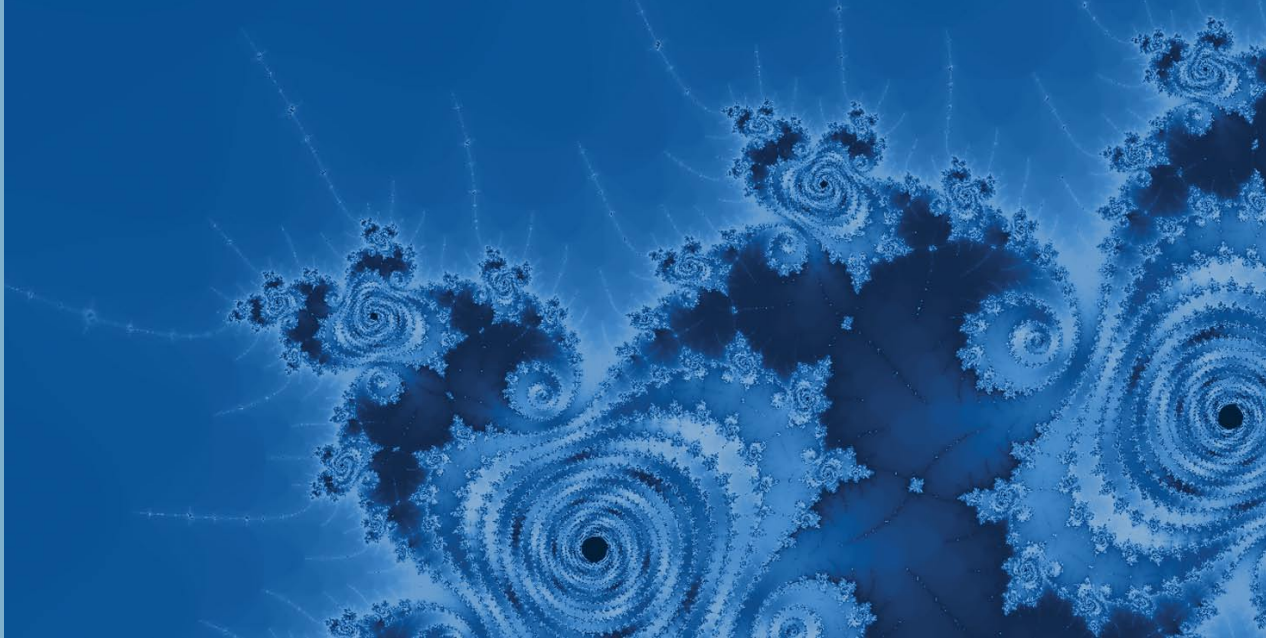


# Identity and Access Management



Key Initiative Overview

## Ray Wagner Research Managing Vice President

This overview provides a high-level description of the Identity and Access Management Key Initiative. IT leaders can use this guide to understand what they need to do to ensure secure access to critical resources and support critical business processes.



## 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.

## Read More From Gartner About Identity and Access Management

The following is just a sampling of the research and tools Gartner clients have access to every day.

### Strategize and plan

#### **Predicts 2010: New Delivery Models and New Business Needs Are Changing the IAM Market**

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-conscious 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.

[gartner.com/iam](http://gartner.com/iam)

## 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](http://gartner.com/webinars).
- View additional resources: [gartner.com/iam](http://gartner.com/iam).