IBM approach to trusted identity
To support your business objectives

Help improve trust and confidence in human identity.

Identity has become a new focal point in today's global economy, in which trust in your identity and credentials — and those of others — is essential in a variety of daily transactions. Every day, we use our identity to connect with people, groups and organizations, both digitally and face-to-face. Each connection is founded on trust and shaped by the ongoing confidence we place in each other's identity.

The challenges related to human identity are all around us. Just pick up a newspaper or turn on the news and you'll see yet another story about an identity theft scheme or breach of security. These realities affect our relationships and give us pause when we encounter someone we don't know or trust. We screen our calls. We discard unknown or unwanted mail. We become more cautious when interacting with Web sites and within social networks.

Now, envision a more trusted world — where you could have more confidence in day-to-day transactions and in the systems that enable and support them. Imagine if you knew the true origin of every e-mail, and that your e-mail's recipients were assured that the message actually came from you. Imagine an online shopping experience in which you were confident that your personal information was safe, so that every merchant could provide enhanced customer service based on a more trusted relationship.

IBM is introducing a new initiative to focus on improving the trust in identities and enabling these types of environments by empowering organizations around the globe to:

- **Support a broad view of identity relationships that encompass the life cycle of trusted identities.**
- **Strengthen the identity life cycle by improving the trustworthiness within identity processes and technologies.**
- **Simplify identity systems through the use of integrated middleware that helps establish, administer and use trusted identities.**
- **Enable a wide range of identity relationship re-engineering and innovations that unlock new business value.**

Many business processes, like opening a brokerage account at a bank, require an ink signature, either in person or via mail. These processes could be improved by utilizing electronic or digital signatures, but the risks are often considered to be too high given current identity practices.

With a trusted identity system in place, these business processes could leverage more trustworthy identity processes to directly impact productivity and customer satisfaction.

Both the private and public sectors are searching for ways to better manage identity authentication for their employees, contractors and suppliers. Today's organizations are interested in improving their compliance posture, effectively managing employee access, and reducing the cost of physical and IT security.

With a trusted identity framework and architecture, organizations can address the convergence of physical and *IT* security with a single solution.

Leverage a broad view of identity

Our identities are more complex than just our name, driver's license number or fingerprint. Rather, identity is the synthesis of many factors that are constantly changing and evolving.

IBM has adopted a broad and dynamic view that focuses on the identity life cycle — from the creation of new relationships to the application and use of those relationships — with the goal of allowing identity system owners and users to form trusted relationships and leverage those relationships to help unlock new business value.

Strengthen the identity life cycle

Many of today's identity systems are not trustworthy. Their enrollment and vetting processes are weak. Their identity data protection mechanisms are inadequate. And the credentials they produce and use (often weak passwords or insecure ID cards) are not trustworthy. To strengthen the identity life cycle, each stage should be addressed. The IBM approach uses:

- **Thorough identity establishment and confirmation mechanisms, so the identities of prospective members can be more highly assured.**
- **Comprehensive identity data management capabilities that promote high levels of privacy, transparency and user control.**
- **High-assurance identity credentials that are tamper-resistant and harder to copy or forge.**
- **Strong authentication and verification mechanisms to help ensure that identities are used properly across many different business processes and workflows.**

Air travel has taken on a new degree of complexity and risk, with security checkpoints becoming more rigorous and time-consuming for all who fly.

With the help of registered traveler programs, in some locations air travelers may be able to submit biometric information (such as a fingerprint or iris scan) and agree to a background check in order to expedite processing at security checkpoints.

These programs are possible because they provide improved trustworthiness of passenger identities that the airport screening systems depend on.

Simplifying identity systems

Many of today's business processes use unreliable human identity practices based on legacy systems. Some are even extended with point solutions that further add to overall system complexity. The result usually is a massively fragmented identity system that lacks cohesiveness. These conditions are not conducive to building or maintaining trust and, in most instances, have the opposite effect.

IBM embraces the idea that human identification is a universal and general-purpose business function that crosses industry and geographic boundaries. Built on a comprehensive and unifying framework and supported by a common set of identity policies, processes and best practices, a trusted identity environment can promote confidence system-wide while simplifying the identity landscape.

Unlock new business value

With a trusted identity environment, an organization can unlock business value by enhancing the trustworthiness of the systems that establish, manage and use our identities. The IBM approach incorporates a broader, more comprehensive view of identity – one addressing the realization that identity systems derive trust from unified, enhanced identity processes and technologies.

By improving the trustworthiness of identity systems, organizations can become better equipped to:

- **Reduce fraud or risk.**
- **Improve usability or compliance.**
- **Streamline processes and enable new services.**
- **Profit financially, serviceably and operatively from stronger identity relationships.**

Work with the experts in trusted identity

The time has come to take identity management to the next level by strengthening your customer, employee and citizen relationships to an environment based on trusted identity. As a leader in traditional identity management, IBM is paving the way toward a more trustworthy identity environment. With a foundation of IBM software and IBM Business Partner and IBM Global Services industry expertise, IBM is positioned to help address your trusted identity needs.

IBM is able to help clients build on their existing infrastructures to improve trust and confidence in human identity. With a full range of consulting, design, implementation, and management solutions and services to address the identity life cycle, IBM is empowering organizations to unlock business opportunities and improve trust and confidence in human identity.

For more information

To learn more about IBM's approach to the trusted identity initiative, please contact your IBM representative.

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