

Product Details – Single Sign-On (SSO)

Product Name: Single Sign-On (SSO)

Key problem it solves: Managing a vast number of login credentials is both insecure and unwieldy. SSO provides a simple 1-click login across all apps and systems and enables

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all users to authenticate and access their on-premise or cloud-based federated apps.

Single Sign-On (SSO)'s Main feature and benefit (benefit driven headline):

Main feature: SSO Means Only One Username and Password Across Your Entire Enterprise

Benefit driven headline: SSO Keeps it Exactly as Your Users and Enterprise Demands: Ultra-Simple, Ultra-Quick, and Ultra-Secure

Benefit of that feature: Users no longer need to remember dozens of usernames and complex passwords and won't hassle and take up unnecessary support time because of it.

Closing page/footer summary para: SSO is a requirement today and how your organization deals with it is critical to your entire business. Many businesses can offer you an IAM and SSO solution, but EmpowerID is the only one with a single, unified code-based and integrated software suite.

As such the way we manage SSO is a little different—and a whole lot better—than other alternatives. (That's without taking into account some of the ground-breaking solutions that we, ourselves, have introduced to the IAM industry).

Closing Page/Footer Statement: Your organization has to have SSO. You know you want the best.

However, we're sure you have lots of question about how we, here at EmpowerID, can help. Feel free to contact us and we'll answer every single one.

We look forward to your call.

Single Sign-On (SSO)'s Features

Feature 1: SSO Application Dashboard

Feature 1 Succinct benefit: A single, attractive, and easy to use dashboard helps protect your digital assets.

Feature 1 main benefit: Usability is everything and, when you're managing and switching between a multitude of apps and views, so is a single console.



Our application dashboard is attractive, easy to use, and is fully responsive on any device. Allowing dynamic on-boarding of apps, seamless federation and password vaulting, authentication to both claim and register for accounts, etc.

- **Speed and simplicity**—requiring only one username and password keeps it ultra-simple and quick for your users.
- Responsive design—supporting a web design that is responsive and supports all devices means
 EmpowerID is flexible enough to ensure minimal downtime on different devices or switching
 modes.
- Improved user experience through reflow—"Reflowing" (rather than resizing) makes the display both attractive and efficient thereby improving your users' online viewing and browsing experience.
- Minimized downtime and hassle—Authenticating to both claim and register for accounts is simple minimizing downtime and disruptions and ensuring your people can do the tasks they need to with the minimum hassle.
- Maximum efficiency—dynamic on-boarding of applications maximizes your efficiency and ensures minimal stoppages.
- **Transparent and seamless federation**—providing transparent and seamless federation and password vaulting all the while delivering ease of use and speed while maintaining the security your system demands.

Testimonial/secondary/other benefit: Managing a vast number of login credentials is both unsecure and unwieldy for your users. EmpowerID's simple 1-click login enables all user to authenticate and access their on-premise or cloud-based federated apps while still upholding your perimeter's security.

Feature 2: Standards-Based Federation Server

Feature 2 Succinct benefit: Provides seamless recognition and flawless, uninterrupted service

Feature 2 main benefit: A cloud sign-on and identity federation platform, EmpowerID also functions as an authentication hub, providing:

- Cloud Single Sign On (your users' 1-click login) to any trusted source: Active Directory, Google, Facebook, Windows Live, etc. means you wave goodbye to the endless delays and frustrations of trying to remember login info for the myriad of apps you use.
- Seamless recognition and unmatched confidence—enabling the propagation of identity and security context between web servers gives you both seamless recognition and unmatched confidence and helps minimize disruptions to your users' workflow and day-to-day operations.



- Support for all standard identity protocols and token services—including SAML, WS-Trust, WS-Federation, OAuth, Security Token Service (STS), and OAuth 2.0, etc. You want seamless, uninterrupted service, EmpowerID gives it – ensuring communication, integration between systems and vendors, and security is established and maintained 24/7.
- Minimizes authentication approval times across all your devices—issuing OAuth 2.0 tokens for mobile application and API security from the OAuth Server – EmpowerID provides unmatched security and minimizes authentication approval times across all your devices.

