5 WAYS TO ENSURE DIGITAL BUSINESS SUCCESS

INSIGHTS FROM THE TRUSTED IDENTITY INNOVATOR

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THE INEVITABLE RISE OF DIGITAL BUSINESS

BY 2020

72% of workers mobile

20B connected devices

10X more actionable data

Every Business is Transforming, Including Yours

You've already heard the statistics supporting the fact that every enterprise — from airlines and appliance manufacturers to banks and hospitals — needs to make a digital transformation. This means creating new business models and processes that merge your physical and digital worlds. It means that, by 2020, 72% of the world's employees will be mobile workers, more than 20B devices will be connected to the internet of things and we'll be filtering through 10X more actionable data than is already flooding over us today.

Every enterprise is aware of the need for digital transformation. A 2015 study conducted by KPMG found that their top four concerns moving forward were: (1) new entrants disrupting existing business models; (2) the ability to keep current with technology; (3) competitors leveraging digital business models to take share; and (4) products and services remaining relevant as the digital future unfolds.

So clearly, the question isn't if the rise of digital business is upon us. The question is what does it mean for your enterprise? How can you capitalize on it? How do you build a strategy that not only works, but also provides you with meaningful — and profitable — differentiation in a digital world rife with disruptive forces and previously unknown competitors? This is an initially complex, but ultimately rewarding challenge that begins with simply articulating an approach that people at every level of the enterprise can understand and buy into.

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Reinventing How You Connect With Customers

One important goal to remember as you plan and build your digital strategy is that everything you're doing — going mobile, moving to the cloud and deploying Internet of Things (IoT) initiatives — is all being done to bring you closer to your customers. Instead of "customer-centric" innovation models, you're building "customer-involved" models.

The digital ecosystems you're constructing are bringing customers, supply chain partners and employees into your innovation, development and testing processes in real time. Apps and portals are built for user experience with real-time feedback, and employee tools are constantly developing to improve productivity and attract top talent. You're also re-imagining and rebuilding the processes you use to bring your solutions to market. It's not just about making incremental improvements in existing go-to-market ecosystems. It's about leveraging digital technologies to completely transform them. This also means developing closer ties, not only with the customers, but also with supply chain partners, increasing your ability to compete and fostering innovation through true, end-to-end collaboration. So you can reach more customers with a wider range of solutions — and establish direct connections with them in intelligent, secure and highly enabled ecosystems.
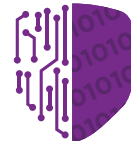
**CLOUD**   **MOBILE**   **INTERNET OF THINGS**

Trusted Identity and True Digital Business Enablement

Regardless of industry, one thing is clear for nearly all enterprises — the interactions you conduct with employees, customers, partners and other key audiences will become more and more digital. The pace and intensity will only increase. As more of your connections go mobile or online, your current methods of securing communications, transactions, networks and data will become less and less effective. A digital business context requires digital security and enablement. Authentication with advanced capabilities — such as adaptive authentication and PKI for high-assurance use cases — will provide a secure foundation for digital business success.

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5 WAYS TO ENSURE DIGITAL BUSINESS SUCCESS

Keep Your Transformation Initiatives on Track with Trusted Identity Solutions Engineered for Digital Business

