November 2013

Identity Relationship Management

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Identity Relationship Management

Identity Relationship
Management–Kantara
Initiative, Believers of the
World Unite.

"The 'Internet of Things'
is completely redefining
how user identities are
delivered to applications,
devices, and 'things.' The
shift from Identity and
Access Management to
Identity Relationship
Management is about
shifting from the classic
'castle defense' to
identity as business
enabler"

- Joni Brennan, Executive
Director, Kantara
Initiative.

Background

Identity and Access Management (IAM) is a comprehensive model for managing a company's interactions with current and future customers. IAM rapidly and cost effectively unleashes new business opportunities that drive next generation consumer-facing services and top line revenues.

Traditional identity and access management (IAM) services were built for an organization's internal use, and controlling access to data and systems behind the firewall. However with businesses looking for increased engagement with customers, the number of people and devices that require access to sensitive information is growing rapidly. Organizations can support this change by evolving their IAM systems, which will help build value for these companies by providing efficient and secure customer as well as partner-facing services.

Legacy identity platforms were designed to solve a completely different problem – securing employee and partner identities behind the firewall. IRM platform is designed to help CIOs address these new business challenges at Internet Scale.

As increasing numbers of people, devices, and 'things' are assigned identities across networks, simple, flexible, and scalable identity and access management services become imperative for any business to safely and efficiently engage with their customers.

Today's solutions must link devices--laptops, phones, touchpads, cars--and new mobile and social apps into a single security platform that works all the time, everywhere, on premises or off in the cloud.

IAM is no longer merely identity and access management--it's IRM: identity relationship management. Successful CIOs will shift their business values to embrace this new reality

Kantara Initiative

Kantara Initiative is an open focal point for collaboration to address the issues of the identity community. Kantara activities focus on requirement gathering for the development and operation of Trust Frameworks as well verification of actors within Trust Framework ecosystems. Kantara Initiative accredits Assessors, approves Credential Service Providers Services and recognizes Service Components (Identity Proofing and Credential Management).

Mission: To foster identity community harmonization, interoperability, innovation, and broad adoption through the development criteria for operational trust frameworks and deployment/usage best practices for privacy-respecting, secure access to trusted online services.

Vision: Ensure secure, identity-based, online interactions while preventing misuse of personal information so that networks can be transformed in trustworthy environments with better privacy protection.

Goals:
- ✓ Accelerate marketplace adoption through clear messages, defined processes, and open community collaboration that brings vendors, deployers, individuals, and organizations together
- ✓ Bring together technical, business, legal, and policy experience to achieve holistic and trusted identity management solutions
- ✓ Establish an open and democratic governance model with no financial barrier to participation
- ✓ Implement an operational structure with nimble processes, well defined procedures, and responsible oversight, and a viable financial model
- ✓ Commit to open standards and encourage interoperable implementations from both the COTS product and open source development communities
- ✓ Foster positive dialogue across all relevant organizations to assure coordination, harmonization, and re-use of all applicable open content (specs, policy, etc.)
- ✓ Establish programs with strong branding for technical and operational output to promote interoperability, compliance and/or conformance

Evolution of Identity

IRM fosters the concept of relationships being more valued than a strongly proofed identity. (Strongly proofed identity certainly has a highly valuable role, where necessary, but in everyday cases it's often the relationship that is the key to success – not the identity.)
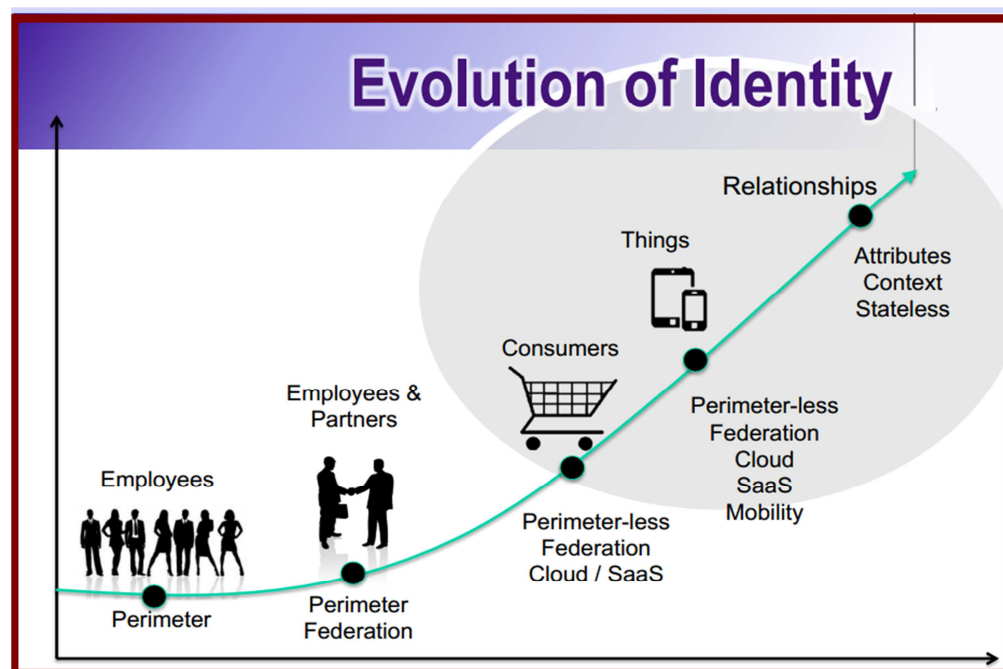
Business Pillars of IRM

As consumers look for and expect more ways to engage with businesses, companies are making the shift from the closed, protective world of IAM to the open, evolving, and confidently secure IRM universe.

