

# Cloud Identity

Enter the modern enterprise with unified identity and device management

The perimeter has disappeared and access to company data is no longer limited to your physical office or your employees.

Instead, in today's transformed workforce - increasingly connected, collaborative and in the cloud - the security perimeter has become dispersed and elastic, wrapped around each user and device.

Moreover, 'users' no longer refers to simply employees, but also vendors, partners, contractors and customers. Each of these groups has their own requirements - access to different information and applications, from different locations and different devices.

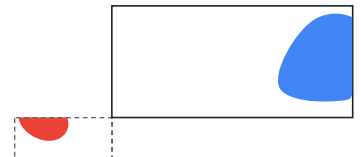
In this ever-evolving ecosystem of users, apps and devices, traditional approaches to identity and access management aren't ready for this new environment. Time consuming and complex, these approaches were built for the on-premise world (think cumbersome VPNs, limited device access and inconvenient authentication), instead of today's cloud-first world.

Organizations are also facing increased pressure for digital transformation, higher compliance standards to prevent the loss of company data, and more sophisticated cyber attacks - it's no wonder organizations

are grappling with these unprecedented pressures.

Clearly, a new approach to identity management is needed.

That's where Cloud Identity can help - an identity, access and device management (IAM/EMM) platform that helps organizations maximize user and IT efficiency, protect company data with Google-grade security, and transition to a digital workspace at their own pace.



## Cloud Identity

A simple, secure, and flexible approach to identity and device management



### Single sign-on (SSO)

Improve employee experience and increase productivity with one-click access to thousands of pre-integrated apps, both in the cloud and on-premises.



### Multi-factor authentication (MFA)

Protect your user accounts and company data with a wide variety of MFA verification methods such as phishing-resistant security keys, mobile push notifications, and one-time passwords.



### Mobile device management (MDM)

Keep employees productive and data more secure with easy-to-set-up mobile management for Android and iOS devices.

## Benefits



### Google-grade security

Defend your organization with Google's threat intelligence signals and BeyondCorp security model

- Protect user accounts with strong and flexible multi-factor authentication (MFA)
- Enforce phishing-resistant FIDO security keys to protect your high-value users
- Take advantage of Security Center, which provides analytics, actionable insights, and best practices.



### Meeting you where you are

Transition to a digital workspace at your own pace by integrating with your existing on-premises and cloud solutions

- Extend your on-premises directory to the cloud with Directory Sync
- Enable access to traditional apps and infrastructure with secure LDAP
- Automatically synchronize user information with HR systems of record.



### User and IT simplicity

Maximize user and IT efficiency by enabling intuitive user experiences and unifying user, device, and app management.

- Stay in control with a single console to manage users, devices, access, and apps
- Save employees time with one-click access to all of their work apps
- Enable users to manage their own accounts on virtually any device, anywhere.

**Cloud Identity** is available as a standalone solution and also as part of G Suite and Google Cloud Platform.

To learn more about Cloud Identity, visit [cloud.google.com/identity](https://cloud.google.com/identity)

