

THE FUTURE
APPROACH
FOR SOLVING
TODAY'S
IAM
CHALLENGES





WE ARE
PASSIONATE
ABOUT WHAT
WE DO

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INDUSTRIALIZING IDENTITY AND ACCESS MANAGEMENT

THE CRITICAL ROLE OF IAM

Enterprises are not getting what they signed up for in regards to ROI, operational efficiencies, and time to value that an IAM solution can bring to the table. According to our industry experience of over 14 years in providing IAM services; IAM Program, infrastructure, and maintenance costs remain high and often increase over time. Additionally, most of these cumbersome commercial solutions tend to require long-term contracts, are expensive to replace and are very rigid in terms of what the customer can add to it.

Today's business climate is changing by the minute and with it comes the need for greater velocity, security, efficiency and profitability. When we talk about security, it is important to remember that security threats do not only lurk from the outside, but from the inside the organization as well. Poor user account management, proliferation of erroneous user entitlements, lack of auditing and reporting mechanisms, and weak passwords are only contributing to these threats. Passwords may never change, never expire and, in most cases, lack complexity (capital letters, numbers, etc.). With IT staff being reduced each year, the security of these, already insecure, accounts has diminished completely. With it, the need for automating identity and access management is born.

Identity and Access management (IAM) plays a vital role in all security efforts; a great IAM solution will allow your organization to better prepare for any security challenge the future may bring.

Not only is IAM a powerful weapon against security risks, it is a tool that can be used to upgrade your organization in several key areas, such as reducing operational costs, improving your efficiency and giving you higher regulatory compliance. If planned correctly, IAM solutions can be used as a revenue generation tool due to its ability to introduce the efficient and inherent levels of identity management and security needed for a safe web, mobile and cloud application experience.

EVEN WITH ALL THE BENEFITS THAT IAM BRINGS, MANY COMPANIES HAVE TROUBLE DECIDING IF IT IS WORTH THE MOVE

THE IAM CHALLENGE

IAM PROJECTS ARE LONG AND IN MANY CASES THEY NEVER END AS NEW FEATURES ARE ADDED OVER THE WHOLE LIFE OF AN IAM SYSTEM

During their lifetime, businesses, as everything else, change; they experience infrastructure changes, reorganization, upgrades, downgrades, new operating systems and implementation of new devices. All of these changes reflect onto IAM systems and lead to a continuous and never-ending effort of implementa-

tion and maintenance.

While IAM as a technology may not be difficult to install, the elements and configuration processes vary by each implementation, business to business, and vendor to vendor. You would think that the key challenge when it comes to IAM is installation and configuration of the software itself.

IAM DEPLOYMENTS CAN PRESENT A SERIOUS CHALLENGE EVEN FOR EXPERIENCED IAM SOLUTION PROVIDERS.

NOT QUITE...it's a larger mix,

The real challenge is the IAM pre-assessment, planning, and speed of execution; the unique needs of each organization make it difficult for an IAM solution provider to deploy an



already-built solution. Instead, various parts of IAM solutions are often deployed on multiple servers; Servers are easy to implement, as software is easy to install but are very difficult to properly configure and integrate into the business process, automate, and orchestrate into something that will yield quick business returns.

This results in a process that can be costly and time consuming for a client; Let's face it... time and money are resources that clients do not "have the benefit to waist".

With all these issues and challenges, most clients will think twice before they decide to go with just any IAM implementation provider. Even those who decide to take a drive on the IAM road will, at some point, start to re-think about their decision and want to turn back.

SAY NO TO LONG-TERM COMMITMENTS AND THE SAME OLD IAM STORY

*"Marty McFly: Hey, Doc, we better back up. We don't have enough road to get up to 88.
Dr. Emmett Brown: Roads? Where we're going, we don't need roads!" (Back to the Future, 1985)*

Microservices can seem to you as a completely new and unfamiliar term, at least when we talk about IAM. A couple of years ago when you would hear the word cloud, what was the first thing that came to your mind? What comes to your mind now? Exactly.... A new and abstract technology, but certainly it's a simple, cost effective, and practical approach today.

Here are just a few benefits of using Microservices:

- Choose only the functionality that you need and when you need it.
- Subscribe to a pricing model which is on average one third of traditional software license and maintenance fees.
- Leverage the new DevOps based organizational planning, technology design, development, testing, and implementation approaches for increasing the speed of deployments.
- Reduce infrastructure costs and footprints by employing lightweight, agile, and powerful application containerization technologies (i.e. Docker, CoreOS Rocket).
- Become part of the business application inherently; Microservices make up part of the business application.
- Drive speed, collaboration, and quality amongst business leaders and IT.



