



PRODUCT BRIEF

Gemalto SafeNet Authentication Service for Service Providers

With Gemalto SafeNet Authentication Service, your business can deliver new services that boost average revenue per user—with minimal costs, and without deploying and managing a complex infrastructure. This cloud-based authentication-as-a-service offering is fully automated, highly customizable, and easily managed.

Introduction: Challenges of Addressing the Demand for Authentication

Delivering multi-factor authentication is an increasingly vital requirement for your customers. These organizations must secure access to sensitive assets in order to stay compliant with regulatory mandates and internal policies.

Further, this requirement is only growing in scope, as cyber criminals continually become more sophisticated, and security teams must strengthen their defenses in response. In addition, the breadth of users and use cases is expanding dramatically. Today, security teams must secure access to an increased mix of both on-premise and cloud-based business services, as they contend with a dramatic proliferation of device types (including personal mobile phones, tablets, and laptops) and use cases.

Consequently, your business can capitalize on a significant market opportunity by adding robust authentication offerings to its service catalog. In the past, even given all the market potential afforded by authentication, delivering authentication would not have offered the profit margins required.

Historically, delivering authentication required huge up-front investments in software, hardware, and development—and it demanded high ongoing time and cost commitments for administration, including responding to lost tokens, shipping and authorizing new tokens, and so on.

Today, the authentication delivery model has changed as new as-a-service offerings are entering the market. Service providers can now quickly take advantage of the cloud, and offer their customers simplified and efficient authentication services, without the costly and cumbersome upfront infrastructure. This allows organizations to maintain compliance with government regulations and internal policies, and most important, protect access to sensitive assets.

Benefits

By delivering authentication services powered by Gemalto, your business can realize these benefits:

- > Increase ARPU and customer retention
- > Boost margins
- > Scale quickly

SafeNet Authentication Service: Solution Overview

SafeNet Authentication Service offers increased average revenue per user (ARPU) while lowering operational costs through a fully automated, white-label, customizable, authentication-as-a-service, with flexible token options, in a trusted cloud environment.

Strong authentication is made easy through the flexibility and scalability of SafeNet Authentication Service automated workflows, and vendor-agnostic token integrations and broad APIs. In addition, management capabilities and processes are fully automated and customizable—providing a seamless and enhanced user experience.

With no infrastructure required, SafeNet Authentication Service enables a quick migration to a multi-tier and multi-tenant cloud environment, and protects everything from cloud-based and on-premise applications to networks users, and devices.

Benefits

By delivering authentication services powered by Gemalto, your business can realize these benefits:

- > **Increase ARPU and customer retention.** With SafeNet Authentication Service, you can deliver new services that boost the revenues from your existing customer base—and by so doing, improve customer loyalty and retention.
- > **Boost margins.** SafeNet Authentication Service enables your business to deliver new revenue-generating services with no up-front infrastructure investment, low per-user pricing, and minimal ongoing administrative effort. As a result, your organization can deliver a new high-value service while enjoying maximum profits.
- > **Scale quickly.** SafeNet Authentication Service offers a multi-tenant cloud environment that can scale quickly and efficiently to accommodate any number of customers and users. As customers see the value of the service and expand their usage, your business can quickly and efficiently scale to support this growth.

Key Features

SafeNet Authentication Service delivers an unparalleled combination of features:

- > **Cloud delivery model.** Now, you can deliver a new authentication service—without having to buy, build, deploy, or support a new infrastructure. With SafeNet Authentication, you can leverage a ready-to-use cloud infrastructure that is global, scalable, and resilient.
- > **Automation.** The solution offers fully automated workflows for reporting, token management, and policy administration. As a result, SafeNet Authentication Service drastically reduces the cost and effort associated with supporting traditional authentication deployments.
- > **Scalable, multi-tenant architecture.** SafeNet Authentication Service can scale to support a virtually unlimited number of users. Featuring a true multi-tier, multi-tenant platform, the solution enables you to bring on, manage, and renew customers, simply, quickly, and securely.

Key Features

SafeNet Authentication Service delivers an unparalleled combination of features:

- > Cloud delivery model
 - > Full Automation
 - > Scalable, multi-tenant architecture
 - > Customizable
 - > Robust security
- > **Customizable.** SafeNet Authentication Service is completely customizable. You can brand the solution and customize the solution's billing interface, as well as the entire SafeNet Authentication Service portal, email messages, and alerts—so you can improve brand awareness with your customers. Further, you can leverage a multi-tier hierarchy, which enables both efficient customization and streamlined administration.
 - > **Robust security.** SafeNet Authentication Service offers a range of features that ensure optimal security of your customer deployments. The solution enables broad protection of applications, both in the cloud and on premise, as well as networks, users, and devices.

About Gemalto's SafeNet Identity and Data Protection Solutions

Gemalto's portfolio of Identity and Data Protection solutions offers one of the most complete portfolios of enterprise security solutions in the world, enabling its customers to enjoy industry-leading protection of data, digital identities, payments and transactions—from the edge to the core.

Gemalto's SafeNet Identity and Data Protection solutions enable enterprises across many verticals, including major financial institutions and governments, to take a data-centric approach to security by utilizing innovative encryption methods, best-in-class crypto management techniques, and strong authentication and identity management solutions to protect what matters, where it matters.

Through these solutions, Gemalto helps organizations achieve compliance with stringent data privacy regulations and ensure that sensitive corporate assets, customer information, and digital transactions are safe from exposure and manipulation in order to protect customer trust in an increasingly digital world.



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