Testimonial/secondary/other benefits: EmpowerID's Standards-Based Federation Server provides seamless recognition, unparalleled security, and provides unmatched confidence in minimizing disruptions to your workflows, processes, and day-to-day operation.

Feature 3: Browser Extension Password Vaulting

Feature 3 Succinct benefit: Password vaulting removes the risk of shared credentials and upholds stringent security.

Feature 3 main benefit: EmpowerID stores your secure passwords server side to enable browser extension password vaulting.

It then injects the passwords into an application's login page during sign-on. Advantages include:

- **Prevents user compromise**—passwords are never revealed.
- Minimizes risk—your organization's stringent security requirements are always upheld.
- **Support for older protocols and systems**—EmpowerID also supports protocols that don't support a password-free SSO, like SAML (we have all your older systems and apps covered, too).
- **Compliant access**—your goal is to always be compliant. EmpowerID makes that even easier to achieve and maintain.

Testimonial/secondary/other benefit: Maintaining application security by never revealing the password is particularly useful with applications that only support single use. This permits multiple users to securely share logins without ever having the password revealed.

Shared credentials IS a major security risk. EmpowerID removes that risk.

Feature 4: Active Directory Integration

Feature 4 Succinct benefit: Simple, easy to use, lightweight, and fully integrated with AD and with no restriction of service.

Feature 4 main benefit: EmpowerID facilitates seamless authentication of Windows domain users via a lightweight authentication utility and Microsoft's own integrated Windows Authentication.



- Reduced costs—EmpowerID does not need to be installed on remote networks and requires no
 installation or maintenance overhead.
- Full featured functionality—Delivering full feature Active Directory management and user provisioning services for organizations that desire to automate their corporate AD with zero compromise on functionality, capability, or security.

Testimonial/secondary/other benefit: EmpowerID integrates seamlessly with AD and with no restriction of service.

Feature 5: SharePoint SSO and Access Management

Feature 5 Succinct benefit: Full-federated SSO as well as acting as the SharePoint Security Model Claims Provider.

Feature 5 main benefit: EmpowerID provides federated single sign-on and role-based access control for Microsoft SharePoint:

- No additional systems required—plugging into the SharePoint claims-based authentication support, EmpowerID controls authentication and authorization by acting as the SharePoint security model Claims Provider.
- **Centralized role and workflow-based access**—inventorying all SharePoint sites and groups ensures that all aspects and all areas of your enterprise are covered, and everything is within your 'security umbrella'.
- Automating key functionality—is key and enabling built-in access recertification and the
 enforcement of separation of duties policies means EmpowerID works with you to maintain both
 the security and integrity of your IT and people systems.

Testimonial/secondary/other benefit: No additional systems are required and with EmpowerID's automation features it keeps it both simple for your security team while maintaining full security.

Feature 6: Social Media Login

Feature 6 Succinct benefit: Secure login to your systems and resources is as simple as logging into a social media account.

Feature 6 main benefit: Secure login doesn't need to be complex or difficult. Simply enable the social media login capability and your users can login using the social media account that they prefer. Easy, quick, effective, and painless.

- Supports all main social media accounts/platforms
- Familiar functionality and interface
- Improves user experience



• Simple and secure.

Testimonial/secondary/other benefit: EmpowerID makes lives easier. SSO with social media capability gives your users exactly what they want: an enhanced, easy, and seamless experience.

Feature 7: Web Access Management

Feature 7 Succinct benefit: Prevents unauthenticated users from obtaining direct access to your web servers and protected resources.

Feature 7 main benefit: In conjunction with OIDC, RBAC + ABAC, and OPA, EmpowerID acts as both Reverse Proxy server and Policy Enforcement Point (PEP).

