

An historical look at IAM



Identity and Access Management (IAM) has been one of the fastest growing IT sectors in recent years. Throughout its history, IAM has developed along with various supporting standards. The first IAM-systems were focused on security and the single sign-on (SSO) experience. Those original systems were built case-by-case and were heavily dependent on propriety technology of different vendors. Projects were often long-lasting and required a lot integration work. Integration required integration changes and re-configurations both at SSO system level as well as at each application to be integrated into the centralized SSO-system. A lot of difficulties were faced particularly with regard to compatibility issues: the different IT-environments were difficult to integrate together.

Ten years ago, in addition to access management, identity management started to become a more essential issue in conjunction to SSO projects. Several projects started with also a meta-directory approach merging and centralizing all user directories. It required directory synchronization and user data maintenance interfaces. Over time this became known as Identity Management. Identity Management and Access Management were based on the same system resources and so IAM was born as a new IT sector.

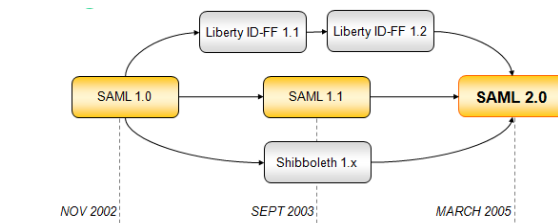
Today large and mid-size organizations need their own IDP (Identity Provider) and IDM (Identity Management) structure in order to build cost-effective and secure internet business infrastructure. Today's business processes have to be effective, real-time, highly-automated, but at the same time highly secure. System auditing is mandatory in many industries today. Recent financial

turmoil has drawn attention to the importance of efficiency. Without a significant improvement of cost-efficiency and IT process management, companies will not survive through the coming decade.

IAM has been expanding fast to cover federation use-cases. Federation enables cross-domain SSO based on trust relationships. A user can authenticate in a service produced by one organization and access another organization's service securely without explicit re-authentication. This enables incredibly user-friendly service experiences. It provides a huge potential for building cost-efficient IT architectures, enabling modern e-commerce and truly functional IT systems across organizational boundaries.

Interoperability assurance for quality

IAM got a strong boost from industry-wide standardization processes. Thanks to Liberty Alliance and Oasis collaboration, the SAML 2.0 standard was ratified. It has the approval of the most significant IT vendors and is undisputedly recognized as **the default** standard for IAM.



IAM based on true vendor independent standards is the reliable choice for developing corporate IT systems. The existence of well defined standards is just the first step – there must be checks and controls in place to ensure that the standards are adhered to. After the ratification of the SAML 2.0 standard, the Liberty Alliance fulfilled this role and commenced formal interoperability testing and certification. To pass these rigorous interoperability tests, the certified IAM software vendor has to perform extensive security, usability, quality, compatibility and interoperability test cases. Software is tested in a matrix pattern to

IAM ACADEMY BULLETIN

ensure complete and reliable system compatibility with all other certified software vendors.

Liberty Interoperable™ -certificate is the assurance of quality for IAM for the present and for the future.

IAM Academy Bulletin -Editorial Snapshot



Ubisecure Solutions Inc. has focused purely on IAM solutions since the company was founded. The company has long roots in SSO and Identity Management software. Ubisecure was the only European IAM software vendor to receive a Liberty Interoperable™ -certificate in September 2008.

Through its product development, IAM implementation projects in customer installations and third-party certification processes, Ubisecure has developed unmatched in-house expertise in our field. To share this knowledge, Ubisecure has established a new program for Partners and Customers, called IAM Academy™. IAM Academy is a separate program providing training, certification, support and a wealth of IAM related resources. The IAM Academy Partner Program helps to develop an effective network of IAM specialists who are capable of solving even the most complex customer cases.

IAM Academy provides training courses for partners in five levels; two levels begin with more generic IAM fundamentals and three levels dive more deeply in to technical, application, integration, security and business -issues. Each individual is examined after the training course in order to assess understanding of material covered and verify the learning process.

