



IBM Security: Deliver digital trust



Highlights

Build trusted user experience
Drive business growth
Achieve operational excellence

Build your digital transformation on trust

Smart organizations view digital trust as a cornerstone for great customer experiences, a protector of revenue streams and a driver for operational efficiency. But organizations also realize that, to be effective, digital trust solutions need to be frictionless for users, seamless across devices and consistent across omnichannel platforms.

IBM Security solutions

Deliver digital trust through an integrated, holistic approach that combines multifactor authentication, identification, risk management, fraud detection and threat intelligence from the leader in security, IBM.



Build trusted user experiences

Create a trusted identity exchange that is seamless and frictionless for users.



Drive business growth

Support secure, omnichannel interactions that foster stronger digital relationships.



Achieve operational excellence

Reduce security costs with service- and cloud-based systems that scale easily.





Build trusted user experiences

Digital relationships present unique security challenges around identity and trust. IBM Security solutions enable organizations to verify and authenticate digital identities across a variety of devices and channels in a seamless, frictionless and secure fashion to create better customer experiences.

Bring digital trust to the new and guest user experience

IBM Trusteer provides continuous digital identity assurance across omnichannel platforms through a mix of powerful analytics and real-time threat intelligence. If elevated risk factors are detected, IBM Trusteer transparently adds more security to test and establish trust using advanced AI and machine-learning mechanisms.

→ **Learn more**

IBM Cloud Identity delivers frictionless security with single sign-on (SSO) and social media login methods of identification, as well as advanced multifactor authentication (MFA). Using real-time risk assessments, IBM Cloud Identity delivers a stronger line of defense — without creating barriers to engagement — through multiple authentication methods including device-based verification, facial recognition, biometric scans and more.

IBM Cloud Identity makes it easy for organizations to add multifactor authentication to their digital applications. Application developers can add out-of-the-box MFA capabilities through the IBM Verify app or easily integrate IBM's MFA technology directly into their app through the IBM Mobile Access Software Development Kit (SDK).

→ **Learn more**

IBM Identity and Access Management Services

can help organizations plan, design and deploy digital trust solutions. IBM services provide the expertise and insight to ensure that trust is embedded in every digital customer interaction.

→ **Learn more**



Drive business growth

Digital trust drives more user engagement across your digital channels, which leads to higher revenue. IBM Security solutions deliver seamless, secure omnichannel experiences that allow good actors to move fluidly through your digital channels while blocking bad actors from doing the same. IBM Security solutions also protect your brand integrity by blocking cyberattacks such as identity theft and data breaches.

 **Evolve your digital trust strategy with experienced experts**

IBM Trusteer gathers real-time threat intelligence to provide up-to-the-minute protection against global threat signatures and attacks. This intelligence is automatically distributed throughout the IBM security system to provide holistic security against new and potentially devastating cyberattacks. In addition, IBM Trusteer detects an endpoint's security status and proactively blocks devices that have been compromised or infected with malware.

IBM Trusteer includes cognitive fraud detection and artificial intelligence to help identify hard-to-detect cyberthreats. As IBM Trusteer identifies new threat intelligence, it can self-tune its algorithms based on this intelligence to detect new threat models and attack signatures.

→ **Learn more**

IBM Cloud Identity brings valuable contextual information into the security process, analyzing user behavior (e.g., device information, time of day, location, application access signature) to establish trusted digital relationships that evolve and adapt over time. This information is also used to identify low- or high-risk behavior that can trigger additional security safeguards.

→ **Learn more**

IBM Identity and Access Management Services combine expertise and analytics to protect brands and organizations against fraud and other cyberthreats. Our service-based approach to fraud detection and mitigation is designed to help organizations combat the most advanced forms of fraud for at-risk industries including healthcare and financial services.

→ **Learn more**



Achieve operational excellence

As security solutions consume more cost and resources, organizations are challenged to find the skills and the scale needed to protect their business. IBM Security solutions improve operational efficiencies with a highly scalable, software-based approach that keeps existing IT resources focused on innovation and provides seamless scalability as demands grow.

Strike a balance between security and the user experience when authenticating users

IBM Trusteer evaluates every session across your omnichannel ecosystem to create a holistic picture of security. This picture is then used to identify and flag abnormal or anomalous behavior for additional security screening. Understanding user and entity behavior across all your channels creates fewer false positives for your Security Operations Center.

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IBM Cloud Identity provides a cloud-based identity platform that can be quickly deployed and easily scaled across your entire organization, including cloud-based applications. This reduces the total cost of ownership for organizations and provides them with a high-availability, low-maintenance alternative to premises-based security systems.

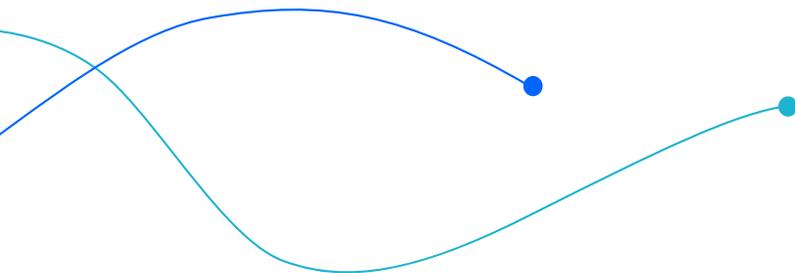
IBM Cloud Identity also helps organizations reduce the cost of compliance. As new compliance and privacy requirements emerge, IBM Cloud Identity allows organizations to easily approve, restrict or recertify user access to applications and data and have those changes take effect immediately and universally.

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IBM Identity and Access Management Services

ensure that organizations are ready for what's next in digital trust technology. IBM's security experts can build solutions around the latest authentication and identification technologies, including retinal scans, DNA-based authentication and blockchain encryption.

→ **Learn more**





IBM Security solutions to deliver digital trust

Discover how IBM Security solutions can help your organization deliver better customer experiences, protect revenue and operate more efficiently through the world's leading digital trust platform.

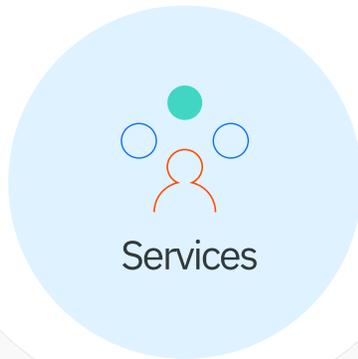
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Products

IBM Trusteer
IBM Cloud Identity



Services

IBM Identity and Access
Management Services



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Route 100
Somers, NY 10589
U.S.A.

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