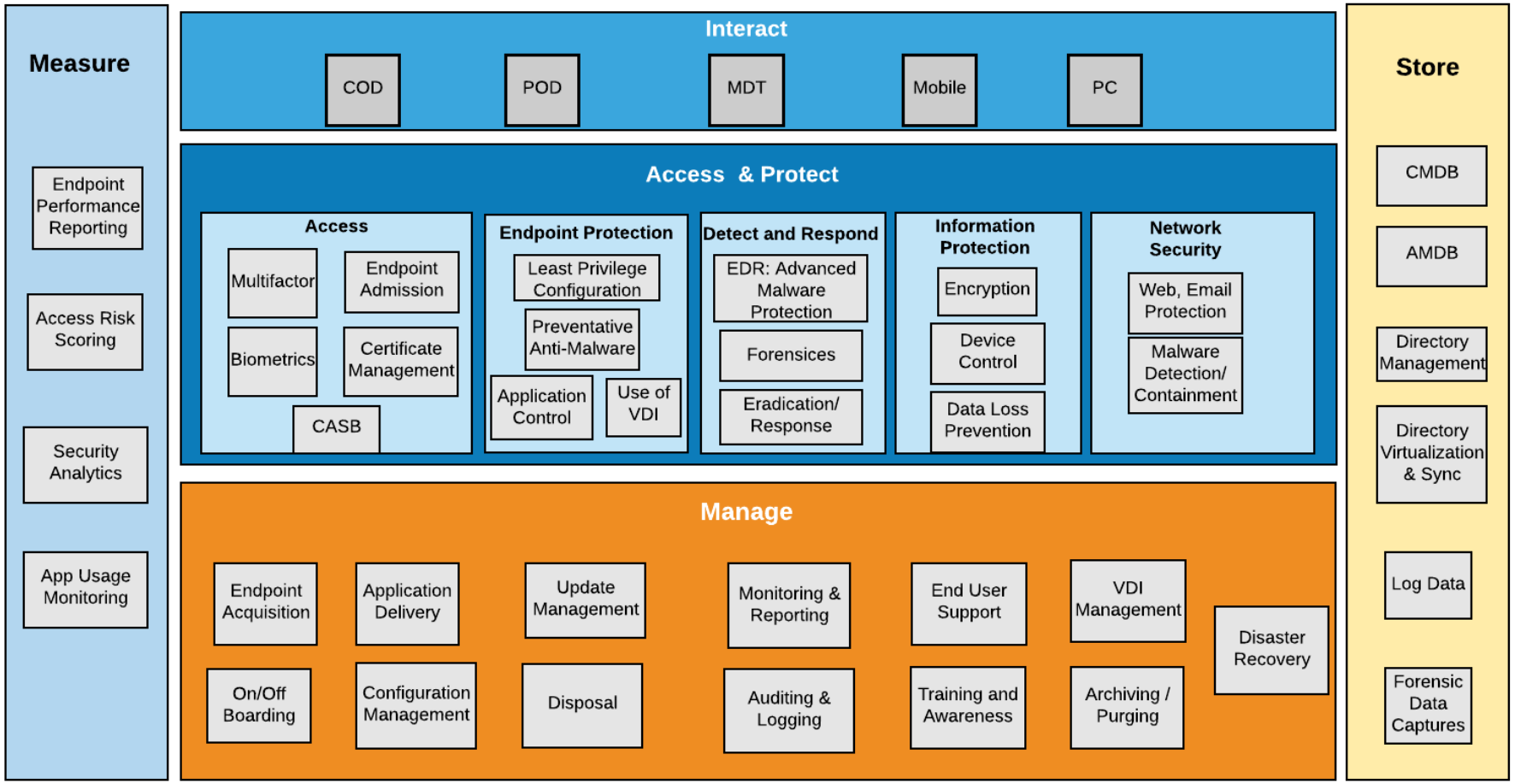
Example: Endpoint Management and Security Capabilities Template



