



SECURE IDENTITY & ACCESS



Get ready to launch to the cloud! Partner Sales Enablement Drive



Simplify access to your apps from anywhere with a single identity platform. Engage with internal and external users more securely no matter where work happens. Enforce the core principle of Zero Trust—never trust, always verify.

CUSTOMER CHALLENGES

Poor user experience and productivity impact

- IT helpdesk receives significant number of login/password reset tickets.
- Users have to maintain logins and password for different applications, websites and data sources – causing productivity delays.
- Contractors and vendors require login and passwords to be setup and maintained by IT.

Security risks

- Users required to maintain separate login/password credentials typically pick the same, easy to remember password presenting a security risk.
- Multi-Factor Authentication is not required on all sign in experiences presenting additional security risk.

TARGETING GUIDANCE

- Customers who require their employees to maintain separate login and password credentials for business application use – leading to employees needing 3-8 different logins/passwords.
- Customers who do not have Multi Factor Authentication (MFA) enabled for application access.
- Customers who have recently had security breaches due to an employee being “tricked” into sharing login / password information in a phishing attack.
- Customers who have 3rd party suppliers or vendors that require access to applications/data.

CONVERSATION STARTERS

Productivity

Cyber Security & Compliance

- Is your team slowed down by needing different passwords for your business applications? Do they frequently have to wait for password resets?
- Is password reset immediate or does it require contacting a third party of internal support?
- Do your employees keep lists of logins/passwords?
- Do 3rd party suppliers or contractors need the ability to login to your business applications?
- Do you have Multi Factor Authentication required for sign in or password reset?
- Is it time consuming to “turn off” employee access to applications after they depart?

RESOURCES

[Azure Active Directory Datasheet](#)

[Cloud Identity & Access Infographic](#)

[Azure Active Directory Overview Video](#)

[Find Customer Case Studies](#)

[Microsoft Security Playbook](#)