

SafeNet Trusted Access Cheat Sheet

Customer problem

Leveraging cloud apps in the enterprise comes with its share of challenges:

- **Password fatigue** -The ongoing need to create, remember, update and reset an excessive number of passwords.
- **Poor security** - By default, cloud apps are only protected using weak, static passwords.
- **Inefficient management** -Managing users from disparate consoles is not scalable.
- **Compliance risk** -Visibility into access events across apps becomes a burden and increases compliance risk.
- **High Helpdesk costs** -20% of help desk tickets are a result of lost or forgotten passwords.

Value for Thales partners

- Short sales cycle enabled by a cloud-based solution that requires only a short setup
- Simple per-user, per-month pricing structure
- Prepackaged fixed-scope, fixed-price Professional Services Packages facilitate sales and offer additional revenue
- Easy-to-sell package with choice of free hardware or software tokens (OTP app) included in the subscription price
- Easy to demo and to set up demo account
- Free Proof-Of-Concept for 30 days
- Customers can retain current token investments while migrating to Thales's solution, as STA supports 3rd party RADIUS and OATH tokens

Solution description

SafeNet Trusted Access (STA) is an access management service that prevents data breaches and helps organizations comply with regulations, allowing them to migrate to the cloud simply and securely.

Value for your customers

- Reduce investment –no infrastructure or upfront costs
- Flexible Delivery –on-premises or cloud-based
- Simple and fast deployment
- Automated provisioning and administration
- Protect Everything: VPN, cloud apps, VDI, web portals, local networks
- Effective risk management with context-based authentication
- Self-service portals lower helpdesk costs
- Smooth incremental migration maintains current investments
- Subscription-based pricing
- Increased user convenience with frictionless authentication methods

Competitive Differentiation

How can we differentiate from competing solutions?

Differentiator

Why is it unique?

Bring your own access security

- Ensures separation of access security and cloud service provider (CSP).
- Supports multiple use cases with broadest range of authentication methods and form factors.
- Benefits from "security-at-the-core" design:
 - Thales controls the entire development and manufacturing chain
 - All tokens are tamper-proof and clone-proof

Protect ALL your environments

- Secures all your end points and OS (Windows Desktop OS, Windows Server OS, macOS, Linux).
- Protects multi-cloud environments (AWS, Azure, Google, SFDC, etc.) with an independent and agnostic service.
- Optimizes security and convenience with passwordless authentication.

Superior Value and TCO

- One flat license covers access management, SSO and authentication.
- Free hardware tokens and multiple software tokens included.
- Quick and easy set up.
- Lean administration due to automation and reporting.

Market Segments

Enterprise (workforce authentication)

- For internal users (employees) and external users (business partners, consultants)

Target Customer Profile

Our goal is to target customers who:

- Are using cloud apps, and planning on expanding their use
- Have not implemented an IDaaS / Web SSO solution
- Are looking to complement their enterprise SSO solution with a Cloud SSO solution

Qualifying Questions

The first thing to verify is whether the customer is using an access management or SSO solution. Those that are not, are more likely to be potential customers for STA.

Customers who are NOT using a web SSO or access management solution:

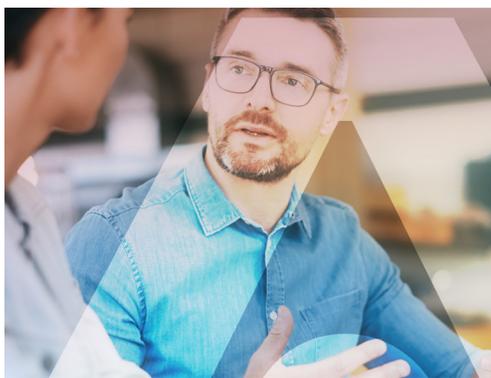
- How many cloud apps are deployed in your organization?
- How is your company approaching cloud adoption and how are you defining security best practices?
- What kind of challenge are your users facing when having to manage multiple passwords for the various apps? How do you handle that currently?
- Do you protect your VPN with MFA. How?
- How do you plan to apply 2FA and SSO to other cloud apps?

Customers who ARE already using an SSO / password vault / federation solution:

- What are you using today?
- How does it allow you to set policies per application and per user?
- Does it support conditional access?
- What type of 2FA methods can you use?
- What additional features would you like to see in your current solution that are not available?
- What types of other solutions are you looking into at this time?

Corporate position of strength

Today's enterprises depend on the cloud, data and software in order to make decisive decisions. That's why the most respected brands and largest organizations in the world rely on Thales to help them protect and secure access to their most sensitive information and software wherever it is created, shared or stored –from the cloud and data centers to devices and across networks.



Thales solutions enable organizations to move to the cloud securely, achieve compliance with confidence, and create more value from their software in devices and services used by millions of consumers every day. Decisive technology for decisive moments.

Thales is a global organization with operations on all continents serving five major markets, all of them of vital importance for our societies: aerospace, space, ground transportation, defense and security, and digital security. From the bottom of the ocean to the depth of space and cyberspace, Thales provides a unique range of technologies and services that make tomorrow possible, today. Thales is comprised of 80,000+ employees in 68 countries. And achieves a yearly revenue around €19 billion with €1 billion+ in self-funded R&D.

“By 2023, 60% of large enterprises, and 80% of MSEs, will deploy **MFA consolidated with AM**, up from 10%-25%, today.”

Gartner, ID729931, June 2020