

## Customers And Partners Are Demanding Internet Single Sign-On. Now What?

**“We recognized early on that this wasn’t going to be the only client that that was going to need federated identity, so immediately we said, ‘Who’s going to be a partner that can expand and grow with us as our business grows?’ Now we’re looking at two or three other clients that we’re bringing on board using this exact same federated identity solution from Ping Identity.”**

**Andy Michaelis**  
**Manager of Software Development,**  
**Allscripts Healthcare Systems**

Your customer called and wants single sign-on (SSO) that works over the Internet. This is not the first time a request from a customer or partner for SSO has come in, so no more procrastinating.

A service provider’s frequent inclination: build something. But utilizing open source toolkits to deploy a custom solution requires six to nine months of effort and introduces major security loopholes. Worst of all, the work will not be reusable for another customer’s connection needs.

What can a service provider do to provide SSO that works over the Internet for all customers and partners? They need a standalone application specifically designed for secure Internet SSO that meets the security requirements for every connection. Fortunately, there is such an application: Ping Identity’s PingFederate.

PingFederate, the world’s first rapidly deployable identity federation software, enables secure Internet SSO by allowing service providers to give their customers’ end users safe access to applications over the Internet without the need to re-login. Identity federation deployments that used to take six months or more to build or implement with an identity management infrastructure now take over 80% less time with PingFederate’s easy-to-use, comprehensive software. Through standards-based identity federation, PingFederate eliminates repeated user provisioning and time-consuming proprietary SSO implementations—tasks that have plagued service providers and their customers alike.

### **Simplified SSO**

PingFederate was designed from the ground up to make identity federation deployments easy. By providing a centralized system for secure Internet SSO, it eliminates custom code for each customer or partner connection. Whether your organization provides software-as-a-service (SaaS), business processing outsourcing (BPO) or managed services, all customer and partner connections and varying SSO methods can be supported using a single PingFederate server.

Deploying secure Internet SSO for all of your customers’ needs is easy with PingFederate’s comprehensive software:

- The administrative console correctly configures external customer connections without requiring the IT staff to have extensive knowledge of identity federation standards such as SAML 1.0, SAML 1.1, SAML 2.0 and WS-Federation
- Out-of-the-box integration kits provide easy integration to portal environments and target applications
- Auto-Connect™ automatically creates trusted connections when users from customers and partners request site access, eliminating the need to manually configure, test and exchange certificates for each connection

## Robust Security

Security is an imperative to protect end users and sensitive data traversing across the Internet. PingFederate mitigates the security risks and operational costs associated with repeated manual provisioning and authentication of users by deploying trusted, secure connections so that your customers and partners manage the identities for their users.

Service providers that utilize PingFederate for secure Internet SSO decrease phishing opportunities from mimicked Web sites and credential requests by:

- Providing direct access to target applications and resources without the need to re-enter usernames and passwords
- Utilizing mature peer-reviewed standards such as SAML
- Proactively going beyond the standards to address loopholes associated with underlying technologies such as XML digital signatures
- Centralizing management of security credentials and identity traffic, thereby only creating each connection once while meeting security requirements of customers and partners

## Deploy In 30 Days Or Less

By implementing PingFederate with PingEnable<sup>SM</sup>—Ping Identity's expert methodologies, implementation services and support for each step of the identity federation process—many service providers implement secure Internet SSO in thirty days or less and turn around subsequent connections in less than a week. With Auto-Connect, additional connections can go live in seconds. And, if your customer does not already have their own SAML or WS-Federation identity federation capability, PingFederate is a great option for them as well.

## Secure Internet Single Sign-On Benefits

By providing secure Internet SSO to customers and partners, service providers increase the usage of their services by eliminating barriers associated with multiple logins. Furthermore, SSO eliminates reuse and sharing of accounts—thereby forcing the use of unique accounts for each user—thereby increasing revenue. Service providers also may have the opportunity to generate incremental revenue by providing secure Internet SSO to customers as an integrated feature.

By providing secure Internet SSO with PingFederate, service providers:

- Increase go-live and decrease time-to-revenue metrics for new customer and partner connection deployments
- Lower operational costs by simplifying management of all customer and partner connections
- Reduce security risks associated with resources accessed over the Internet
- Increase revenues through new service features and decreased account sharing

## Get Started Today

Utilize PingEnable's evaluation methodology to determine your organization's requirements. Download and install PingFederate from the Web. You'll be up and running in about an hour. Find it all at [www.pingidentity.com](http://www.pingidentity.com).

## About Ping Identity Corporation

Ping Identity's dedication to delivering secure Internet single sign-on software and services for over 150 customers worldwide has earned us recognition as the market leader in federated identity management. PingFederate®, the world's first rapidly deployable identity federation software, provides an organization's users safe access to Internet applications without the need to re-login. With PingFederate and PingEnable, Ping Identity's expert support, services, and methodologies, external connections can be operational in less than a week. Download a free trial at [www.pingidentity.com](http://www.pingidentity.com). For more information, dial toll-free 877.898.2905 or + 1 303.468.2882, or email [sales@pingidentity.com](mailto:sales@pingidentity.com).

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