Secure Federated Single Sign-On – Your Strategic Advantage

Exploding web and application use is the game-changer to every business strategy. Along with the benefits, this rapid, expanding use has shined a spotlight on holes in efficiency and security within the enterprise — including one hole directly attributed to complicated access for employees, partners and customers, resulting in:

- Increased security risk from numerous passwords.
- High expenditures due IT provisioning and maintenance.
- Decreased use of websites and apps because of tedious passwords.
- Distant partner relationships due to burdensome integration systems.
- Slow identity management integration after a merger and acquisition.

To the point, if you don’t provide easy access and integration to web and mobile applications, your company and operations will fall behind. But what if with one, simple solution you could:

- Reduce resource time and security risks associated with multiple passwords?
- Increase website and application use?
- Strengthen partner and customer relationships?
- Easily integrate your identity management systems after a merger and acquisition?
- Save and make millions?

Good news! By adding secure federated single sign-on (SSO) from Ping Identity® to your enterprise strategy, you will accomplish all of the above — furthering your enterprise to support next generation identity.

Strengthen Security While Reducing Costs

SSO may sound too simple to address a vast number of security and expenditure issues. However, while easy to deploy and simple to use, federated SSO is very robust. By adding federated SSO to your business strategy, you will:

- Decrease IT admin time by eliminating the need to store and protect multiple usernames and passwords.
- Offer a variety of ways for IT to manage user access so that your policies are enforced.
- Easily provision and de-provision user access to all applications.
- Reduce time and money spent on identity management by integrating your existing systems.
- Eliminate the need for expensive development projects to integrate access to third-party applications.
Increase Website and App Use
When websites and apps are a pain to log into, there is reluctance to use them. The best user experience requires no instruction — it’s intuitive. With federated SSO from Ping Identity, you remove the need for user registration and logins to both websites and applications. For the average Forbes Global 2000 Company, this can result in $45 million in revenue from reduced app dropout rates. Drive adoption within your workforce and ease registration across your web applications for partners and customers with federated SSO from Ping Identity.

Welcome Your Partners Like Family
Partners face the same challenges as your employees with managing too many logins and passwords — discouraging cross-company collaboration. Strategically encourage collaboration by providing easy, secure access to your apps and web services with federated SSO and:

- Allow partners to use the same login credentials they use to sign in to their own systems.
- Provide secure, real-time access to data and services.
- Maintain full control of partner access to data and applications.
- Establish closer, more trusted connections.
- Improve day-to-day workflow and productivity.
- Eliminate managing other companies’ user identities and save millions.

Easily Integrate Separate Identity Management Systems
Good strategy can’t be more important for a successful merger and acquisition (M&A). By strategically integrating federated SSO into your M&A, you don’t have to worry about the hassle of combining identity management systems. Instead, you can take advantage of your existing infrastructures and directories at both companies — allowing business to continue uninterrupted. By speeding integration, the average Forbes Global 2000 Company can gain $21 million in revenue.

Execute A Strategic Win Today
Obtaining a strategic advantage is easy! Federated SSO from Ping Identity can be implemented within a day. For more information, dial 877.898.2905 or +1.303.468.2882 today.

What is Federated SSO?
- Federated SSO is a type of SSO that uses federation technology to establish a trust relationship between an organization and application vendor or partner.
- Federated SSO offers a major advantage over most cloud-based SSO products: the user’s identity and password is stored in a single place and is controlled by the user’s organization.
- Instead of using passwords, federation uses standard encrypted tokens to facilitate access to applications.

About Ping Identity | The Identity Security Company
Ping Identity is The Identity Security Company. Ping Identity believes secure professional and personal identities underlie human progress in a connected world. Our identity and access management platform gives enterprise customers and employees one-click access to any application from any device. Over 2,000 companies, including half of the Fortune 100, rely on our award-winning products to make the digital world a better experience for hundreds of millions of people.

Visit pingidentity.com for more information.

---

2, 4, 5 Forrester Research, *The Total Economic Impact Of The Identity And Access Management Platform From Ping Identity*, project director: Michelle Evangelista, July 2013
3 For more information about federation, read our blog [Federation – What A Difference It Makes](#).