e-Crime & Identity & Access Management Forum

October 18th, 2018, London, UK

From ensuring security to enabling digital transformation

How next gen IdAM improves security, compliance and the bottom line

e-crime & Identity & Access Management Forum

www.akjassociates.com/event/idam

AKJ Associates

Introduction

e-Crime IdAM 2018: the key to new business models

Securing digital identities, boosting compliance

Identity and access management is a critical part of any enterprise security plan. But much more than that, **it is increasingly the key to successful digital transformation**, as businesses strive to adapt to the new economy and start to use IdAM to drive both employee productivity and customer engagement.

Compromised user credentials and poorly managed access frameworks have long been identified as a **critical security weakness**. And this weakness is exacerbated by the new commercial and customer engagement models that have extended the identity boundary of today's digital businesses.

So which IdAM solutions best satisfy the needs of security professionals who now need to manage identities and access across a huge variety of employees, partners, and customers, device access methods, and hosting models?

And how can IdAM help with the increasing regulatory burden of initiatives such as GDPR?

Supporting new business initiatives

Conventional IdAM strategies and solutions have tended to be tactical: they have been viewed as the answer to a discrete security and/or compliance issue. **However, is this enough?**

Companies now realise that their **IdAM programmes have to cope with new partnership and customer engagement models** and the extended identity boundary of today's digital businesses. Unless employees can operate with the technology they need, in the locations they want at the speed they need, the business suffers. And if customer journeys are too complex or annoying, the business suffers.

Good IdAM strategies and technologies are critical to the success of these new internal and external business models. So what should CISOs be doing in the IdAM space to maximise benefits to the business and how can they use IdAM metrics to get senior management buy-in?

And what about the future of IdAM? From single-sign-on to multi-factor authentication to biometrics, security professionals need to future-proof their IDAM infrastructure. What are the key priorities?

The e-Crime IdAM Forum will cover these and other key subjects for its audience of professionals tasked with safeguarding digital assets and sensitive data. There will be real-life case studies, strategic talks and technical break-out sessions to help end-users understand how these new technologies can be cost-effectively deployed in real-life business situations.

e-Crime IdAM 2018: key themes

Securing digital identity

- Compromised credentials as a key entry point: reduce the risk
- Improving privileged user account controls
- Managing identities cost effectively

Implementing a successful IdAM strategy

- Setting out clear objectives and getting stakeholder buy-in
- Demonstrating the security and monetary benefits of IdAM
- Ensuring agility and scalability

IdAM as a business enabler in the digital economy

- Balancing greater user access control with business agility and productivity
- Ensuring that IdAM protects customers without disrupting their experience
- Identity competence as a competitive advantage

IdAM as a regulatory and compliance tool

- Using comprehensive IdAM solutions to provide compliance
- Automating regulation-required audit and monitoring using IDAM
- Merge legacy and distributed ID systems with a centralised IdAM platform

Metrics and KPIs in IdAM

- Identifying and monitoring IdAM numbers
- Separating the significant from the noise with behavioural analysis
- Predicting risk from IdAM KPIs

Identity as a service

- Better security and cost savings too – what's the catch?
- Adaptive multi-factor authentication, single sign-on, universal directories – what is the best way to use IdaaS?
- Choosing an IdaaS provider

Managing IoT and mobile device authorization

- Mobile and IoT devices are critical to digital transformation – but how well do current IdAM solutions cope?
- The privacy problem of IoT IdAM

What's next for IdAM? New technologies and techniques

- Geolocation, biometrics, multi-factor authentication, mobile push authentication, adaptive access control – help!!
- Identity analytics and 'Smart IdAM'
- AI's role in optimizing IdAM programmes

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Demonstrate your solutions

End-users and their security professionals need your help …

1 To put together IdAM strategies

Typical IdAM projects last between 12 and 24 months. What are the keys to a successful rollout and implementation? What goes wrong most often? **This is the opportunity to showcase your solution.**

2 To optimize their IdAM programmes

Improving onboarding, provisioning (modifying an identity's internal permissions) and termination of identities are just some of the keys to optimized IdAM. **Do your solutions help?**

3 To improve the customer experience

Done badly, identity verification can turn customers away. In a world of digital commerce, IdAM solutions must improve not impede the customer journey . **How can you help CISOs with this?**

4 To future-proof their IdAM implementations

Cyber criminals' tactics and methods are constantly evolving. Companies' IT and device infrastructure and connectivity surface is constantly changing. Customer and employee expectations too. **What can you offer?**

