

## The Path to Intelligent Identity Security

### Identity-Based Network Security

In the area of information security, the topic of next generation identity security and access management technology is getting more and more attention. Part of the reason may be that the Identity and Access Management (IAM) market is expected to grow rapidly to \$3.98 billion by 2009, which was pointed out in IDC's report "Worldwide Identity and Access Management 2005-2009 Forecast and Analysis."

In addition to the attraction brought by market growth, IAM is also imminently required by customers for their business applications. With the increase of business applications in enterprise networks and each application having its own authentication and access controls methods, more time will be spent by IT staff in managing and provisioning different systems and all the associated user account information.

The management of this information and directory services will result in rapid growth for identity management products. More importantly, the probability of errors and illegal access will greatly increase as the number of user databases increase – increasing security risk and exposure to critical information for businesses.

A10 Networks introduced its IDsentrie appliance with a hardened operating system designed to provide identity management functions and a new Internet Protocol-to-Identity (IP-to-ID) service. Here are excerpts from an exclusive interview with Su Shihua, Country Manager of A10 Networks China.

According to Su, traditional identification and access management is very complex to use, and very expensive in price. Traditionally, each network device is configured with individual user information, permissions, policies and authentication methods. Such a fragmented approach leads to extreme difficulty not only in management, configuration, input, synchronization, and errors, but also with inconsistent policies. Moreover, as the network topology continues to grow, traditional authorization systems are no longer competent for the latest complex "three-dimensional" network architectures.

By integrating four identity-based management components, IDsentrie creates a new class of secure, affordable identity-aware network appliances designed to simplify the management of identity and access management within today's growing corporate networks. The hardened IDsentrie operating system can monitor all of the network's security devices, databases and wireless devices, and record logs, audit and uniformly manage all of the accounts in a network. IDsentrie transforms network information from IP addresses to user identity to link network activity to individual users and help compliance with the requirements of national laws, including Sarbanes-Oxley.

### Rapid Return on Investment

For any new technology or product, the most pertinent topic for many CEOs is the Return on Investment (ROI). Su said that it is hard to comprehensively estimate the ROI of IDsentrie because

it depends on the functions implemented, the operational costs of the enterprise, etc. - which are very diversified.

However, even from a single point of view, we can see the potential of this technology. For example, the case studies Gartner conducted for Bank of America show that 80% of Bank of America's employees have more than six user ID and password combinations, and 28% have more than 12 passwords. By implementing an identity

management system utilizing "One ID, One Password," the bank saves one million dollars per year. Meanwhile, the volume of password-related IT helpdesk calls is reduced from 30% to 8%.

"In fact, if our technology was used to implement the same project, the client would have gotten a better application experience," said Su Shihua. "In addition to the improvement in technology and functionality, another important value implemented by A10's IDsentrie solution is overcoming the cost obstacle of IAM, because it is the cost factor that holds back many companies from implementing IAM. We believe that more functions, faster and more convenient deployments, and a lower cost for IAM will bring this market to a whole new stage."

