

DIGITAL DNA

PKI FOR THE EVOLVING ENTERPRISE

THE CISO & CIO DILEMMA

HOW DO I SECURE & ENABLE MY EVOLVING ENTERPRISE?

An Incredible Shift by 2020



CLOUD ADOPTION

36% of all data now stored in The Cloud



MOBILE ENTERPRISE

72% of all employees mobile workers by 2020



INTERNET OF THINGS

28B connected devices by 2020

ARE YOU READY?

PERSISTENT SECURITY THREATS

THE DIGITAL BUSINESS EVOLUTION



ANALYSTS AGREE

Cloud, Mobile & IOT Driving a PKI Resurgence

PKI is uniquely positioned for digital business – establishing trust in a world of increased interactions where value is shared between business, people, and things.



WHAT IS PKI?

PKI establishes certificate-enabled identity for users, apps and devices. You can secure your enterprise against threats — and gain agility to drive your opportunities.

▼ PKI SECURES & ENABLES YOUR COMPLETE TRUST INFRASTRUCTURE ▼

With PKI, your entire infrastructure is built on trust – to allow interactions that extend beyond the traditional perimeter—empowering collaboration and readiness for the realities of 2020.



DEVICE IDENTITY

CIOs/CISOs confidently enable:

- Network authentication and identification
- Device and server authentication
- Protect communication from compromised endpoints



APP IDENTITY

CIOs/CISOs confidently enable:

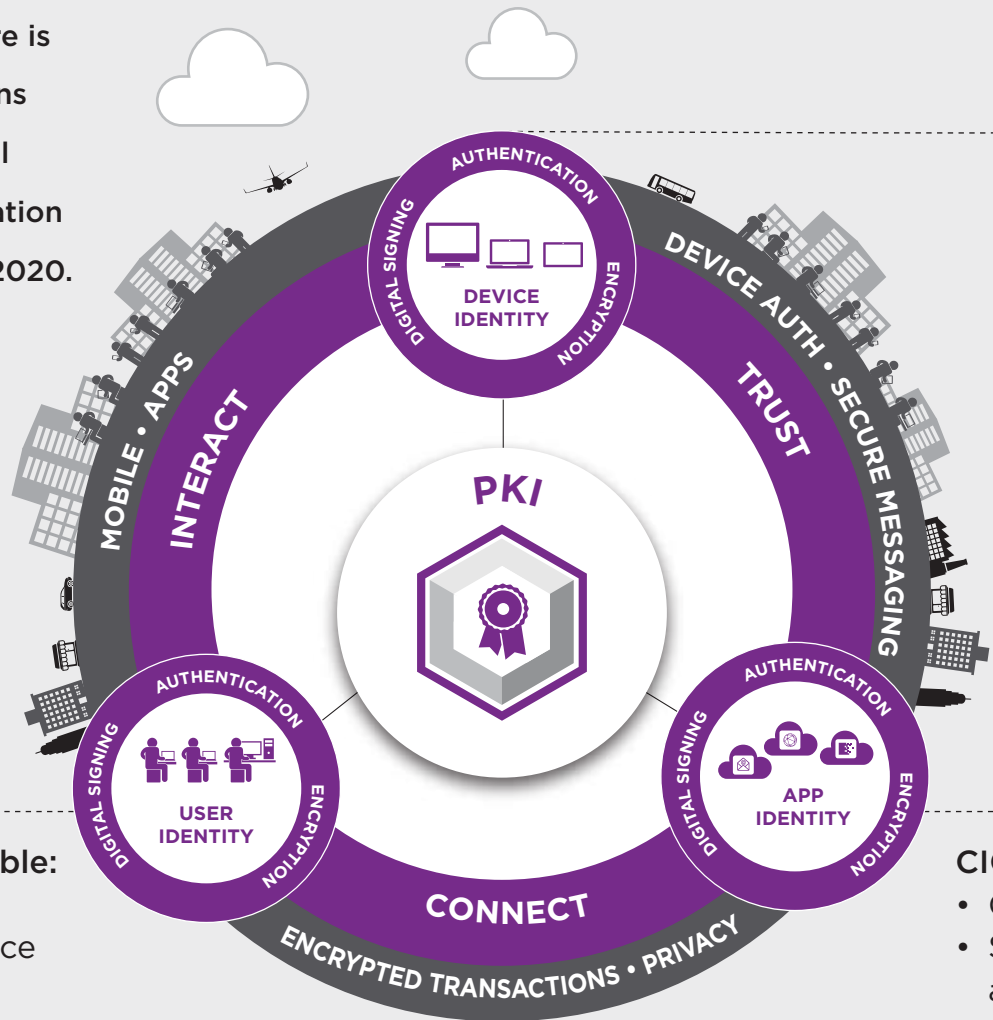
- Code signing
- Secure app to app communications



USER IDENTITY

CIOs/CISOs confidently enable:

- Remote Access
- Mobile as the primary device
- Transaction signing



PKI



HIGHLY EVOLVED

PKI Adoption Easier Than Ever

Today's PKI offers deployment flexibility, automation, and intuitive, controls to simplify management and streamline ongoing tasks.

TODAY



INTUITIVE FLEXIBLE

On-premise PKI | Managed Service

▼ A CRITICAL PERSPECTIVE FOR 2020 ▼

SECURE THE ENTERPRISE

Entrust Datacard PKI establishes certificate-enabled identity to secure your evolving enterprise. New technologies allow for better security and usability.

ENABLE THE ENTERPRISE

Security is half the battle. There is also an "offensive" requirement. Entrust Datacard PKI lets you build a fast, adaptable and intelligent digital enterprise — so you can compete — and win.

▼ PARTNER WITH A TRUSTED ADVISOR ▼

LESSONS LEARNED FROM 800+ SUCCESSFUL PKI DEPLOYMENTS

- 1 UNDERSTAND THE MYTH OF "FREE" PKI**
It's not free. Your real needs ultimately create a cluster of expensive CAs.
- 2 ALIGN DELIVERY MODELS WITH YOUR NEEDS**
Make sure you get hosted, on-prem and hybrid choices — and the flexibility adapt.
- 3 CONSULT WITH PKI BLACK BELTS**
Find a provider with accessible experts — like Entrust Datacard PKI Black Belts — who can help assess, design and deploy.
- 4 ENHANCE AGILITY WHILE REDUCING RISK**
Your enterprise will continue to evolve, a challenge PKI was designed to handle.
- 5 ABOVE ALL: ACT SOON, ACT DECISIVELY**
Sticking with passwords or other antiquated approaches will lead to breaches and lost revenue opportunities.

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EXPLORING AN IOT STRATEGY?



DELIVERING VALUABLE, ACTIONABLE DATA



KEY CHALLENGES

The infrastructure required to collect and transmit data from devices in the field simply does not exist for most enterprises.



PKI

PKI provides multiple advantages in device centric, constrained environments allowing users to trust devices, protect communications, and, ultimately, unlock the data driven value of IOT

ESSENTIAL SECURITY & ENABLEMENT FOR YOUR EVOLVING ENTERPRISE

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Entrust Datacard™