SAY YES TO IAM MICROSERVICES



IAM Microservices are a new agile and completely scalable architectural design pattern for complex business applications. These applications are composed of small and completely independent processes that can communicate one with another via their APIs. These services are highly decoupled and focused on doing a small task. Moving to the cloud, together with its dynamic nature is a key requirement for shifting to an IAM Microservice strategy. Companies without a cloud platform and its frameworks end up with a fairly static environment.

LIGHT WEIGHT BUT PACK A PUNCH!

IAM Microservices, due to their lightweight and cross-platform support, enable businesses to realize the benefits of IAM while giving them the opportunity to save time and lower their operational and capital costs.

GoodDogLabs IAM Microservices are implemented by IAM.Dockables™ Technology, which means that they operate as completely autonomous services, can be easily configured and can run anywhere. IAM.Dockables™ can work on-premises, Cloud, and Hybrid Cloud environments. They can join forces with existing IAM solutions such as CA, IBM and Oracle to future proof your IAM implementations and build a bridge to the Cloud.

Key features of IAM Microservices:

- Authentication (2FA)
- Authorization
- Identity lifecycle management
- Access governance and certification
- Single Sign On
- Social Identity Management
- Mobile Identity Management
- Run in any model (On-Premise, Cloud, and Hybrid).

With IAM.Dockables™, you will not need to get on the IAM road and drive for months on end; you only need to take three easy steps:

1. Pull an IAM.Dockable™ from the IAM Registry
2. Dock it to your existing platform
3. Run it!

GOOD DOG LABS
— WE DO IAM RIGHT.

OUR SERVICES



IAM ADVISORY AND IMPLEMENTATION SERVICES

GoodDogLabs team of IAM specialists will provide you with short and effective engagements to fully assess your readiness and implement your IAM strategy for incorporating existing IAM ecosystems and aligning them with new IAM paradigms such as:

- *Cloud based Identity And Access Management,*
- *Enterprise to Cloud security migration and implementation,*
- *Consumer focused identity management.*
- *Social identity management,*
- *Application containerization,*
- *IT and Cloud automation,*
- *DevOps methodologies,*
- *IAM For The Hybrid Cloud, and*
- **IAM.Dockables™**



WE PROVIDE CUSTOM ADVISORY AND IMPLEMENTATION SERVICES FOR BUILDING STRATEGIC IAM PROGRAMS AND PROJECTS WHILE KEEPING BUSINESS TIME TO VALUE, TIMELINE AND COST REDUCTION AS KEY OUTCOMES.



Iam.Dockables

ABOUT IAM.DOCKABLES™

IAM.Dockables™ is our new technology approach based on IAM Microservices, which allows you to rapidly build and implement autonomous IAM modules in addition to your existing IAM systems. IAM.Dockables™ are based on the open source IAM Microservices community

(www.iamdockables.org) that will be building Microservices for social, mobile, and classic identity and access management functions. These services are lightweight but pack a punch, lend themselves to automation, and are built on containerization technologies such as Docker and CoreOS Rocket. This allows for portability and the highest agility for delivery of Identity and Security services for all your business applications.

With our team of IAM professionals we will identify your cloud, enterprise, mobile, and social identity requirements and map them to a practical implementation strategy to accelerate your IAM Program. We will focus on automating existing IAM business processes and building the bridge to future IAM capabilities and deployment models such as Hybrid cloud and on-premise solutions.

We will enhance your current business services such as consumer based applications, marketing cycles, recruiting, supply chain management, and business to business processes in order to identify areas where your current IAM solution can be enhanced or replaced with our lightweight and powerful IAM.Dockables™.

**SAY GOODBYE
TO LONG AND
COSTLY IAM
IMPLEMENTA-
TIONS. SAY
HELLO TO THE
FUTURE OF
IAM!**

ABOUT GOOD DOG LABS.

