

# Centrify Application Services

## Validate the User before Granting Access

With a dissolving perimeter and growing mobile workforces, it's now more critical than ever to ensure that the identity of every user needs to be verified before granting access to a resource, independent of the user's location or device. Cloud apps and mobile devices that access data are often outside of IT's control, potentially exposing business-critical information. 'Verifying the User' is a core pillar of Centrify's Zero Trust Security approach and through integrated technologies such as single sign-on, adaptive multi-factor authentication and analytics, Centrify verifies the digital identity of every user based on pre-defined conditions, their device and unique behavior to ensure authenticity.

### Managing Access is the Problem

#### Too many locks — too many keys

Managing and securing access to each individual cloud app and mobile device means managing unique accounts, passwords, and policies across hundreds — often thousands — of endpoints and apps. With so many disparate systems and devices, IT needs a single solution from which to provision users and manage access policy across all apps, from any device, regardless of location.

#### Password sprawl wastes time for IT and users

With growing application access, users are resorting to password sharing and reuse, exposing corporate data to attacks based on compromised credentials. Compounding this issue is an exponential increase in helpdesk calls and tickets for password resets — reducing IT productivity and user satisfaction.

### User productivity leads to IT inefficiency

With dozens — or hundreds — of apps in use, controlling which users have access to specific apps becomes unmanageable. Staying on top of account provisioning is not only cumbersome, but leads to security holes and failed compliance audits if terminated employees have access to corporate apps and data after they leave.

### Identity is the Solution

#### Integrated cloud app and mobile management

Centrify Application Services uniquely unifies cloud app and mobile management into an enterprise cloud service. Centrify leverages identity to secure and manage users' access to applications from any device, regardless of location.



#### SINGLE SIGN-ON

##### Strengthen Security and Simplify Authentication

- Simplify app access with SSO for all users
- Improve security by eliminating reused, improperly stored passwords
- Secure app access with adaptive MFA based on device content



#### ADAPTIVE MFA FOR APP ACCESS

##### Behavior based MFA for Apps

- Increase security by blocking high risk access attempts
- Simplify MFA through policy based on user behavior
- Prevent unauthorized access and enforce policy in real time



#### WORKFLOW & LIFECYCLE MANAGEMENT

##### Automate Identity Management

- Improve security with automatic user provisioning and role based permissions within apps
- Manage app requests, approval and provisioning with automated workflows
- Prevent unauthorized access automatically



#### APP GATEWAY – ELIMINATE VPN RISK

##### Limit Access with Dedicated, Per-app Gateway

- Reduce attacks by providing only specific app access
- Eliminate security gaps with seamless access policy and MFA
- Stop breaches that establish network foothold via VPN connections



#### MOBILITY MANAGEMENT

##### Simplify Access from Validated Mobile Devices

- Eliminate passwords from mobile apps
- Manage and secure both native and web apps on endpoints and mobile devices
- Incorporate device posture with application access policy to minimize risk of lost or stolen devices

By leveraging a single identity across cloud, mobile and onsite apps, users get a single username and password across all the apps they use for work, and IT can enforce consistent access policies based on user identity. IT gains real-time visibility and control of managed and unmanaged devices, ensuring apps and data are readily accessible to only secure and managed endpoints.

Application Services provides a single, simple cloud portal for app management. Users get one-click access all their apps from any device, and IT gets policy-based control, and automated provisioning and account management.

## Centrify Application Services: The Benefits of Integrated Identity Management

Centrify Application Services helps ensure authenticity of every user to every application through Single Sign-On, Multi-Factor Authentication, Workflow and Lifecycle Management and Mobility Management capabilities. Application Services provides security, simplicity and control. IT gets one place to manage all accounts and devices. Users get single sign-on across cloud and mobile apps from any device.

### Security

- Reduce the security risk of simple, reused and/or improperly managed passwords
- Enable secure, remote access to on-premises apps — without the risks and hassles of VPNs

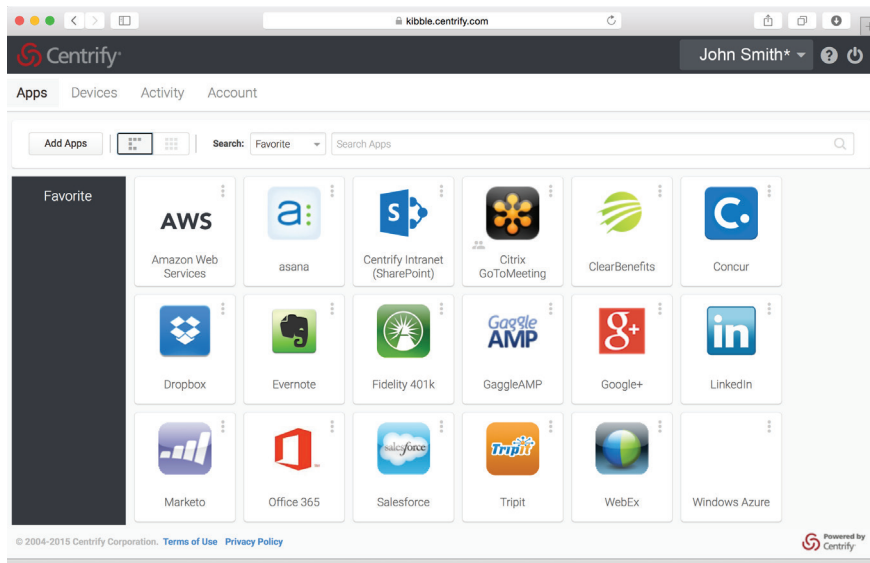
- Implement a secure BYOD policy with Centrify's integrated mobile device management. Secure the Centrify app on mobile devices by unlocking with NFC, PIN, passcode or fingerprint.
- Enforce Strong Authentication Controls with Risk-Aware MFA for Apps

### Simplicity

- Automate account provisioning/deprovisioning and licensing entitlements for business apps
- Eliminate separate policy silos. Integrate management of cloud, mobile and onsite apps
- Reduce helpdesk tickets for password resets, app requests, and device management, with user self service and automated workflows
- Save time and resources by simplifying authentication to all resources while enabling identity management from a centralized location

### Control

- Prove ROI and show compliance with granular app and device reporting
- Enforce user policy from a single authoritative source, applied across devices, apps, and locations
- Control access using Active Directory, LDAP, Google Directory, Cloud Directory, external users, or any combination



As the only industry recognized leader in both Privileged Identity Management and Identity-as-a-Service, Centrify provides a single platform to secure every user's access to apps and infrastructure in today's boundaryless hybrid enterprise through the power of identity services. This is the Next Dimension of Security in the Age of Access. Founded in 2004, Centrify is enabling over 5,000 customers, including over half the Fortune 100, to defend their organizations. Centrify is a privately held company based in Santa Clara, California. To learn more visit [www.centrify.com](http://www.centrify.com).

US Headquarters +1 (669) 444 5200 | EMEA +44 (0) 1344 317950 | Asia Pacific +61 1300 795 789  
Brazil +55 11 3958 4876 | Latin America +1 305 900 5354 | [sales@centrify.com](mailto:sales@centrify.com)

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