For our partners, IAM Academy provides extensive opportunities to increase their competitiveness and professional skills when working on IAM projects with their customers. Partners may acquire certificates from three different categories GOLD, SILVER and BRONZE. The program gives Partners access to several new tools, documents and rich hands-on experiences which enable them to implement better, more cost-efficient and more customer-oriented IT infrastructures. The Partnership Program is an important quality assurance to customers when choosing their trusted IAM supplier for implementation projects.

Initially IAM Academy™ was founded in October, 2008 and was launched in Finland, in January 2009 for partners. Hence, the Partner Program has been successfully ongoing now for almost one year. Today, the IAM Academy has dozens of Partners. The training program is proceeding according to the original plans - our first IAM Academy™ Masters will be awarded in the first quarter of 2010. An IAM Consultant may reach Master Degree level in a calendar year if he/she participates in training events at all five different levels.

Program offering expands

Now following the successful Partner Program a new Customer Program, was released on the 1st of July, 2009. The Customer Program will launch its first training event in February, 2010.

For Customers, the IAM Academy provides three different training events: (1) Basic user training, (2) Admin training and (3) Business developer training. Basic training covers the typical user needs of Ubisecure Identity and Access Management software. Admin training covers more extensively IAM related issues along with a deeper understanding of product and system functionalities. Business Developers training provides extensive information on planning and developing IAM systems, getting more out of existing IAM infrastructure and how to generate new business opportunities by using new and

IAM ACADEMY BULLETIN

existing features of the software. Customer training is provided by the original IAM Academy lecturers together with certified IAM Academy™ partners.

Initially, IAM Academy™ has focused mainly on the Nordic IAM Market, but beginning in the first half of 2010, the Academy will begin an international program with selected IAM Academy™ Partners.

IAM Academy welcomes new members for the Partner and Customer programs.

Nixu Oy - A member of the IAM Academy Partner Program



A good partner has a holistic view

Nixu is a specialist in information security consulting with services ranging from outsourced security services to individual auditing projects. The company analyses risks, builds processes for identity and access management, performs technical security audits and develops software with secure methodology.

- From business continuity perspective, information security is like chess: the most important things are a holistic view and the ability to anticipate potential scenarios. Our goal is to ensure the continuity of our customers' business and the functionality of their online services. We do this by anticipating and preventing information security related risks, described Kim Westerlund, responsible for Nixu's Build business unit, which is specialised in architecture design of security solutions.

Partner's technical skills and flexibility are the key

In addition to understanding business needs and processes, Nixu has extensive technological knowledge of systematic architecture design and web solutions. Kim Westerlund believes that technical experts with an understanding of management needs and priorities will have an even more significant role in the future. They will become an increasingly integrated part of business development.

- As an independent consultancy, we are able to hand pick our partners based on their technology compared with the business needs of our customers. Repeated collaboration with a software partner requires that all the support functions work seamlessly and that our partner can react flexibly to any development suggestions we might have. Ubisecure's IAM Academy partnership programme has suited our customers' and our own needs and the collaboration has always been smooth.

How to recognize a skilled partner?

A development project always begins with a careful analysis. In Identity and Access Management, Nixu's partner needs to understand our customer's business challenges and support the analysis and design with enough technical detail.

- Differences in skills are often visible in the details of a successful project compared to an unsuccessful, prolonged one. Does the partner have enough knowhow to design a sensible and secure IAM architecture? Current, extensive WebSSO and federation products leave a lot of decisions for the customer and integrator to decide and this is where the true expertise is weighed, emphasised Kim Westerlund.

It is crucial for a web solution that access management is carefully planned and a supporting WebSSO product is selected. The decision must be based on the actual use cases. For example, what happens when a 3rd party authenticated, federated identity without a local account uses a portal for the first time? Is an easy renewal of a forgotten

IAM ACADEMY BULLETIN

password taken into account in the software? How have SOA and SaaS use cases been considered in an identity federation product? Are the features of an off-the-shelf software suitable for the customer's sometimes very local needs?

When IAM standard software is used, the partner's tailoring skills and collaboration with the software vendor are the key, as the adaptation requirements can be very challenging. But even this is not enough. Specifications, recommendations and instructions have to be documented in an understandable manner for the customer.