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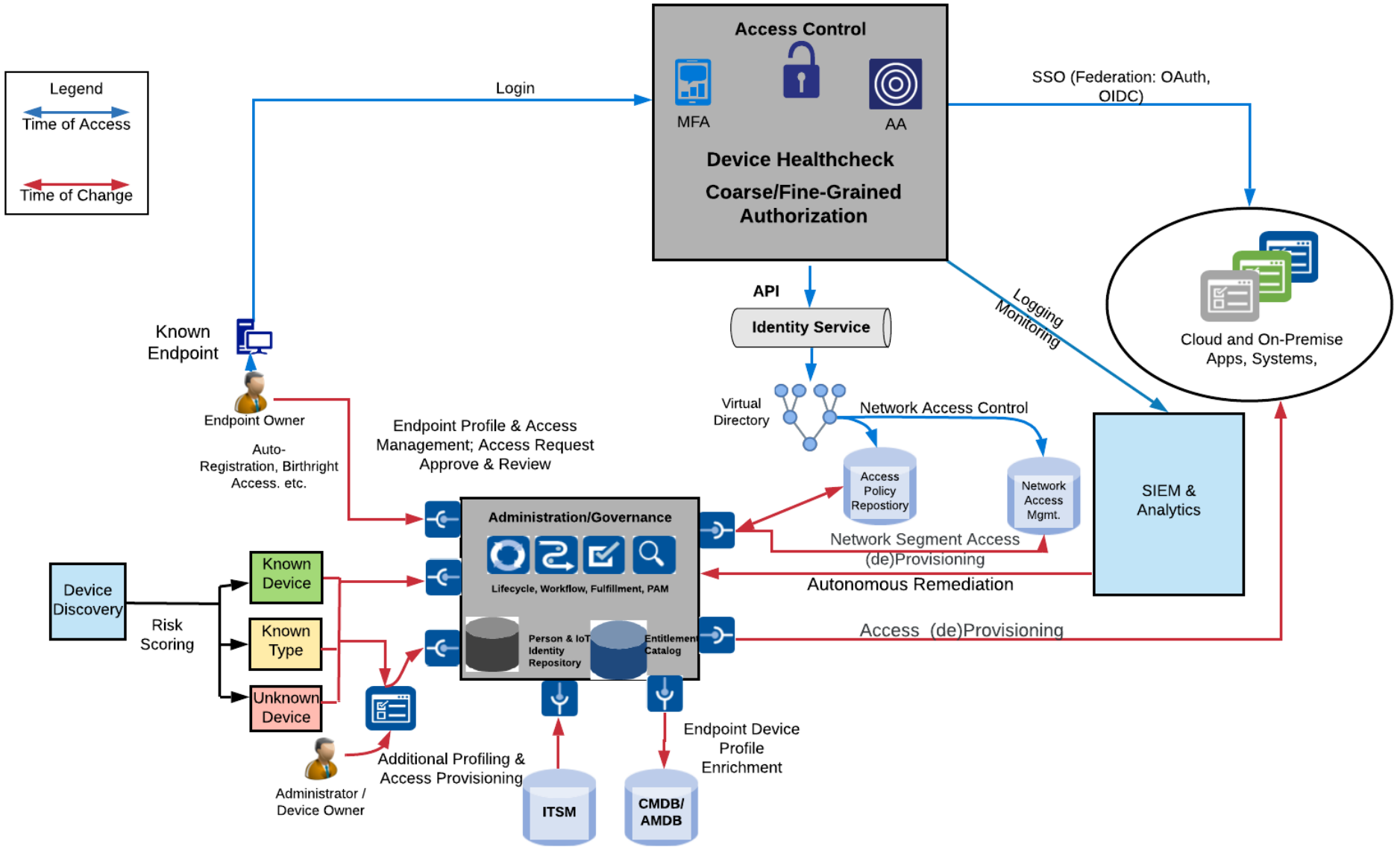
Example: Endpoint Template



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TechVision Recommendations

- Consider the 12 future state directions for IAM within your reference architecture and future state portfolio
- Invest in a consistent governance model but understand it requires:
  - Cleaning up your existing environment; in particular as you prepare for proper migration to the cloud
  - Automate 80%-90% of governance, focus on the anomalies
- The “Identity of Everything” is the roadmap to navigating and creating digital business opportunities
- Begin to iterate with new approaches/technologies such as password-less authentication, decentralized identity and verifiable claims

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TechVision Recommendations

- Systematize your collection of requirements, understanding of current state and development of your reference architecture in the context of the new Digital Enterprise
- Expect your future-state enterprise IAM model to be more open, adaptive, flexible, scalable, and include many new objects—internal and external
- …but understand that legacy systems, hybrid environments, conflicting governance models and messy data must be cleaned up, managed and orchestrated to move to the next generation of IAM
- The right IAM model and execution will provide the foundation to enable a Secure Digital Enterprise

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Questions?

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