



## Empower your users

### Executive summary

Your users are fundamental to the success of your business. It's essential that they have a first-class experience of your digital estate. An organisation's identity and access management (IAM) solution is one of the cornerstones of its digital architecture, having touchpoints across the business, and so an inadequate solution will tarnish the user experience and create costs for the business. This paper considers how an effective IAM solution can make significant improvements to your users' productivity and their experience of the digital estate.

# Introduction

Your users are fundamental to the success of your business. Be they staff, customers, partners, or collaborators, giving them a first-class experience of your organisation's digital estate is one of your highest priorities.

In our own day-to-day digital experiences, we frequently deal with the consequences of inadequate identity and access management (IAM). For example, in the tiresome regularity with which we are required to authenticate; the time-consuming process of resetting a forgotten password; and, for the unfortunate, the sometimes-profound impact of identity theft.

These costs to user are usually obvious. But there are many other costs that weigh on the business. These are usually opportunity costs: missed opportunities to do something better that might save the business time, money or create new value.

By empowering your users with effective IAM, you can improve their productivity and enhance their experience of your digital estate. This helps you to deliver your organisation's digital strategy.

## Key features to look for

When considering your choice of IAM solution, you should check that it has following features.



An intuitive user experience



Single sign-on



A user dashboard



B2B and B2C identity federation



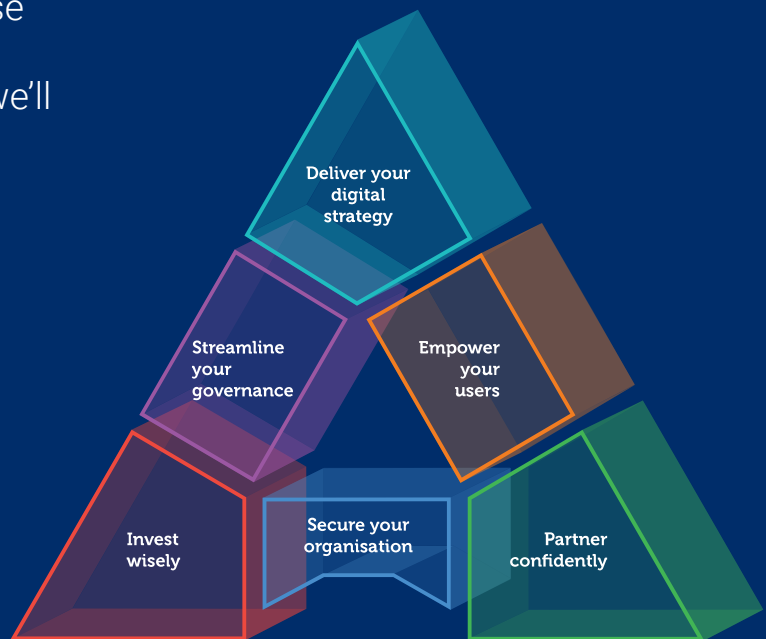
Support for all common devices



Self-service capabilities

The good news is that most IAM products meet at least some of these requirements. This should give you choice. For rest of this whitepaper, we'll discuss how Able+ delivers these.

Be aware, however, that this isn't a complete list of the features that you need to consider. This paper is one within a series that discusses our IAM Transformation Triangle, which provides a strategic framework that sets out the main issues for the decision-makers. Be sure to review those too.



## Deliver a great user experience of your digital estate

As we discussed in the first whitepaper, an organisation's identity and access management solution is one of the cornerstones of its digital architecture, having touchpoints across the business. And as the gateway to your users' services, from the CEO downwards, it's also very visible.

It's therefore essential that an IAM solution is easily accessible for everyone, whatever their role. Otherwise it can become perceived as an obstacle to business, and not an enabler.

Able+ is designed with a relentless focus on the user experience. We subject every product feature to rigorous UX/UI testing during development, ensuring that it is intuitive for every type of user.



## Make it easy for your users to authenticate to their services

Most digital services require user authentication. There can be many business drivers for this: to enhance security; monitor usage; customise the user experience; adhere to licensing conditions; or facilitate regulatory compliance.

As a result, the business can suffer if authentication isn't user friendly or secure.

Able+ make authentication easy thanks to single sign-on. This means a user only needs to authenticate once to access all their services. When needed, multi-factor authentication can be used to provide a high level of security.

Able+ supports all the standard single sign-on technologies; and because its extensible Able+ can be adapted to support other proprietary authentication technologies.



## Help the business and your users get the most from their access

Users can't access a service if they don't know it's there. It's an obvious problem, but also surprisingly hard to fix. Do you know all the services that you're eligible to use? Would you know how to find out?

This lack of awareness creates costs. The business is paying for services that aren't being used. Users are missing opportunities to do their jobs better. And it's a moving target, because your service portfolio, and users' entitlements, are regularly changing.

Able+ helps by drawing users' attention to the services they're entitled to. Once they sign in, users have the option to see them on their dashboard and request access. Because it is generated dynamically from user's entitlements, it's always up-to-date. And it can also be curated administratively, if that's needed.



## Benefit from your users' existing digital identities

Organisations usually want to be responsible for authenticating their users. This provides control of this sensitive process.

But sometimes it makes sense to use a third-party identity provider, such as a social platform or a business partner. This is a common scenario for loosely affiliated users, such as customers and contractors. It reduces the cost of provision to the organisation and users appreciate having one less password.

Able+ supports these scenarios using B2B and B2C identity federation. We call this combined capability B2X federation. It's built into the platform, and so these federated identities can be treated as a locally managed identity.



## Let your users be choosers

In today's world of inexpensive, consumer-orientated devices, you often can't mandate your end users' devices. This is now accepted within most organisations' digital strategies; with some now actively promoting BYOD provision.

This means that your digital estate needs to accommodate a diverse range of devices. And because your users will often need to authenticate before they can access your applications, it's critical that your IAM solution works with them.

Able+ is designed to render and operate optimally for every form factor. Its use of the latest web standards, and comprehensive testing, will give your users a great experience regardless of their device.





## Help your users help themselves

A digital business depends on its technologies. But no technology is perfect or immune to failure. That's why an effective IT helpdesk is so important.

But helpdesks are costly. And that's not just because they require skilled staff to operate. A user waiting for the helpdesk to respond to a ticket is less able to do their job. That reduces productivity and increases frustration.

Able+ is designed with self-service in mind to reduce the number of tickets. This means that users are happier and more productive; and your helpdesk has a lower volume of tickets to process so they can work more strategically.

## Enable your business

In this paper we have identified user empowerment as a key outcome of an effective IAM solution. By empowering your users with effective IAM, you can improve their productivity and enhance their experience of your digital estate. We have discussed the six key requirements for empowering your users that should be considered when selecting an IAM solution and explained how Able+ meets these. We hope that this will help you understand what you need in the context of your business.



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