

5 WAYS TO KNOW IF YOU NEED FEDERATED SSO

You may think you have your bases covered when it comes to single sign-on (SSO). But not all SSO is created equal. Here's how to know if it's time to upgrade to a federated SSO solution.

1 Customer experience is a strategic priority

If customer experience is the new competitive battleground, then forcing your customers to create and remember yet another unique password is not how you win. Federated SSO helps you build loyalty and reduce friction by offering convenient and secure social login to your customers.

2 You worry about BYOD and mobile security

Mobile devices are the single most difficult enterprise asset to defend, yet your users are relying on them more than ever. It's the kind of catch-22 that keeps cybersecurity pros up at night. You can rest easier with federated SSO. It removes authentication and access from mobile applications, and centralizes access control.

3 Password resets are taking up too much time

Managing password resets isn't just low-value work, it's a high-dollar problem. Not only are you spending too much time on them, but they're also hindering your progress on critical needle-moving initiatives. Federated SSO adds up to time and money savings by reducing the volume of reset requests, which in turn reduces their resource requirements.

4 You aren't naive about your users' password practices

Your users know the risks. But the reality is they're still resorting to poor password practices. Can you blame them? It's hard to come up with 47 unique passwords, let alone keep track of them all. With federated SSO, they need just one strong password to gain access to all their applications and resources, even across multiple domains.

5 Your entire organization can benefit from increased productivity

With federated SSO, you reduce the time required for redundant logins—and the inevitable password resets that result. You also streamline IT requirements by gaining centralized management and monitoring of app access. In short, you make it easier for everyone to do their jobs, and that translates to productivity improvement across the board.

Want to learn more about how federated SSO can help you improve experience, reduce risk and a whole lot more? Visit www.pingidentity.com



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