iovation®

PingFederate and iovation

Better Security Equals Better Experience
with Adaptive MFA

STRENGTHEN SECURITY WITHOUT SACRIFICING EXPERIENCE

It's no secret that passwords alone are no longer sufficient to protect enterprise applications, whether on premises or in the cloud. According to data collected in the 2018 Verizon Data Breach Incident Report, stolen login credentials still tops the list of threat action varieties for the more than 2,200 confirmed security breaches in 2017.

Two-factor authentication (2FA) has long been hailed by Verizon and others as the best way to protect your enterprise against these threats. But while it does improve security, it also adds friction to the user experience. In today's consumerized world, that's a big enough negative to hinder widespread adoption of 2FA. It's a good thing there's a better alternative.

Adaptive multi-factor authentication (MFA) provides the security you need without compromising your users' experience. Relying on a variety of risk and contextual factors, adaptive MFA gives you the flexibility to step authentication up or down depending upon risk. You can allow users to conduct low-value transactions from trusted locations and devices without interruption, while prompting multi-factor authentication during high-value transactions on untrusted networks and devices.

When you combine adaptive MFA with single sign-on (SSO), you can deliver the seamless user experience your users expect. Ping Identity's PingFederate server enables you to provide advanced SSO and authentication to all applications, whether on-premises, in the cloud, in partner ecosystems and more.
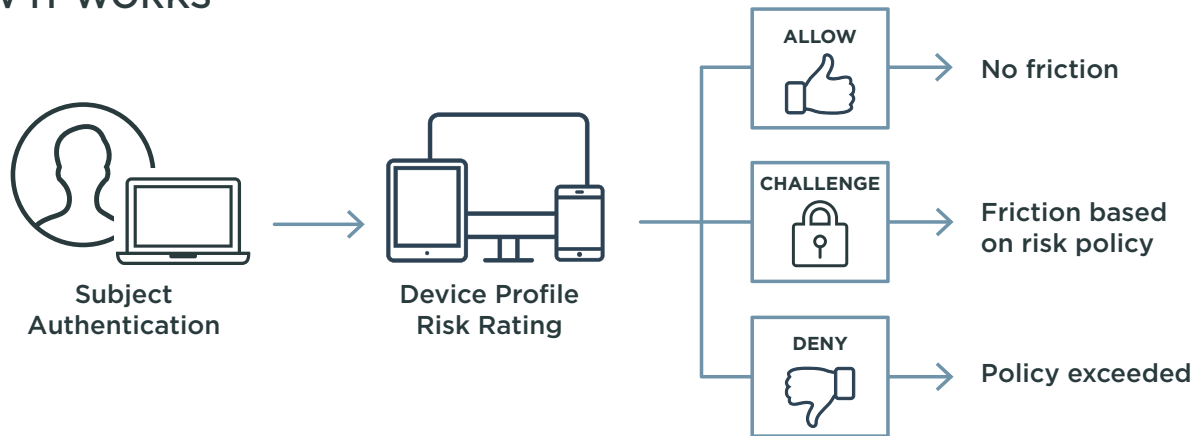
HOW PINGFEDERATE AND IOVATION WORK TOGETHER

Despite what you may have heard, it is possible to have stronger security and a better user experience across all applications. With PingFederate and iovation, your users are able to securely access the applications they need with a single authentication from any device.

iovation's contextual risk-aware integration fits within any PingFederate authentication policy. It enables an invisible, hassle-free web experience through device recognition as an additional factor of authentication. Geolocation, true IP address and risk scores from iovation's Global Device Intelligence Platform combine with a powerful rules engine to provide risk scores. These risk scores enable you to apply the right level of authentication, based on your defined policies.

HOW IT WORKS

Subject Authentication → Device Profile Risk Rating

ALLOW → No friction

CHALLENGE → Friction based on risk policy

DENY → Policy exceeded

First Factor OK? **PingIdentity** — YES → Context OK? **iovation** — YES → **Access Granted**

First Factor OK? — NO →

Context OK? — NO → Step-up Challenge **Ping ID** → Step-up OK?

Step-up OK? — YES → Access Granted

Step-up OK? — NO → **Access Denied**

WHAT ARE THE BENEFITS?

- **Accuracy:** iovation's patented device matching technology affirms user identity by matching device fingerprints with a high degree of accuracy and explicitly pairing known good device IDs.

- **Additional Authentication:** You can easily add iovation device profiling and device registration as an additional factor of authentication to your existing PingFederate configuration.

- **Minimal False Positives:** iovation's fuzzy matching technology handles natural drift caused by device updates, new applications and patch upgrades to minimize false positive risk ratings.

- **Powerful Rules:** iovation's configure policy allows you to define powerful rules that control device profiling and risk ratings related to user experience for access to sensitive resources.
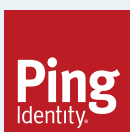
PING IDENTITY

Ping Identity is on a mission to simplify how enterprises provide secure and seamless digital experiences. For the world's largest organizations, Ping helps prevent security breaches, increase employee and partner productivity, and provide personalized customer experiences. Enterprises, including more than half of the Fortune 100, choose Ping for identity expertise, open standards leadership, its partnerships with Microsoft, Amazon and Google, as well as its collaboration with customers like Boeing, Cisco, GE, Kraft Foods, Walgreens.

iovation

iovation was founded with a simple guiding mission: to make the Internet a safer place for people to conduct business. Since 2004, it's been delivering against that goal, helping large brands protect their end users against online fraud and abuse. Using an intuitive and high availability product suite that focuses on authentication and fraud prevention, iovation identifies trustworthy customers through an advanced combination of device authentication and real-time risk evaluation. Armed with the world's largest device-based fraud prevention database, iovation safeguards tens of millions of transactions against fraudulent activities each day.

For more information about how Ping Identity and iovation joint solutions can help your business, **contact us.**