5 To win senior support for IdAM investment

A constant issue for security professional is securing the budget and stakeholder support for significant IdAM projects. They need metrics and ROI's but also just help in making the internal case for new products. **This is an opportunity for the vendors.**

6 To bolster regulatory compliance

IdAM implementations often started as a result of compliance needs and centred on provisioning technology. Compliance is once again a priority as data privacy and its related regulations become critical. **What compliance goals do your solutions satisfy?**

Demonstrate your expertise

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They are looking for solutions in …

Replacing legacy IdAM systems

Out with the old, in with the new

APIs, wide-ranging enterprise adoption of Cloud, remote working – the world that IdAM solutions need to secure has changed huge. So what are the keys to successful migration of IdAM platforms? What are the right building blocks and technologies? And how can CISOs identify the solutions and providers best able to avoid obsolescence?

Leveraging identity analytics

Smarter ways to guard the network

The adoption of identity analytics for identity governance and administration as well as authentication can reduce organizational risk and administrative efforts, while improving user experience. Products without analytics capabilities will over time increase administrative overhead and risk undiscovered security problems. What should CISOs look out for?

Office 365

Minimizing the IdAM disruption of adopting Office 365

In a recent Gartner survey, 20% of respondents cited identity integration with Office 365 as one of the top-three technical problems they encountered. Adoption of Office 365 is disruptive to IdAM because it shifts applications into a hosted environment — and, as a result, creates a hybrid identity problem. What are the best solutions?

Securing mobile digital identity

Dealing with the business need for mobile

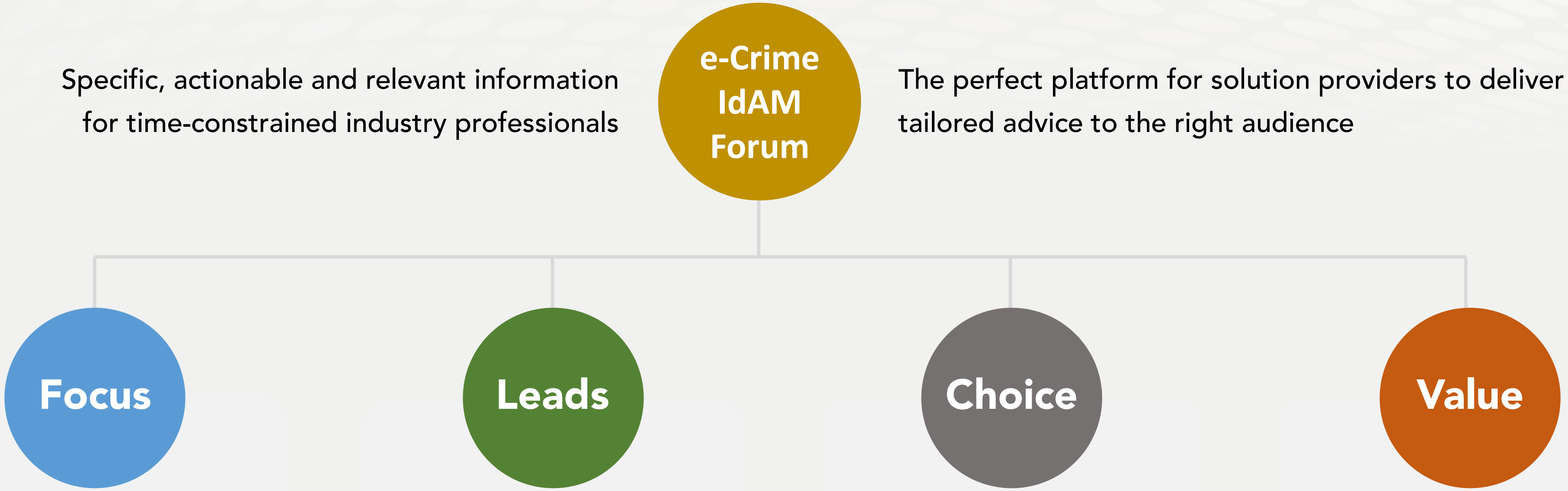
Mobility is the key to new services and enabling new revenue streams. But the mobile ecosystem introduces new risks and new challenges in identity verification both in terms of customers and employees. That said, many believe that it is mobile itself that will hep solve many of the key problems in identity. So what is the latest?

Where market-leading solution providers know they will find buyers

We deliver a focused selling opportunity

Specific, actionable and relevant information for time-constrained industry professionals

The perfect platform for solution providers to deliver tailored advice to the right audience



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Focus

Leads

Choice

Value

Target growth

Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.