Digital business is the greatest opportunity in more than a generation — for those who design, deploy and manage it well. The potential for accelerating innovation, expanding offerings, reaching new markets and developing strong, deep ties with customers is staggering. Analysts across every market agree that enterprises have no choice. They must build digital strategies and make bullish digital transformations. Those same analysts warn that up to 40% of all digital initiatives will fail due to mismanagement of identity-related requirements. Here are five things you can do to increase your chances of success.
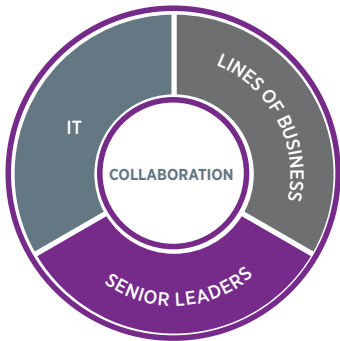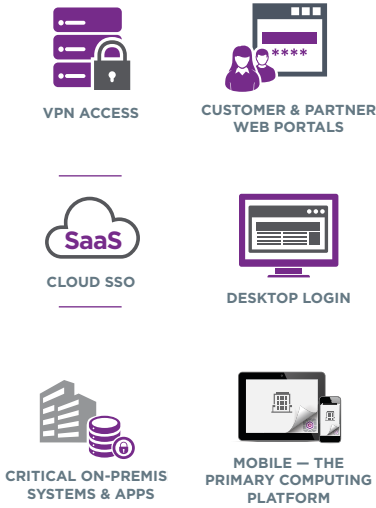
#1: INVOLVE YOUR SECURITY TEAMS FROM THE BEGINNING

Designing, deploying and managing successful digital business initiatives requires a silo-free environment. It's critical to bring technology teams — experts in security, enablement and infrastructure — to the early stages of designing digital business strategies. Combining the skills of technology and business experts early in the process statistically leads to greater digital business success. Historically, the technology and business cultures within an enterprise frequently see each other as near adversaries — and the relationships are often marked by friction. Integrating these two seemingly disparate groups is a key culture change that must be accomplished. With the speed of digital business, organizations cannot afford to function as separate, efficient silos. Instead, technology is bringing the work of security and IT teams into the same ball field, making a cohesive team critical to effective efforts. This collaboration means smarter, more secure strategies built to minimize user friction and create more effective digital plans. The chances of successfully developing a digital business without a highly collaborative process are unacceptable, as more than 70 percent of software projects fail without up-front collaboration. In fact, 17 percent fail so miserably that they endanger the enterprise's long-term financial health. The numbers make it clear that IT and security must be given a spot at the table as key strategists. Future business performance and competitiveness will be greatly affected by their role as business-enablers.

LINES OF BUSINESS

IT

COLLABORATION

SENIOR LEADERS

70%
of non-collaborative software projects fail

17%
of failures endanger the enterprise

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VPN ACCESS

CUSTOMER & PARTNER WEB PORTALS

CLOUD SSO

DESKTOP LOGIN

CRITICAL ON-PREMIS SYSTEMS & APPS

MOBILE — THE PRIMARY COMPUTING PLATFORM

EVOLVING THREATS

#2: LOOK BEYOND CURRENT USE CASES

When choosing security and enablement solutions, such as authentication platforms, enterprises often make the mistake of evaluating offerings based on the use cases facing them at the moment. Often, organizations looking to provide basic access to a small number of cloud-based apps will choose a "cheap and cheerful" authentication solution, only to discover that the next use cases they encounter require adaptive or high-assurance authentication capabilities — or a type of authenticator not supported by the initial vendor they chose. A different department with high-security users or a new digital service offering can quickly require an organization to establish relationships with new vendors as their use cases proliferate. Choosing an authentication solution that offers flexibility, a breadth of authenticators, high assurance capabilities and a track record of providing innovation to address ever-changing cyber threats and technologies can help keep digital business initiatives on track. You can limit the number of vendors you need to manage and bring efficiency and savings to projects that require the skills of a professional service team.

#3: PLAN FOR THE EVOLVING NATURE OF THREATS

Enterprises of all sizes and in every market are experiencing relentless cyber attacks that are different than the bold data-grabbing events of even a few years ago. Very intelligent, methodical and well-organized criminals are shifting from brazen attacks to subtle intrusions that are difficult to detect — and that may go on for days or weeks. Stealthy attacks are now designed to steal information, hold assets hostage, take over systems and cause costly business interruptions. The methods used change frequently — and enterprises that once thought they were not high priorities for attackers are finding themselves under siege. When crafting your digital strategy, do not make the mistake of thinking that you face minimal threats. Look for authentication solutions that offer high-assurance capabilities and layered security to protect against advanced threats while ensuring they won't burden users with cumbersome and complex authentication. These are typically platforms that offer advanced capabilities to leverage mobile devices, contextual authentication and embedded digital certificate techniques, streamlining user experience and maximizing security control.