- Nixu offers IAM expert services from analyses to implementation. We also provide solution support for our projects covering customer specific customizations and the implementation. This complements software vendor support according to ITIL's 2-level support.

Ubisecure's IAM Academy helps us to speak the same language among customers and integrators. This is extremely important, because almost without exceptions, IAM-projects are a learning process for our customers. IAM Academy will make your learning curve easier. For us it's also a setting where we meet other IAM-enthusiasts and potential customers. Ubisecure's IAM Academy has a unique position to become "the" IAM community.

Capgemini - A member of the IAM Academy Partner Program



Capgemini's and Ubisecure's IAM Academy partnership brings benefits for all - Especially to clients

In today's hectic economy, organizations must be able to move quickly. Capgemini has developed a number of methods and tools that can be used for accelerating and boosting the delivery and implementation of data system projects. The role of Capgemini is to act as an integrator who will find the best products and partners on the market and create best solutions for its clients in collaboration with them. Capgemini's working methods include catering for the client's needs, carrying out the development work in a collaborative manner with the clients and at the same time transferring know-how. Respectively, Capgemini's partners must be able to influence the same values that we foster in our client relationships.

Capgemini has been involved in creating cross-administrative operating methods for the private and public sectors and has attempted to promote new innovative solutions. A significant part of these innovations is IAM (Identity & Access Management); it plays a central role in the development of new electronic services and introduces better-than-before data security into the current systems. In this area, Capgemini will support its clients in collaboration with its partners in the development of the processes required by IAM. In addition, Capgemini will help its clients to understand how IAM projects are to be carried out in order to ensure their success.

Ubisecure Solutions is a pioneer in IAM-product development and has created an internationally acknowledged product that supports the SAML 2.0 standard and has a significant position in the Finnish IAM field. The benefits of a Finnish product include its basic functionality, which complies with the Finnish legislation. Continuous product development is based on the customer's needs, and the special features of the Nordic market will be recognized in connection with the new versions.

According to Capgemini's experiences, the partnership model with Ubisecure functions

very well and will provide the clients with several benefits. Capgemini's consultants have received product training at the Ubisecure IAM academy. Clients will receive the benefits provided by the training in the form of better product deliveries and more stable maintenance operations. Capgemini is certified for the products and will be able to significantly support the deliveries. This enables Ubisecure to utilize more of its resources in product development than would be possible without the integrator partners. The aim is to extend the collaboration to international distribution as there are possibilities for the use of the Ubisecure product in Capgemini's projects around the world.

Capgemini constantly has a need for outstanding partners and recommends the partnership with IAM Academy.

Ubisecure's Seasonal Review



"Ubisecure Solutions Inc. has had an exceptionally strong year 2009 and IAM Academy has been in a very important role in Ubisecure's success", states Juha Remes, Sales Director of Ubisecure.

Why Ubisecure and IAM Academy™?

Ubisecure has deep knowledge of IAM requirements, technology and customer implementations. Ubisecure has been one of the first European IAM product suppliers certified by Liberty Interoperability™ Conformance tests. Ubisecure has gained a lot of unique knowledge which is not commonly available in the market.

From this unique position Ubisecure has started to share its knowledge with partners through IAM Academy™. By having more extensive IAM-related knowledge, our

partners can implement successful projects more efficiently, which means our customers are even more satisfied. When the whole IAM project has well-defined targets, professional consultants and integrators using carefully selected products – the outcome saves significant amounts of money. IAM provides huge potential for new business concepts in e-commerce.

Today also mid-size companies need to have an IAM strategy in place and ready plans how to implement IAM solutions in practice. Without these, companies are not ready to face the market requirements. In the future Identity federations are going to be the most common way to build holistic electronic service concepts covering all service channels.

If you are interested and want to learn more about Identity and Access Management, please contact IAM Academy™ or IAM Academy™ partners who are members of the program.

Contacts to the IAM Academy™ Program

Please contact IAM Academy: [iamacademy at ubisecure.com](mailto:iamacademy@ubisecure.com).