

# Sun™ Identity Management for Financial Services

Enabling compliance, securing new business models, and preventing identity theft



## Highlights

Sun identity management for financial services manages user identities across computing infrastructures and application environments. Key highlights include:

- Automates user life-cycle management efficiently and cost-effectively
- Maintains ongoing compliance with legislation mandates by governing access, monitoring changes in access control, reporting results, and providing record of activity
- Prevents identity theft and fraud from insider attack by enforcing strong security policies and access controls across departments and divisions
- Enables customer-centric business models by creating secure, trusted networks



As financial services organizations strive to implement operational improvements and simultaneously drive business results, identity management is seen as a fundamental enabling technology. For companies whose priorities are not just cost reduction, increased security, and compliance, but also increasing customer loyalty and revenues, Sun identity management solutions can play a major role in their success.

### Driving change to increase customer value

Around the globe, across the financial services industry — from retail banking to corporate financial services, capital markets to insurance products and services — organizations face many of the same unprecedented upheavals: widespread mergers and consolidation, heightened awareness of fraud and identity theft that threaten the future of online business, pressures about privacy and security, and ever-expanding demands to drive new revenue through e-business initiatives. Throughout this landscape, the same question resonates time and again: How can an organization in this industry, in this time of extraordinary challenge,

meet operational imperatives such as cost reduction and compliance — and, at the same time, exploit new opportunities to win customers and generate new revenue?

### Coping with cost and complexity

Managing user information throughout an employee's tenure at an enterprise is a costly, time-consuming, and error-prone process. Each time an employee is hired, changes positions, or is terminated, the company must provision or deprovision the employee with services and assets such as building access cards and conference calling cards, and enable access to multiple systems such as payroll, benefits, facilities, e-mail, and other enterprise services.

These disparate systems typically are managed by different departments with special policies and procedures. User management is further complicated by applications that have been developed with independent security mechanisms. The cost of doing this incorrectly is staggering. Unauthorized access could lead to identity theft from an insider, inadequate compliance controls could contribute to a failed audit, and inability to automate the user provisioning process could lead to inefficiencies, escalating IT costs, and security gaps. The sources of this cost and complexity are varied, and include:

- Preventing security events such as identity theft from insider attacks — a major source of personal information theft and fraud
- Administration of user management functions such as defining different access policies for employees, business partners, remote agents, and consumers; adding, removing, or changing user information across all IT systems; and defining and enforcing consistent password policies
- Defining control objectives that enforce segregation of duties across critical business applications using manual processes

## Sun identity management for financial services streamlines and simplifies the process of managing user identities across all varieties of computing infrastructures and application environments.

- Integrating and consolidating multiple systems and business processes that are managed by different departments or divisions — this is especially difficult to resolve when business growth comes from merger and acquisition activity
- Meeting the demands of state and federal laws and regulations such as the Sarbanes-Oxley Act (SOX) and the industry-specific, Gramm-Leach-Bliley (GLB) Act in the US and the Markets in Financial Instruments Directive (MiFID) in Europe as well as global measures such as Anti-Money Laundering (AML) rules and Basel II capital-adequacy requirements.

### One solution for many goals

Sun identity management for financial services streamlines and simplifies the process of managing user identities across a wide range of computing infrastructures and application environments. It eliminates costly manual approaches to creating, maintaining, and deleting identity data, enabling organizations to increase accessibility while maintaining tight security. To help ensure compliance with regulatory requirements, Sun identity management offerings provide centralized control, complete visibility into access privileges, and consistent enforcement of identity management policies. Sun solutions can help companies in all sectors of the financial industry achieve significant operational improvements and meet business goals through:

- Use of automation, delegation, and self-service for managing users to reduce operating costs and relieve overburdened administrative and help desk personnel. Replacing ad hoc manual processes with fully automated management of the user life-cycle process greatly reduces the time it takes to get users up and running productively.

- Improving audit and compliance performance by streamlining and automating the often manual and fragmented processes involved with enforcing and reporting on control objectives, including segregation of duty policies. By providing complete visibility into access privileges and identity information, administrators can see — at any time — who has access to what information, receive immediate alerts about policy violations, and automatically initiate remedial actions. Automation of the compliance and reporting process enables organizations to reduce costs, reduce liability, and make it a repeatable, sustainable business activity.
- Prevention of identity theft and fraud from insider attack by utilizing a central point of administrative control, comprehensive authentication mechanisms, and rule/role-based access control policies. This provides an effective and scalable security model across all Web-based applications, simplifying the exchange of information and transactions, while protecting the privacy and security of vital identity information.
- Enables new, customer-centric business models by efficiently creating trusted networks that deepen existing and create new business partnerships, ultimately providing new revenue-generating opportunities. By reducing the risks of delivering new services and providing greater insight into, and control over, how businesses share identity data with partners, customers and employees, Sun identity management helps create new, customer-centric business opportunities.

