# ID DataWeb – Adaptive Identity Security

**iddataweb**

There are three big issues with internet identity:

- **PII is public, yet still relied on for new account openings**. Recent highly publicized breaches revealed that over 40% of US citizen's private information is compromised, yet most enterprises still rely on this data for identity verification.

- **Usernames and passwords are proven to be insufficient, but still serve as the backbone of authentication.** In 2017, 81% of data breaches involved weak or stolen passwords, and attacks are getting more sophisticated every year.

- **Consumer's privacy has taken a back seat, and the regulators are coming.** The upcoming General Data Protection Regulation (GDPR) imposes fines of up to 4% of global revenue or 20M Euros (whichever is higher) for organizations that do not prioritize user consent, privacy, and data protection. Most organizations will remain at risk in 2018.

Forward thinking organizations must ask the following:

- How can I reduce fraud of new account openings and establish ongoing trust relationships with my customers?
- How can I secure my existing accounts without hindering user experience for innocent users?
- How can I comply with inevitable waves of privacy regulations while taking advantage of existing identity infrastructure investments?
- How can I immediately suppress intruder access if I suspect malicious activity?

## Future Proof Identity Security

ID DataWeb operates a cloud-based, integrated identity security service which aims to address key issues in identity verification, ongoing access, adaptive authentication, and privacy.

## 3 Tier Risk Engine

Quantify risk on 3 levels resulting in a simple score, and evoke appropriate adaptive authentication services to mitigate risk.
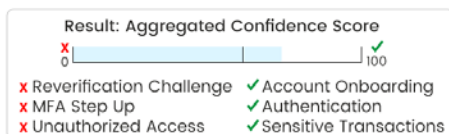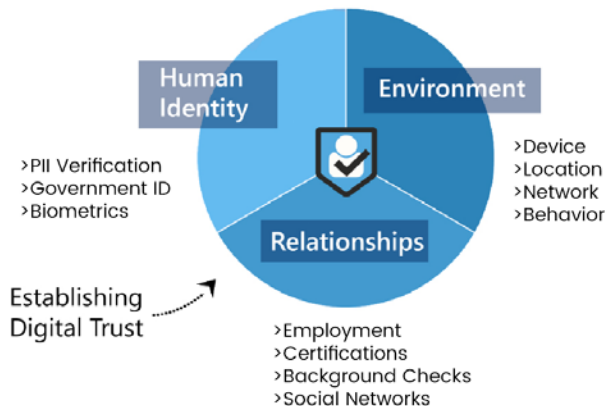


## Why ID DataWeb?

**SIMPLIFIED INTEGRATION**

ID DataWeb's identity security solutions easily integrate with your existing security investments.

**ONGOING VERIFICATION SOLUTIONS**

ID DataWeb's solutions allow for continuous monitoring of user behavior at each login while creating a streamlined user experience.

**PRE-CONFIGURED POLICY TEMPLATES**

Take the guesswork out of compliance with ID DataWeb's identity security platform where organizations can choose from industry-specific preconfigured policy templates.

**CUSTOM VERIFICATION SERVICES**

ID DataWeb can onboard new verification services specifically tailored for your use case.

## Solutions

- **Verify – Dynamic Identity Verification:** Using a cloud network of 70+ global verification services, ID DataWeb verifies 3 aspects of your users - their identity, environment, and relationships. The result is a simple score, which can be used for upfront user verification and continuous assessment throughout your relationship.
- **Manage – Adaptive Authentication & SSO:** Verified claims can be bound to any federated identity credential – from your corporate login service to Google. Additional levels of two-factor authentication can also be added, including FIDO compliant solutions and biometrics. Anomalies are revealed through ongoing identity reevaluation, and intrusion suppression can be enabled with granular step-up workflows using our visual policy engine. Our Manage solution for adaptive authentication and SSO applies across single applications, enterprises, and communities.
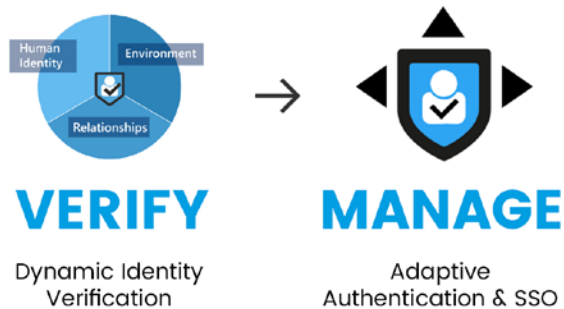


## Industry Specific Verification Templates

Customers can choose from preconfigured policy templates which allow tailored starting points for common verification, authentication and federation use cases. Choose from a list of preconfigured templates, then customize individual policy templates based on requirements.



## Customer Benefits

- **Bulletproof Identity Security –** Detect fraudulent activity tied to real world changes, and step up challenges as needed to eliminate identity theft, phishing, and malware based attacks. Trigger transparent re-verification services at key points to maximize protection while minimizing user inconvenience.
- **Cloud Based –** No hardware required. Based on industry standards, thus complementary to your existing identity and access management deployments. Secure, single point access to 70+ verification solutions with one contract. Flexibility to introduce new (or change existing) identity verification and authentication policies through configuration changes.
- **Automated Regulatory Compliance –** Achieve and exceed all relevant compliance requirements, including Anti Money Laundering / Know Your Customer (AML/KYC), OFAC, GDPR, HIPAA and NIST 800-63-3.
- **Privacy By Design –** User consent and privacy is baked into the core of ID DataWeb's offerings, giving the control back to the rightful data owners – the end users.
- **Speed –** Real-time response for adaptive user authentication.
- **Intrusion Suppression –** Our Manage solution allows for immediate policy and template changes that allows your security team to step up authentication measures for users at any given moment.
- **Policy Management –** Communities can establish a governance framework to create interoperability and risk management featuring continuous controls monitoring.