Sun Identity Management for Telecommunications

Enabling Better Service At Costs That Keep Telecommunications Providers Competitive

Highlights

Sun identity management for telecommunications is the key to keeping customer satisfaction high and sensitive information secure — without driving up operating costs. Key features include:

- Streamlined authentication, authorization, and administration of identities across multiple applications, platforms, and systems
- A fully integrated infrastructure that reliably and consistently delivers high availability and fast performance to customers
- Automated provisioning, password synchronization, and other processes to increase efficiency
- A federated identity model to enable secure collaboration with partners
- Centralized control over and visibility into access to improve security and compliance

Today, a telecommunications provider's very survival can depend on carrying off an extremely difficult balancing act: Delivering the high quality of service that customers demand while keeping the cost of providing that level of service low. The right identity management solution can help achieve that balance by streamlining the processes associated with providing customers secure, reliable access to the multitude of telecommunications services — wired, wireless, satellite, or DSL/cable — that are available today.

In an industry that delivers access to so many services in so many ways and relies on so many relationships and partnerships to do it, complexity can seem inevitable. But secure identity management can play a central role in enabling telecommunications providers to offer those services efficiently, deliver a satisfying user experience, and maintain the privacy and security of confidential and sensitive user information — all without breaking the bank.

With the challenging circumstances that telecommunications providers face, competing successfully depends on making improvements.

Key areas

Reducing complexity and costs

Today's telecommunications companies operate in some of the most complex IT environments anywhere. They must manage massive amounts of critical subscriber data — phone number, line ID, Web ID, calling plan type, class of service, personal preferences, and much more — across a variety of applications. And they often have to work with multiple disparate systems for billing and other back-end services, especially in light of widespread provider consolidation.

To stay competitive under these circumstances, telecommunications providers must constantly be on the lookout for ways to operate more efficiently and at less cost.

Increasing quality of service

A telecommunications provider can hardly afford to lose customers at a time when the cost of churn is so steep — and that makes quality of service a top priority. Today, it is all too easy for customers to change providers; number portability, for example, allows them to do it almost effortlessly and at very little cost. Therefore, enhanced services are paramount to keeping customers loyal. Telecommunications providers must have an open and integrated services infrastructure in order to quickly bring to market the new services.

Sun identity management for telecommunications brings together the comprehensive capabilities that telecommunications providers need to control costs while enhancing quality of service and security.

Such an infrastructure is essential for delivering the high availability, fast performance, and flexibility that are necessary to meet the continuing, growing demand for new and innovative personalized services. Personalization also requires close collaboration with more partners than ever before to deliver the services to meet this demand. A federated identity-based security framework is essential to delivering integrated application services that are interoperable across multiple security domains, computing infrastructures, and applications.

Improving security and compliance

Protecting customer information can be especially tough in telecommunications for several reasons.

First, as a result of all the mergers and acquisitions in the industry, the universe of users for any telecommunications provider is always changing, which increases the risk of exposure.

Second, telecommunications providers rely heavily on external partners and suppliers who need access to their systems and resources, which also increases risk.

Third, industry deregulation is forcing providers to share data with competing providers for applications like number portability and universal numbers.

And finally, these companies are under unprecedented pressure to comply with government regulations and legislation — such as the Sarbanes-Oxley Act of 2002 — on an ongoing basis.

These circumstances make security and compliance particularly challenging for telecommunications companies today.

Sun identity management for telecommunications

Sun identity management for telecommunications addresses unique industry challenges by:

- Keeping availability and reliability high while also providing scalability and performance to meet current and future demand
- Delivering the integrated technology and open standards to streamline identity management across the extended enterprise
- Providing features such as self-service and single sign-on (SSO) to foster customer satisfaction and loyalty
- Centralizing administrative control over access to resources and information to improve the security of sensitive customer data
- Offering the federated identity framework for close collaboration with multiple partners to deliver highly personalized services in a secure environment
- Providing robust auditing and reporting to ensure compliance with corporate security policies and legislative mandates

Capabilities at a glance

Sun identity management for telecommunications brings together the comprehensive capabilities that telecommunications providers need to control costs while enhancing quality of service and security. Following are highlights of the solution's major components.

Sun Java™ System Identity Manager

Java System Identity Manager enables telecommunications providers to easily and efficiently manage the identity lifecycle for a dynamic universe of users.

