Identity and Access Management

Key Initiative Overview
Analysis

Identity and access management (IAM) is the security discipline that enables the right individuals to access the right resources at the right times for the right reasons.

IAM addresses the mission-critical need to ensure appropriate access to resources across increasingly heterogeneous technology environments, and to meet increasingly rigorous compliance requirements. This security practice is a crucial undertaking for any enterprise. It is increasingly business-aligned, and it requires business skills, not just technical expertise. Enterprises that develop mature IAM capabilities can reduce their identity management costs and, more importantly, become significantly more agile in supporting new business initiatives.

Consider these factors to determine your readiness

Enterprises preparing to develop IAM programs, or to improve the maturity of existing programs, should consider the following factors, which may vary significantly from enterprise to enterprise:

- **Current IAM capabilities.** A clear understanding of existing IAM capabilities will make it possible to identify IAM technology areas that require functional improvement.
- **Required process and technology requirements.** Assessing improvements needed to address identified gaps will enable IT professionals to make informed, prioritized process and technology decisions.

Develop and mature an IAM program in four phases

Gartner recommends that IT leaders take a four-phase approach to designing, implementing and managing IAM practices that support secure business processes:

- **Strategize and plan:** Define IAM needs, based on a clear understanding of specific requirements, the enterprise’s risk profile and ongoing changes in individual behaviors. Establish and communicate the business value of IAM. Identify appropriate technologies.
- **Architect solution:** Consider specific technology solutions, taking into account such factors as authentication strength needs, total cost of ownership, and ease of implementation and use. Consider ongoing market changes, including new delivery and pricing models.
- **Select solution:** Choose technologies to address identified IAM needs, considering established product vendors and service providers, as well as new market entrants. Negotiate contracts with appropriate service-level agreements.
- **Operate and evolve:** Conduct an ongoing IAM program maturity assessment. Consider technology and process changes that may be enabled by improved IAM maturity. Develop and report metrics to communicate the value of IAM projects.
The following is just a sampling of the research and tools Gartner clients have access to every day.

Strategize and plan

ID: G00172476
Economic pressures, business requirements and technological changes will all contribute to a major shift in the identity and access management market in the coming year. Look for significant changes in delivery and pricing models.

Social Software Identity and Access Management Must Evolve to Mirror the Real World
ID: G00165032
Access management capabilities provided by social software do not reflect the complexity and subtlety of real-world social situations. This disparity limits the ability of users to control privacy and discourages the uptake of social software by privacy-conscientious users and enterprises.

How to Use ‘Visioneering’ Principles to Drive a Successful Identity and Access Management Program
ID: G00168932
A compelling vision is key to the success of any strategic program, including an identity and access management program. Developing that vision will lead to the conviction that something must be done, which in turn will drive the determination to persevere until the vision becomes reality.

Architect solution

Gartner Identity and Access Management Capability Models, 2009
ID: G00166023
Identity and access management tools often overlap in functionality and abilities, but a tool’s suitability for different use cases varies. We provide models that help to visualize IAM tool function and abilities, and suitability to specific use cases and target system environments.

Where Strong Authentication Fails and What You Can Do About It
ID: G00173132
Fraudsters have been raiding user accounts by beating strong two-factor authentication methods. A layered fraud prevention approach can mitigate these attacks.

Verifying Online Identities Requires a Layered Approach
ID: G00168758
Verifying online user identities requires a layered identity-proofing approach. There is no single “magic bullet” solution, but several can be pieced together to give a reasonable level of confidence in the legitimacy of a new user.
Select solution

**Toolkit: Gartner Authentication Method Evaluation Scorecards**  
ID: G00170318  
GAMES enable organizations to estimate the relative strength (assurance), relative ease of use and total cost of ownership of different authentication methods. This toolkit provides a workbook for use in such evaluation work.

**Magic Quadrant for Web Access Management**  
ID: G00172037  
The Web access management market has reached the mature stage. Future success in this market will be based on specific use cases, commodity solutions and expanding feature sets designed to address broader access management needs.

**MarketScope for Enterprise Single Sign-On**  
ID: G00170568  
The ESSO market has matured in 2009, with market leaders accelerating their growth at the expense of smaller players. ESSO is still a valid choice for enterprises with users who must manage an unacceptable number of passwords for two or more years.

Operate and evolve

**Gartner Identity and Access Management Program Maturity Model**  
ID: G00170668  
The maturity of an enterprise’s information identity and access management (IAM) program is a key indicator of the effectiveness and efficiency of IAM activities, and of the overall business value of its investments in IAM.

**The War on Phishing Is Far From Over**  
ID: G00166605  
Phishing attacks continue to exact financial damage on consumers and financial institutions, according to a recent Gartner survey that discovered a trend toward higher-volume and lower-value attacks. Enterprises must adopt a multiprong approach to defeating the phishers.

**Cost Cutting in Enterprises, and Six Ways Identity and Access Management Programs Can Help, 2009 Update**  
ID: G00167403  
The worldwide economic crisis forces enterprises to cut IT costs. Security budgets are not exempt from these crucial cost-cutting and cost-optimization efforts. Identity and access management can help by addressing critical enterprise needs in six key areas.
Strategic Insights on Key Initiatives

All your initiatives are important, but some are mission-critical. Key Initiatives organize the vast Gartner resources around the projects and programs at the top of your list, helping you achieve demonstrable business results efficiently and cost-effectively.

Our 650 analysts engage in 260,000 one-to-one interactions each year with 60,000 clients from 10,000 organizations worldwide. Every day, clients tell us what they do to support their key decisions and processes for the initiatives that matter most to them. We apply that knowledge to deliver targeted insight and valuable tools just in time, from strategic planning through implementation and benefits realization. Our solutions evolve with our clients’ changing needs, but our commitment to quality never changes.

Key Initiatives address significant business opportunities and threats, and typically have defined objectives, substantial financial implications, and high organizational visibility. They can involve multiple projects, but are typically implemented by a designated team with clear roles and responsibilities, and defined performance objectives. It’s our solemn mission to guide your key decisions and processes so you achieve the highest possible returns at the lowest possible risk.

So which initiatives will make or break you this year? Don’t worry, we’ve got you covered.

Key Initiatives

Application Development
Application Governance
Application Integration
Application Overhaul
BPM Technology and Tools
Business Continuity Management
Business Intelligence Competency Center
Business Process Program Management
Cloud Computing
Compliance
Corporate Performance Management
CRM
Customer Experience Management
Data Center Modernization and Consolidation
Data Management and Integration Maturity
Enterprise Architecture Program
Enterprise Architecture Stakeholder Engagement
Enterprise Social Software
ERP
Identity and Access Management
Information Governance
Infrastructure Application and Data Protection
Information Security
Program Management
IT Cost Optimization
IT Governance
ITIL and Process Improvement
IT Risk Management
Master Data Management
Microsoft Windows 7 and Office
Mobile Enterprise Strategy
Negotiating Vendor Contracts
Outsourcing
PMO
Portal Strategy
SharePoint for ECM
SOA and Application Architecture
Strategic Planning
Supply Chain Management
Vendor Management
Virtualization
VoIP, Unified Communications and Collaboration

Three ways to learn more about how Gartner can help you move your Key Initiatives forward:

• Contact your account executive.
• Attend a webinar: gartner.com/webinars.
• View additional resources: gartner.com/iam.

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