Over the course of time, companies have realized that identity and access management tools are a necessity for managing trust relationships with parties inside and outside of a company – relationships that are now tied directly to the business's top line.

This shift in business emphasis has had a direct technical impact on how identity and access management is perceived.

As a result, in near future IRM solution would need to be chosen after taking into account following **business-focused** pillars:

CONSUMERS AND THINGS over employees

Traditional IAM platforms were designed for on-premises employees use and are unable to provide the quick, secure, and device-flexible IAM experience customers are looking for. Modern identity management must manage access privileges for all stakeholders across a variety of devices.

ADAPTABLE over predictable

Unlike traditional IAM designed for specific static events, IRM must understand contextual circumstances. For example, even when users log in from a different device or location, they should still have the access to the information they need.

TOP LINE REVENUE over operating expense

IAM has always been viewed as a necessity for employees and therefore a business cost. In today's world, the security system is used to authenticate and authorize both consumers and employees. If an IRM solution is efficient, secure, and accurate, it can directly contribute to a business' top line revenue, as customers will have easy access to secure applications where they can buy services.

VELOCITY over process

IAM has migrated from being a business cost to being the business driver. Companies suffer materially if their IAM solution takes too long to deploy, adapt, or respond to user events. Employees may put up with slow IAM systems, but customers don't and won't. Modern IRM serving employees, customers, and devices must instantly react to variable circumstances and events, and must be massively scalable and instantly available so that no user ever waits around–or worse, is shut out. CIOs today make IRM decisions based on speed, ease of use, and the ability to scale to handle customer volume—not based on implementation and cost of deployment.

Technical Pillars of IRM

The shift to cloud, social, mobile, and SaaS is revolutionizing the enterprise, and IAM needs to evolve to help businesses capture new opportunities without worrying about the associated complexities that are a result of this change.

This shift in business emphasis has a direct technical impact on how we perceive identity and access management. Through this shift we have come to value the following technical pillars:

INTERNET SCALE over enterprise scale

Today's users access secure systems not just on premises, but in the cloud and via the internet, any time, day or night. Modern day users are not just employees logging on at work but also partners, customers, using multiple devices to sign in from anywhere. As the number of users grows exponentially, modern IRM systems must be able to accommodate hundreds, thousands, or even millions of additional identities instantaneously, achieving a scalable volume that was neither possible nor needed for the enterprise, but is essential in an internet-connected, consumer-facing world.

DYNAMIC INTELLIGENCE over static intelligence

Traditional IAM was designed for a specific set of events – employee on and off-boarding, for example, taking place in a predictable on premises work environment. Today's IRM must understand the circumstances in order to determine whether or not you get access, and if so, how much and to what extent? If you log in from a new device or from a different country, for example, a modern, adaptable IRM system will have to adjust to the uncertain circumstances and ask you for additional authentication beyond a simple password.

BORDERLESS over perimeter

Once upon a time, employees arrived at the office, logged into secure systems and logged back off at the end of the day. In today's work-from-anywhere culture, employees, as well as partners and customers need access from their laptops, phones, tablets and even cars. They access secure data stored not only on company premises, but also in the cloud and hosted by SaaS providers.

MODULAR over monolithic

Today's IRM demands are much more complex than those of traditional IAM. A good IRM solution is designed from the ground up as an integrated, cohesive stack that is purpose-built to handle complexity. Traditional IAM typically built in fragments through acquisitions and tacking on parts as needs arise, struggles to respond to the multitude of users, circumstances, devices, access points, and access privileges that dominate today's IRM world.

IRM Requirements

The table below summarizes some of these emerging IRM platform requirements as well as still-relevant traditional IAM requirements

REQUIREMENTS	Enterprise IAM	IRM
SCALE	Millions	Millions
USER TYPES	Employees	Customers, partners and Employees
CLIENTS	Desktops, laptops	Mobile phones, tablets, anything with IP address
NETWORKS	Single on-premises network	Multiple - cloud, SaaS & on-premises network
ARCHITECTURE STYLE	SOAP	REST
STANDARDS		
PROVISIONING, PROOFING, SELF-SERVICE	SPML	SCIM
AUTHENTICATION, SESSION MANAGEMENT	SAML	OpenID Connect
SSO, FEDERATION	XACML	XACML OAuth, UMA
AUTHORIZATION, CONSENT, ACCESS CONTROL	Millions	Customers

Founding Signatories

The founding Signatories are

- ✓ Philippe de Raet (Experian)
- ✓ Pat Patterson (Salesforce.com)
- ✓ Allan Foster (ForgeRock)
- ✓ Joni Brennan (Kantara Initiative)

Benefits

- ✓ Provides agile identity at internet scale
- ✓ IRM platform allows organizations to generate applications and bring services to market faster and with more flexibility, driving top-line revenue growth.

References

- ✓ http://kantarainitiative.org/irmpillars/
- ✓ http://kantarainitiative.org/irmaction/

About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings.
Please write to us at business@happiestminds.com