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ADAPTIVE AUTHENTICATION

#4: BUILD THE CONCEPT OF "CONTEXT" INTO YOUR IDENTITY APPROACH

You've already heard that user names and passwords simply do not suffice in evolving digital ecosystems. Clearly, that means shifting from the old security methods to some form of multi-factor authentication (MFA). But MFA is a broad category with lots of subtle-yet-important disparities between providers. One way to identify effective authentication solutions is to look for offerings with highly refined contextual or adaptive capabilities. Factors such as device recognition, geo-location, geo-velocity and behavioral biometrics are leveraged to make access decisions when users are trying to access sensitive applications or data. A policy engine considers relevant factors and, based on your policies, allows or denies access — or presents the user with a step-up challenge. These capabilities will be more and more critical as users, devices and apps proliferate — and as security threats become more voluminous and more sophisticated. Look also for solutions with life cycle monitoring to ensure optimum security with no information or data gathering lost. This feature ensures users are monitored throughout their session so that security is not lost after initial authentication. The concept of reputation context is also emerging as a critical consideration. As your digital business unfolds, a flexible authentication platform will become "smarter" through the addition of new sensors, additional data and new contextual elements. This will enable key functionality, such as 'continuous authentication," which continues to monitor users throughout their sessions to prevent in-process incidents.

MATURITY & STABILITY

#5: HEAVILY WEIGH VENDOR MATURITY

The proliferation of security and enablement vendors accompanying the rise of digital business is challenging long-held principles in many organizations. Years of experience have demonstrated that the financial viability of a vendor and the depth of their support infrastructure — especially in the areas of domain knowledge and professional services — are critical. As enterprises make their digital transitions, it becomes easy to stray from those principles and deploy technologies that look and feel innovative. The associated risk is that VC-backed start-ups often lack the pedigree to support, address and solve the inevitable enablement and security issues that arise post-deployment. Keep your digital business initiatives on track by factoring vendor maturity and stability into your buying decisions.

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MORE IDEAS TO BUILD ON

Consider these foundational pillars for your digital business strategy

As early adopters of digital business strategies begin to see success, it's clear that the pace of change in their organizations only increases. They tend to build cultures that thrive on change and look for ways to accelerate learning and growth. While it seems daunting for those who have not yet made the leap, the pace of change ultimately becomes second nature. When building your digital plan and energizing your culture, here are four key pillars to keep at the center of your strategy:

**PILLAR 1:
NEW OPPORTUNITIES
FOR VALUE CREATION**

Understanding your digital business begins with understanding customer needs and trajectories as they embark on their own digital journeys. For example, in the automotive industry, rapidly advancing IoT strategies are creating intelligent vehicles capable of automated maneuvering, preventive maintenance alerts and sophisticated onboard entertainment, navigation and communication. But look closer and you'll see automotive manufacturers repositioning themselves as transportation solution providers and developing broader strategies that include ridesharing, driving as a service and alternative vehicle design. If your enterprise serves automotive customers, targeting your digital strategy to where the industry was last year — or even today — is likely a miss. The key is determining where the new value creation opportunities are heading in the markets you serve today — or would like to serve in the future.

**PILLAR 2:
UNLOCK GREATER VALUE
IN CORE BUSINESSES**
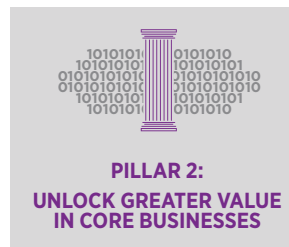
This is where the concept of transformation is so critical. Digital technologies are simply "things." They are not strategies or business models unto themselves. A key to digital success is leveraging these technologies to transform existing processes and empower employees to be creative. This requires an intimate understanding of your customers' buying journeys. By leveraging digital technologies, you can transform your current operations into new processes that allow you to inject real-time customer insights into your innovation processes. You can speed the development of offerings and bring them to market faster and more economically than ever. And you can integrate your processes with customer (and partner) ecosystems to deepen valuable relationships. Key elements of this transformation process include:

• Hyper-Intelligent Decisioning. Extract the key pieces of information from the fire hose of Big Data and leverage them to create powerful and protected customer insights. Backed by a strong identity underpinning, use secured data to create exceptional and unique customer experiences that drive revenue and loyalty.

