

Sun Identity Management for Retail

Keeping retailers competitive — in the stores and online



Key feature highlights

Sun identity management for retail enables retailers to meet the efficiency, security, and compliance challenges that come with high employee turnover. At the same time, the Sun solution enables you to do more business on the Web easily, while improving the online experience for customers and partners, through:

- Centralized, complete control for improved security
- Automated provisioning to dramatically reduce time to onboard or offboard employees and improve productivity
- Delegated and self-service account management to reduce support costs
- Single sign-on and federated identity management for improved customer experience and seamless operations across supplier networks
- Enterprise-wide auditing and reporting with complete audit trail to meet compliance requirements

In an industry where people represent both the most valuable resource and the greatest potential risk to business, identity management is critical. Efficiently managing the identities of a constantly growing and changing population of users not only enables retailers to fully leverage employee assets and improve the customer experience, it also helps to reduce cost and risk in the process.

The retail industry has long been associated with rapid and constant employee turnover and change, since well before e-business introduced the idea of a fluid, flexible universe of users. The advent of online retailing has made things even more complicated by adding to the retail environment a vast population of online customers who demand an easy, convenient, and secure shopping experience.

In this era of widespread employee, customer, and partner access to technology resources and applications, retailers face more challenges than ever. These are just the most important examples:

- **Efficiency:** New employees in high-turnover environments need access to a variety of technology resources to start working productively, but sometimes it can take days to establish that access. No retailer can afford this downtime, especially during peak seasons when turnover is likely to be at its highest.
- **Security:** The higher the rate of employee turnover, the greater the challenge for administrators charged with controlling access to sensitive resources—especially ending access when an employee leaves. Today, those sensitive resources are likely to include credit card numbers and other customer information; inappropriate access to such information could result in identity theft or other fraud, the results of which could be disastrous to both the customer and the retailer.
- **Compliance:** Many laws today require retailers and others to protect the integrity of their financial and other sensitive data, which in turn requires the ability to closely track access to that data.
- **Optimal User Experience:** A seamless, personalized online experience is essential to winning new customers and retaining existing customers' loyalty, as well as to conducting business efficiently with partners and vendors.

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Sun identity management for retail addresses unique retail industry challenges by:

- Automating employee access to technology resources, making new employees more productive more quickly, and keeping people productive throughout their tenure
- Centralizing administrative control over who has access to what resources, while still allowing the efficiency benefits of delegated administration throughout the environment
- Providing the means to methodically track any and all access to information and establishing an associated audit trail
- Delivering features such as self-service, single sign-on, and federation that enable an enjoyable shopping experience for customers and efficient, productive interactions with partners

Capabilities At a Glance

Sun identity management for retail brings together a variety of types of capabilities that retailers can use to enhance security and reduce risk. The following are highlights of the solution's major components.

Sun Java™ System Identity Manager enables retailers to easily and efficiently manage identity profiles and permissions for a dynamic universe of users.

- Automated user provisioning provides automation of previously fragmented, manual processes—greatly reducing on-boarding and off-boarding time while increasing efficiency and security
- Password management enables automated password reset and synchronization along with user self-service and delegated password management—lowering support costs by offloading the help desk
- Synchronization services eliminate the need for manual data synchronization by automatically synchronizing data across your entire retail enterprise—improving operational efficiencies

Sun Java™ System Access Manager delivers secure and scalable access control and related services.

- Single sign-on (SSO) capabilities across multiple platforms increase user efficiency and improve the online experience
- Centralized authorization services provide centralized security policy enforcement—enhancing security and controlling costs by consistently applying security policy
- Real-time audit provides up to the minute auditing of authentication attempts, authorizations and changes—enabling compliance with ongoing regulatory requirements while improving security

Sun Java™ System Directory Server Enterprise Edition provides directory services for managing identity across retail environments.

- Centralized repository for identity application and network resources streamlines identity information storage and management—increasing efficiency and lowering costs
- Directory proxy services prevent attacks on systems—maximizing availability and improving security
- Microsoft Active Directory password synchronization automatically synchronizes passwords between Sun's Directory Server and Microsoft's Active Directory—enabling interoperability in heterogeneous retail environments

For a complete list of features and benefits, and to learn more about Sun identity management for retail, please visit sun.com/identity_mgmt

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