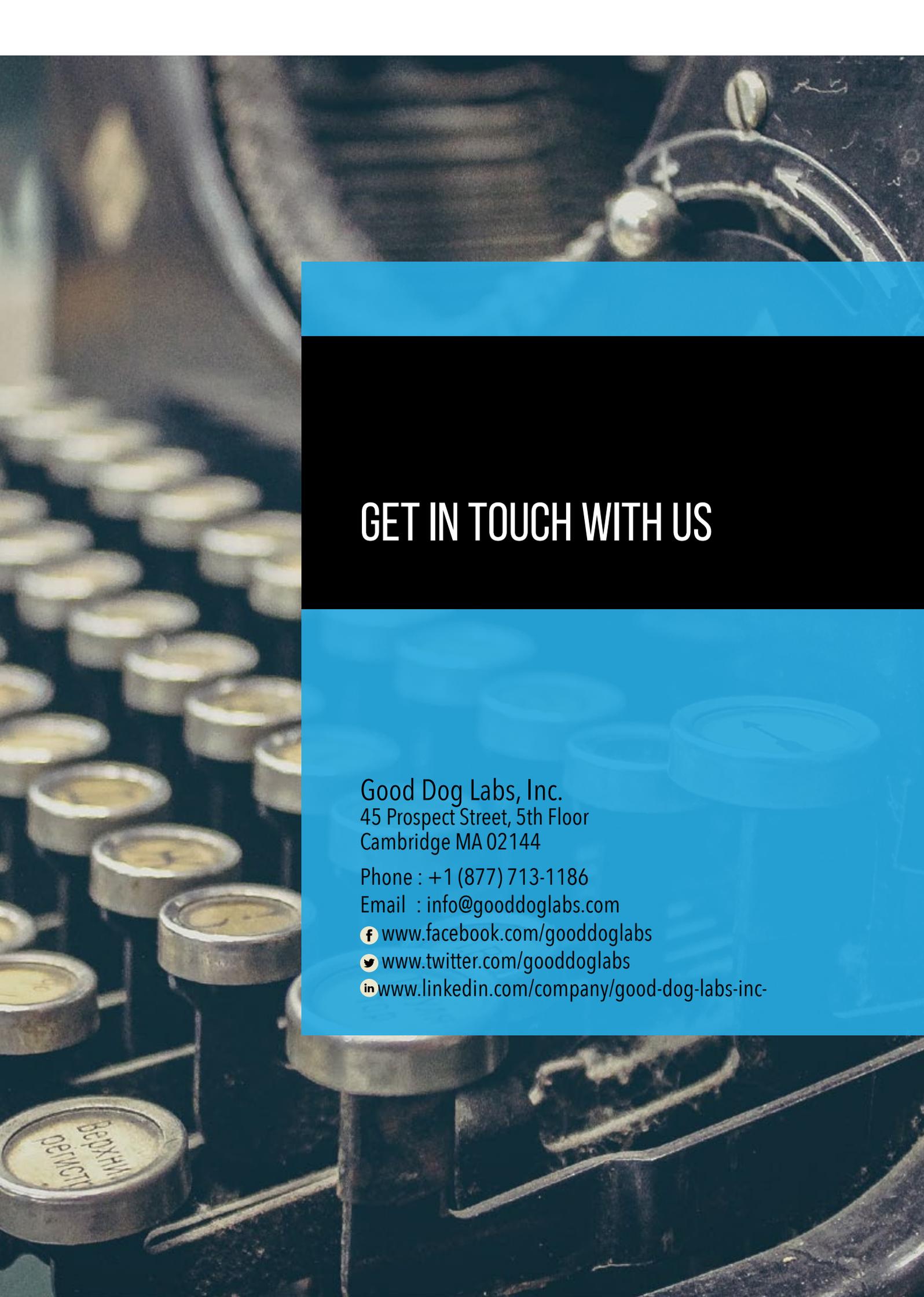
Good Dog Labs, Inc. was founded in 2014 by information security and Identity and Access Management industry veterans. We change how IAM is delivered today and secure business transactions and identities by providing advisory, implementation, and product services that together form an identity and access management assembly line.

Our founders combined have more than 24 years of information security and Identity & Access Management experience and more than 2 years of IT service management methodology experience.

The team has experience in leading large teams in providing innovative information security solutions and assisting clients with information security strategy and execution. Our passion is helping clients in all industries to design, implement, automate, and monitor information security and IT governance systems and programs.

All of our experience is a result of working with security solution vendors such as IBM, RSA Security, Aveksa, Cyber-Ark, Dell, NetIQ, Thor Technologies (Now Oracle OIM), and identity federation vendors where we have led engineering, consulting, professional services teams to deliver Identity & Access Management, information security products, and solutions to global clients.





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