- Automated user provisioning eliminates the need to codify password management as well as registration into each new customer care application — dramatically speeding time to market and reducing costs.
- Delegated administration enables rollout of new offerings to small to medium-sized businesses or partners with self-management — reducing the cost of help desk support while delivering a better customer experience.
- Synchronization services make it possible to sync identity information and services across the extended enterprise — helping to maintain a single, seamless presence to customers while controlling the cost of managing growing amounts of identity information.
- Federated provisioning securely populates partner systems with requisite identity linkages and account data — enabling closer business relationships and speeding time to market for federated identity management projects.

Sun Java System Access Manager

Java System Access Manager delivers secure and scalable access control and federation services.

- SSO eliminates the need for multiple sign-on attempts across multiple applications — reducing the number of "clicks" required to securely access services, increasing efficiency, and improving the online experience for users.
- Centralized authorization services provide centralized security policy enforcement — enhancing security and controlling the cost of delivering new applications.
- Federated identity management enables seamless and secure access with multiple business partners across technology infrastructures and applications — making it easier to offer more value-added services to customers and ultimately increasing average revenue per user.
- Streamlined authentication to partner services simplifies operations and keeps user information private — making marketing initiatives simpler, more successful, and more secure.

Sun Java System Directory Server Enterprise Edition

Java System Directory Server Enterprise Edition serves as the backbone for telecommunications identity infrastructures to deliver secure, highly available, and scalable directory services.

- A centralized repository for identity application and network resources streamlines identity information storage and management — increasing efficiency and lowering costs.
- Directory service delivers the ability to scale to tens of millions of entries — accommodating user population growth from increased business and/or consolidation among companies.
- High-performance and reliability features meet the demand of tens of thousands of authentication and authorization requests per second — ensuring the service responsiveness that customers demand.
- Failover/failback capabilities protect against denial-of-service (DoS) and other attacks — providing critically important high availability.

Sun Java System Identity Auditor

Java System Identity Auditor provides the tools to streamline the processes required to maintain policy and regulatory compliance on an ongoing basis.

- Up-to-the-minute auditing tracks authentication attempts, authorizations, and changes — enabling compliance with regulatory requirements while improving security.
- A robust reporting function provides reports on violations, remediations, and exceptions — making ongoing compliance easier and streamlining the work associated with compliance audits.
- Auditing and logging of identity information and tracking of compliance with federation standards secures federated relationships — ensuring privacy and providing proof of policy adherence.

Sun: Complete identity management services for telecommunications providers

Sun's identity management for telecommunications solution can help today's providers succeed in the face of unprecedented competitive pressures. Only Sun provides the combination of integrated services, automated processes, and a federated framework for extensive collaboration that makes it possible to meet the demand for more and more personalized services — and to do it securely and cost-efficiently.

Serious software made simple

Sun provides a complete portfolio of affordable, interoperable, and open software systems designed to help you maximize the utilization and efficiency of your IT infrastructure. Built from the secure, highly available foundations of UNIX® and Java, these systems deliver implementations that are preintegrated and compatible. Sun's portfolio consists of Solaris™ and Linux software for SPARC® and x86 platforms, Sun N1™ software, and the Sun Java™ System — five integrated software systems for the data center, the desktop, the developer, mobile devices, and identity implementations.

The Java System is a radical approach that changes forever the way businesses acquire, develop, and manage software. Only Sun has the experience and the end-to-end portfolio to deliver such a unique and industry-revolutionizing strategy. With the Java System, infrastructure solutions and critical business applications are up and running faster, easier, and at a lower cost than ever before, so you can focus on innovation, competition, and bottom-line results.

About Sun Microsystems, Inc.

Since its inception in 1982, customers have continually turned to Sun to help them grow their business, lower their costs, and gain competitive advantage. Sun is a leading provider of industrial-strength hardware, software, services, and technologies that make the Net work.

For more information

To learn more about Sun identity management for telecommunications, please visit sun.com/identity/telecommunications.

For a complete list of features and benefits as well as supported standards and data resources, see the datasheets for the individual components at sun.com/identity.

Learn More

Get the inside story on the trends and technologies shaping the future of computing by signing up for the Sun Inner Circle program. You'll receive a monthly newsletter packed with information, plus access to a wealth of resources. Register today at sun.com/joinic.

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