Boost sales

Sponsors can tailor messages to the needs of an audience that shares similar concerns and challenges, looking for solutions now.

Meet commercial aims

We work with sponsors to ensure they meet their commercial aims. We offer a number of sponsorship options, each providing specific benefits.

Showcase solutions

Our events provide sponsors with a unique platform to showcase solutions, as well as provide advice on how best to solve delegates' key challenges.

Where the real decision-makers allocate budgets

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Why do so many blue-chip vendors work with us? Real buyers …

100%

The most senior cyber-security solution buyers

You will be surrounded by the most senior and most sophisticated buying audience in the IdAM market.

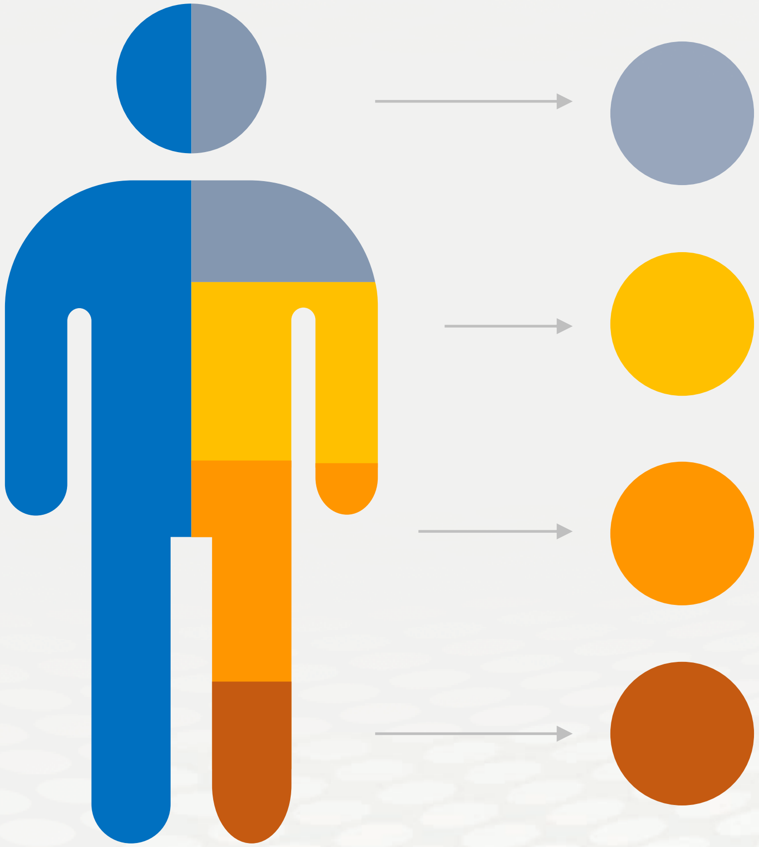
AKJ Associates has been building relationships with senior information risk and security professionals since 1999 and our cybersecurity community is the largest of its kind globally.

We know the senior executives who drive strategy from the top, we know the enterprise architects who often control the largest budgets and we know the IT Security Leads and Engineers who so often dictate the purchase process.

All of these job titles attend the e-Crime & Identity & Access Management Forum.

We understand that every vendor needs to sell more. That is the bottom line.

Getting in front of the right people at the right time always increases the lead generation and always increases profitable sales activity



Cybersecurity

We have a 15-year track record of producing the events cybersecurity professionals take seriously

Risk Management

We attract senior risk officers with responsibility for information risk assessment and mitigation

Fraud, Audit, Compliance

We provide the go-to events for fraud prevention and compliance owners at the world's key corporates

Data Protection & privacy

We are a key venue for decision-makers with budget and purchasing authority

Where the top solution vendors get their message across

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Why do so many blue-chip vendors work with us? Real benefits...

Lead sourcing

We provide the best leads in the business. Each sponsor receives a delegate list.

Talk to customers

Face-to-face interaction with the right buyers works! Our vendors tell us it does and they renew year after year

Increase sales

All delegates are the right delegates. They have all been researched and confirmed as senior and with buying capacity

Build relationships

Relationships built from a personal meetings are stronger than those initiated by solely digital conversations

Get your message across

Delegates take all lunches and breaks are in the exhibition. So sponsors and exhibitors are always surrounded by qualified buyers

Save time

Meet dozens or hundreds of selected buyers in just one or two days – the value of a high quality event