Non-federated applications require an altogether different SSO approach. With EmpowerID's WAM, this can be accomplished in two ways: Agents that run on the Java and .NET application servers can intercept each request for a web resource; or the EmpowerID Reverse Proxy, which stands in front of the web application and services end user requests, can be used. Either way, requests are intercepted and managed in accordance with policy.

Additional advantages include:

- **Policy-driven**—in conjunction with RBAC/ABAC, your own business policies determine the exact authorization for non-federated apps.
- **On-the-spot policy decisions**—EmpowerID acts as a gateway/front door to all your digital resources making ultra-fast policy decisions via OPA and Kong.
- Fast—using OPA and Kong plugins delivers a simple, speedy, and consistent means of on-the-spot policy decisions, providing a unified management system, adherence to policies, etc.
- **Scalable and robust**—built on microservices architecture, it's scalable via Kubernetes and containers.
- Seamless invisibility—the end user never knows a proxy server is in place and the separation is
 never revealed. As far as they are concerned, they are interacting and operating with the end
 server.
- **Secure and customizable**—internal web servers are never exposed to the Internet and what external users and internal users see can be both separate and different.

Testimonial/secondary/other benefit: Superb for all types of connectivity, WAM achieves SSO for apps that don't support federation and can determine access via RBAC/ABAC authorization.



Feature 8 Succinct benefit: Obtain much improved control over system access via your own business policies.

Feature 8 main benefit: Your business policies determine exactly who has access to what resources. As part of this, you also need a flexible solution to adapt to any changes that you need. EmpowerID is built on Policy Based Access Control (PBAC) to ensure processes integrate seamlessly with your own and to provide granular and precise control to determine entitlements.

- Flexible—Policy-based Access Control (PBAC), provides the ultimate flexibility in defining authorization and access to corporate and cloud-hosted resources for all customers, partners, and employees
- Cuts costs—Policy-driven software delivers massive development cost savings by allowing developers to focus on business logic rather than programming code
- Policy-based Saves Time—Process-based and driven allows quick and easy updates to existing
 policies, helping to ensure you always maintain compliant access to all systems and resources.

Testimonial/secondary/other benefit: EmpowerID comes with over 1,000 out of the box workflows that you can pick-up and run with straightaway. These are the very same processes that we ourselves use, are proven, and guaranteed to work. Modifications are quick and easy to do and offer the ultimate in scalability and speed.

Feature 9: Identity Warehouse and Sync Services

Feature 9 Succinct benefit: Simple SSO for your entire organization and with zero compromise on security.

Feature 9 main benefit: EmpowerID provides a complete platform, built on a single, unified codebase that offers comprehensive Identity Warehouse, Virtual Directory, RBAC, and workflow automation services.

- Frictionless access for your users—by storing the relationship of the person (the person object)
 to the accounts they own for both traditional Identity Management and SSO into a
 multi-tenanted directory service
- **Secure authentication**—external users can securely authenticate against the EmpowerID Identity Warehouse using single or multi-factor authentication to gain controlled access to only the applications that you grant them.
- Flexible Active Directory security—enabling you to house external identities with zero compromise on security
- Granular access control—specific access for external users via single or Multifactor Authentication



- Own password management—full, self-service delegated admin capabilities permits users to self-service manage their own passwords and identity associations. This alleviates the helpdesk burden and slashes costs.
- All systems' provisioning—additional modules and connectors guarantees that EmpowerID can provision users from almost any type of system and directory and all from a single console.

Testimonial/secondary/other benefit: The Identity Warehouse is a key component in any SSO solution architecture and enables organizations to house external identities without compromising internal AD security. Additional benefits include, providing full, self-service, delegated administration capabilities that allow end users to manage their own passwords and identity associations.

EmpowerID provides you with the greatest flexibility, durability, and service on offer today.

Feature 10: LDAP Virtual Directory

Feature 10 Succinct benefit: EmpowerID's Virtual Directory makes working with LDAP so much simpler and easier.

