How to address the increasing complexity of resource access security while striking the right balance between security, ease of use and affordability?

In 2020, switched on CIOs will be paying more attention to cybersecurity. Gartner, Inc. has forecasted that global spending on products and services related to information security will increase by 8.7 percent to $124 billion in 2020.

Nowadays, organizations are experiencing more security threats than ever and it's becoming more and more challenging to address these increasingly complex cybersecurity issues. There are two perspectives for this challenge to be considered from, those of: 1) IT administrators 2) end-users' experiences.

Though there are many challenges in cybersecurity, we believe there are the following 4 drivers:

1. The sophistication of security threats

There is a constant increase in the number of cyber-attacks and the mechanisms of these attacks are becoming ever more sophisticated. Individuals, as well as companies of any size, are concerned by the resulting vulnerability which can lead to data breaches, business email compromise (BEC), ransomware that targets businesses, DDoS attacks, and takeover of important resources as well as various other types of cyber-attacks. New forms of cyber-attacks will soon be deployed by attackers using artificial intelligence. Thus, the protection of access to data and apps has become of utmost importance.

2. The scope of resources and data is being widened by digital transformation

Digital transformation is increasing how data can be accessed from various entry points, from various contexts and in the course of workflows by different types of users. Due to the increasing prevalence of digital technologies such as IoT, big data, the cloud, mobile, and AI in many businesses, there are significant challenges to be faced when it comes to compliance, security, and data protection. Cybersecurity should be a priority and tackled head-on, with a proactive strategy, not only in a reactive way by utilizing traditional ad hoc and limited point solutions.

3. Multiple ways of accessing data by the end users

The work habits of end users are evolving very rapidly. A lot of users now work from anywhere, and depend on a slew of personal devices to be constantly productive. *Forrester's Foresight's Workforce Employee Survey* states that around 74% of information industry employees use two devices or more for work, with three or more devices being used by 52% of employees. There is also a rapid increase in the number of mobile apps being used for fast and simple execution of certain tasks from anywhere. Providing users with a single, unified solution and UX to secure this broad spectrum of endpoints poses quite a challenge, to say the least.

4. Increasing number of web portals and consumer e-services

There has obviously been a drastic increase in the number of web portals that offer customer service improvement and the rationalization of administrative processes - organizations across all sectors want to empower both their partners & customers to use self-service modalities to complete certain administrative tasks, validation workflows, transactions, document signatures and other straightforward types of services. As a result, there is a rapidly increasing number of "external" users who will access web portals from unknown hardware to complete sensitive transactions/services. The challenge here is this - *how can we deploy strong user authentication for consumer portals that are accessed by massive amounts of users without sacrificing user experience or affordability?*

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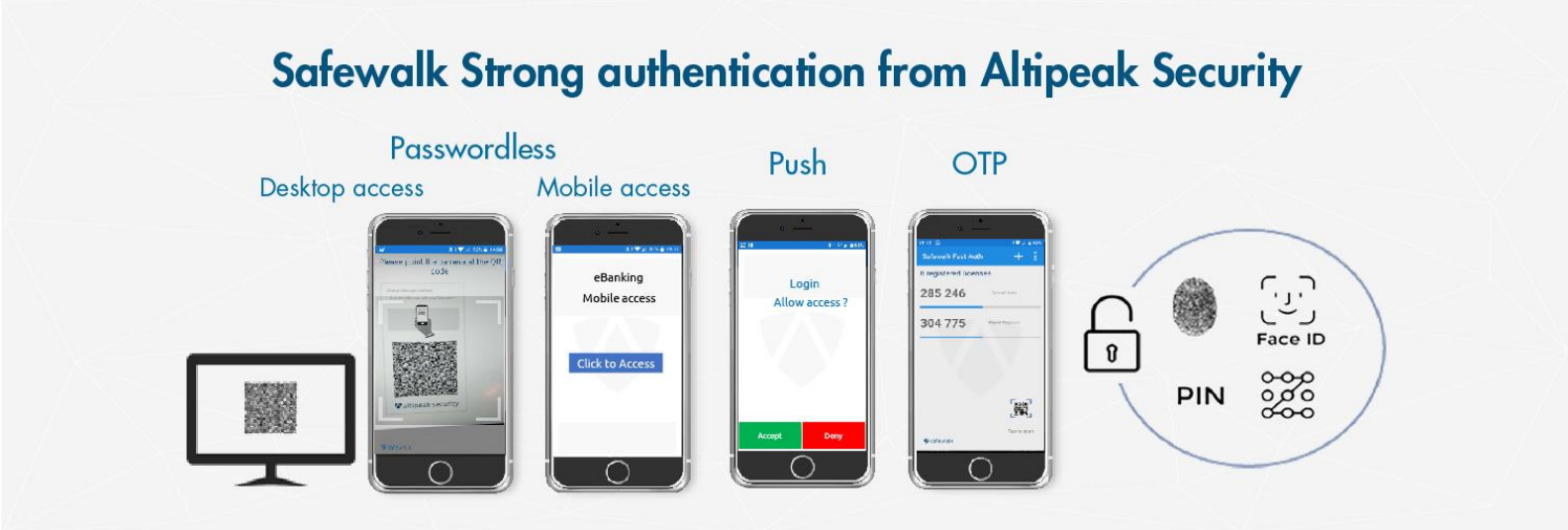
The challenge

In summary, the challenge CIOs and CSOs face is one of figuring out how to ensure that access to various cloud-based/on-premises apps & data by various types and huge numbers of users are secure. The solution must be valid irrespective of where the users are accessing the data and apps from, the different devices and channels they may be using to do so, and all while making sure to balance appropriate security measures with not only security concerns, but those related to end user experience and cost, too.

These challenges are not completely addressed by most of the so called "Strong Authentication" vendors. Most of them offer very basic OTP solutions that are, in many cases, simply not appropriate. Other vendors provide multi-method authentication tools that are cobbled together from a number of disparate parts, which is obviously less than ideal. Few vendors provide the flexibility for customized apps that are convenient to use and deploy. Lastly, even fewer vendors can provide practical, easy to deploy/use strong authentication solutions for massive amounts of users (e.g. consumer portals) at an affordable price point.



The *Safewalk* strong authentication solution from *Altipeak* possesses the capabilities to address these challenges as it offers multi-method (passwordless desktop & mobile access with QR and deep link technology, push & click, OTP, and others) authentication capability in a single mobile app to provide secure access from any device, anywhere and to all kinds of resources with a single user experience and the easiest mobile apps provisioning method (easy and fast for end-users).

Safewalk features a wide range of customizable components and is capable of adapting to a individualized workflows and users. Bespoke branding of its mobile authentication solutions is possible and these solutions can be packaged with extra functionalities like document signatures, data or direct access to web portals with multi-factor authentication in just a few clicks. This allows for a streamlined user experience to take place whilst ensuring access to different types of resources is secure, in any situation.

While *Altipeak Security's* offerings allows organizations to deploy *Strong* authentication for massive amounts of users at an affordable price, our pricing models are flexible as well as highly

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scalable. We are able to do this by utilizing pay-per-use licensing so that as your business grows, so does your data security.

In conclusion, the *Safewalk Strong* authentication solution offers the flexibility and the capability to provide the right balance of security and functionality through a user experience that is customizable, easy to deploy and scale beyond basic requirements, for strong authentication at an affordable price point.

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