Business challenge for financial services	How Sun Identity Management addresses the challenge
<p>Improve operations by efficiently managing user life-cycle information across multiple systems and organizational boundaries</p>	<ul style="list-style-type: none"> <li>• Ability to easily manage, throughout the user life cycle, identity data stored in widely distributed, authoritative systems and repositories</li> <li>• Instant provisioning of new users, reprovisioning to accommodate changes in user status, and deprovisioning when relationship with organization ends</li> <li>• Flexibility to take into account ongoing changes in user access levels and respond accordingly to grant or deny requests for access</li> </ul>
<p>Sustain cost-effective compliance with a variety of external and internal requirements over the long term</p>	<ul style="list-style-type: none"> <li>• Continuous insight into access, privileges, and violations</li> <li>• Trail of accountability with auditable evidence of controls</li> <li>• Automated processes to minimize staffing and services requirements</li> </ul>
<p>Comply specifically with GLB directives to evaluate IT security risks, establish information security policies, and conduct independent assessments, as well as other requirements of the legislation</p>	<ul style="list-style-type: none"> <li>• Active risk analysis and alerts</li> <li>• Flexibility to incorporate existing security policies or make them more restrictive</li> <li>• Real-time auditing of all authentication attempts, authorizations, and changes</li> <li>• Delegated administration and built-in workflow processes to manage access to internal systems and information</li> <li>• Written reports on access activity, anomalies, and breaches</li> </ul>
<p>Satisfy SOX requirements for verifiable and auditable financial reports, real-time disclosure, and auditable internal processes</p>	<ul style="list-style-type: none"> <li>• Complete, centralized visibility into access to finance-related information and resources</li> <li>• Automated access management and secure password management capabilities to ensure access to authorized users while protecting against unauthorized access</li> <li>• Reliable, highly available directory infrastructure for real-time auditing access to data</li> <li>• Centralized authentication and authorization services</li> <li>• Rapid-rollout packaged audit policy for SOX compliance that establishes compliance evaluation criteria</li> </ul>
<p>Exploit revenue enhancement and business growth, which require large-scale integration of disparate information and capabilities</p>	<ul style="list-style-type: none"> <li>• Delivers open, standards-based access control, single sign-on (SSO) and federation services within a single, unified framework that helps control costs and minimize the security risks of conducting business more openly</li> <li>• Provides security foundation that helps organizations manage secure access to Web applications, both within the enterprise and across business-to-business (B2B) value chains</li> <li>• Secures delivery of essential identity and application information to meet today's needs and scale with growing business needs by offering SSO as well as enabling federation across trusted networks of partners, suppliers, and customers</li> </ul>
<p>Prevent identity theft and fraud from within the organization</p>	<ul style="list-style-type: none"> <li>• Complete protection of resources from intrusions and unauthorized access with real-time auditing, notification, and remediation of any such events</li> <li>• Support for well-defined, repeatable, and auditable security processes can be enforced enterprise-wide across all applications</li> <li>• Authentication policies support multiple types of credentials including digital certificates to enable protection of critical applications</li> <li>• Access rules can enforce lock-out of unauthorized users after one or more failed authentication attempts, and trigger an automated security alert notification about the policy violation</li> </ul>

## Capabilities at a glance

Sun's identity management portfolio includes a complete, integrated set of products to provide comprehensive, end-to-end identity management capabilities.

Feature	Capability	Benefit
<i>Identity Manager</i> — Superior, integrated provisioning and identity auditing services	<ul style="list-style-type: none"> <li>• User Provisioning</li> <li>• Password Management</li> <li>• Data Synchronization Services</li> <li>• Access Auditing with Automated Remediation</li> </ul>	<ul style="list-style-type: none"> <li>• Automates manual processes</li> <li>• Streamlines operations</li> <li>• Increases efficiency and creates a single presence across customer base</li> <li>• Creates audit trail and facilitates compliance</li> </ul>
<i>Access Manager</i> — Secure, standards-based access management	<ul style="list-style-type: none"> <li>• Access Control</li> <li>• SSO</li> <li>• Federation</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances security</li> <li>• Improves user experience</li> <li>• Fosters interoperability</li> </ul>
<i>Directory Server Enterprise Edition</i> — Industry-leading directory capabilities and highly available, scalable, manageable, and secure directory services	<ul style="list-style-type: none"> <li>• Directory Services</li> <li>• Failover/Failback</li> <li>• Password Synchronization with Microsoft Active Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthens security</li> <li>• Increases reliability</li> <li>• Enables seamless integration with operating environment</li> </ul>
<i>Federation Manager</i> — Comprehensive federation services to create and extend Trusted Domains of multiple business partners	<ul style="list-style-type: none"> <li>• Partner SSO</li> <li>• Account Linking</li> <li>• Global Logout</li> </ul>	<ul style="list-style-type: none"> <li>• Extends secure access</li> <li>• Enhances user experience</li> <li>• Improves security</li> </ul>

### About Sun

A singular vision, The Network is the Computer™, drives Sun in delivering industry-leading technologies that focus on the whole system — where computers, software, storage, and services combine. With a proven history of sharing, building communities, and innovation, Sun solutions create opportunities, both social and economic, around the world. You can learn more about Sun at [sun.com](http://sun.com).

### For more information

To learn more about Sun identity management for financial services, please visit [sun.com/identity/financialservices](http://sun.com/identity/financialservices).

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