Feature 10 main benefit: Not only does EmpowerID unify all the difference directories in your organization into a single LDAP access point, but it also removes the authentication and authorization limitations, too. More specifically:

- Solves the single directory integration challenge—the EmpowerID virtual directory addresses the challenge of delegated authentication by allowing separate authentication paths for internal users.
- Improved centralized user management—removes the limitations of a single directory for centralized authentication and authorization.
- Eliminates the need to synchronize passwords—eliminating the need to synchronize passwords by allowing separate authentication paths for internal and external users (via AD or the EmpowerID Identity Warehouse), i.e. internal users can authenticate directly against Active Directory, while external users can be authenticated by the EmpowerID Identity Warehouse.
- Linux and Mac OS compatible—EmpowerID's Virtual Directory acts as the primary authentication directory for Linux and Mac OS services.

Testimonial/secondary/other benefit: A single, traditional LDAP directory for centralized authentication and authorization is insufficient for most larger organizations. EmpowerID finally solves this integration challenge.

Feature 11: Single Sign-On for VPN

Feature 11 Succinct benefit: Providing strong authentication to firewalls, network devices, and VPN servers within your network infrastructure.



Feature 11 main benefit: EmpowerID can connect to practically all systems and devices, even for older, more simple mechanisms. The advantage of EmpowerID's integrated RADIUS server (Remote Authentication Dial-In User Service) is it enforces strong authentication, regardless of the system or device, to minimize the chance of weakness or loopholes in your network infrastructure.

This provides:

- Quick, secure access—verifies user credentials against either the Identity Warehouse or connected directories like Active Directory – to establish and ensure quick, secure access via whatever means.
- Enforced, strong Multifactor Authentication—strong authentication policies through multi-factor authentication ensures the security of any service, app, system, or device.

Testimonial/secondary/other benefit: Many organizations are thinking about transitioning or migrating older systems to more new and powerful systems. Wherever you are on that journey, EmpowerID can offer fill connectivity, cover, and support.

Feature 12: Adaptive Multi-Factor Authentications

Feature 12 Succinct benefit: Dynamic assessment and context around each login attempt provide far superior security.

Feature 12 main benefit: EmpowerID includes a powerful adaptive authentication engine that analyzes contextual information, such as the IP address of the user, the device they are using, and other factors, to dynamically asses the risk of each login. This includes:

- Adaptive security—establishing stronger second factor authentication based on pre-defined login rules enables you to set the exact strength of the authentication required based on your organization desired policies and criteria.
- Dozens of MFA authentication options—EmpowerID comes with [at present] over 24
 multi-factor authentication options. These include device authentication, one-time passwords
 sent to mobile phones, etc. You choose the authentication methods that suit your organization's
 exact policies.
 - Authentication types include: Yubikey Universal 2nd Factor Authentication, Duo Push, knowledge-based authentication (Q&A), and an OATH token server for issuing one-time password tokens.
- **Different authentication types**—EmpowerID delivers multi-factor authentication services for all types of authentication, including web SSO, LDAP, and RADIUS. This gives you solid, secure, and swift authentication across all access methods.



Testimonial/secondary/other benefit: Static perimeter defenses are no longer fit-for-purpose. Adaptive MFA is one of best means to improving your organization's security. You select the methods required, the level of complexity, and you implement your security policies. EmpowerID does the rest.

Proof/Statistics

Proof item/stat 1: Slashes Help Desk/Support Calls

(on average, 20-50%+)

Proof item/stat 2: Reduces Number of Passwords

(from 40+ to 1)

Proof item/stat 3: Improves User Experience

(& provides more time on task)

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Web page Layout/Structure

Single Sign-On (SSO)

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Summary of Features

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A single, attractive, and easy to use dashboard helps protect your digital assets.

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Provides seamless recognition and flawless, uninterrupted service

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As such the way we manage SSO is a little different—and a whole lot better—than other alternatives. (That's without to of the ground-breaking solutions that we, ourselves, have introduced to the IAM industry).
Your organization has to have SSO. You know you want the best.
However, we're sure you have lots of question about how we, here at EmpowerID, can help. Feel free to answer every single one.
We look forward to your call.
Footer