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- Brand Engagement Insights. Leverage data to determine how and when your customers interact with your brand. Then, leverage that understanding to create new touch-points, new tools and new experiences that elevate your brand in the customer's eyes while providing them with complete assurance that their digital interactions are safe.

- Self-Service Opportunities. Unsatisfactory interactions with customers are typically the result of friction — which is caused by delays, errors or simply slow systems – frustrating IT staff and customers. Your digital business strategy needs to identity opportunities for self-service tools that remove friction from IT staff and improve customer satisfaction. This does not remove the human element from customer relationships; it simply allows humans to focus on important tasks that cannot or should not be automated.

- Customer-Driven Innovation. Products and services typically take a long time to bring to market because the insight-innovation-design-manufacture-delivery process is full of friction and manual steps. Leverage digital technologies to collect customer insights and inject them directly into your innovation processes in real-time.

PILLAR 3:
DEPLOY FOUNDATIONAL TECHNOLOGIES & SCALABLE ECOSYSTEMS
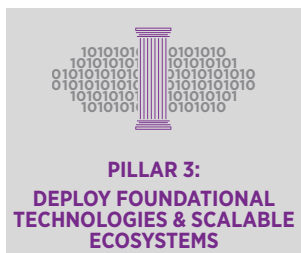
This is where IT becomes strategists and technology brokers instead of a backroom support team. IT's new role is to identify and deploy technologies that make the enterprise highly agile. A key is identifying and leveraging technologies that allow the enterprise to turn the increasing flood of raw data into actionable intelligence. Success here also requires creative new ways to view the

"enterprise." In addition to enabling an already increasingly mobile workforce, this means integrating customers, sales partners, technology partners and other key audiences as part of dynamic and secure ecosystems that remove friction from core business processes. One thing to consider is the decoupling of legacy and new cloud-based systems. Legacy systems will likely be required to ensure continuity in key processes for quite some time, but integrating them with digital ecosystems typically diminishes the value of the newer, more agile technologies.

PILLAR 4:
ENABLE & PROTECT YOUR DIGITAL ECOSYSTEMS WITH TRUSTED IDENTITY

There are two key considerations in a digital ecosystem — enablement and security. Mobile employees, customers and partners require access to information, apps, networks and other assets to do their jobs and capitalize on the agility of digital business. Access to all of these essential assets via smartphones, tablets, laptops and PCs must be fast and seamless. At the same time. The enterprise must be mindful of new vulnerabilities created by digital ecosystems. The old "perimeter" which was comprised of employees and computers working within confines of a firewall is no longer relevant. The anywhere-anytime nature of digital business presents a new security paradigm. The temptation for most organizations will be to focus on monitoring — watching for and reacting to breaches and other security events. Best practices, however, require organizations to proactively manage identities — of people, devices, apps and other things — that reside along the ecosystem.

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ABOUT ENTRUST DATACARD

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Trusted Advisor Today**

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Employees, citizens and consumers increasingly expect anywhere-anytime experiences — whether they are logging onto corporate networks, crossing borders, accessing e-gov services or making purchases. They also expect the ecosystems that allow this freedom and flexibility to be entirely reliable and secure. Entrust Datacard offers the trusted identity and secure transaction technologies that make these ecosystems possible. Our 45+ years of industry-leading expertise and experience spans the globe, with more than 2,000 employees serving customers in 150 countries worldwide.

For more information, visit **www.entrustdatacard.com**.

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