

# Don't Forget the User Experience

Achieving success in your Identity Management deployment

## Extending Identity Services to the Business User

Does the user experience you provide to all your users—employees, partners, consumers—support and enhance their productivity and satisfaction and your business goals? Unless your answer is a resounding “Yes,” read on.

Identity management processes, the basic functions that manage users and their access to critical corporate apps and data, have traditionally been highly IT-centric in their design and operation. Whether these processes are primarily manual, or automated, or somewhere in between, the interfaces have been oriented to IT-savvy users who understood the frequently cryptic references to applications and systems.

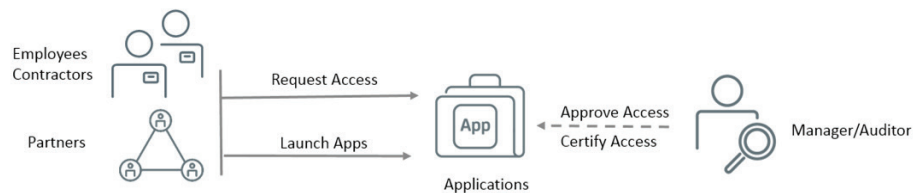
But identity management processes today are far more user centric than in the past. Users request access when they need it and can perform many of the functions that were previously done only by a central IT group. The implication of this is significant—it means that a much wider and more business-focused user population is now using these identity management functions directly. As identity processes become accessible by a wider variety of business users, user experience becomes critical to the success of any deployment. Why? Because automated identity processes not only provide increased security but significant gains in user productivity and reduced management costs. When a much larger group of people use these functions directly, the benefits compound and can significantly improve overall efficiency and security. So, simplifying and improving the user experience helps extend use of identity services across the enterprise.

But, expanding the scope and use of identity management services requires changes in the user experience. Interfaces and available capabilities can no longer only be oriented toward the IT-savvy user, but must be simple and intuitive for the business user and provide consistent experiences across the device of their choice—without compromising IT needs. Simply put, the increasing involvement of business users with core identity management helps enable and protect the business; and the most critical success factor in this trend is the quality and convenience of the overall user experience.

## The User Experience— Key Focus Areas

There are two major categories of people who will increasingly need to interact with identity management services. The business user is the main driver behind the push for enhanced but simpler user interfaces. Managers and auditors also need to perform identity functions, and even though they've always been key players in these processes, the complexity of existing interfaces have often served to reduce productivity and increase unintentional errors.

The following graphic highlights the key functions and personas who play a role in them. Let's look at each identity service in more detail to understand the impact that the user experience can have.



**Access requests**—Getting timely and easy access to resources is a continuous process that doesn't end when the user is initially on-boarded. But, this process is often a productivity drain because:

- Resource and application names are often IT-focused and difficult to interpret, making it confusing for the average business user to find the apps that they need
- Requesting access can be error-prone because the user may not know all the apps that they should be requesting access to

This situation can lead to reduced productivity and user frustration, especially as the use of identity services spreads to a wider, less-technical user population.

**Access certifications**—Effective access certification is essential for reducing the risk of improper access, as well as simplifying compliance audits. However, many organizations today still use mostly manual processes (passing spreadsheets from manager to manager), which results in wasted time and increased frustration. But, access certification, even if automated, still poses important challenges:

- Like access requests, they can be filled with incomprehensible jargon that frustrates approvers and reduces productivity.
- There is usually no context-based risk information provided to managers to help them make a more informed decision about certifying that access.
- Certification interfaces are often static and cannot be customized for the specific preferences or needs of each manager.

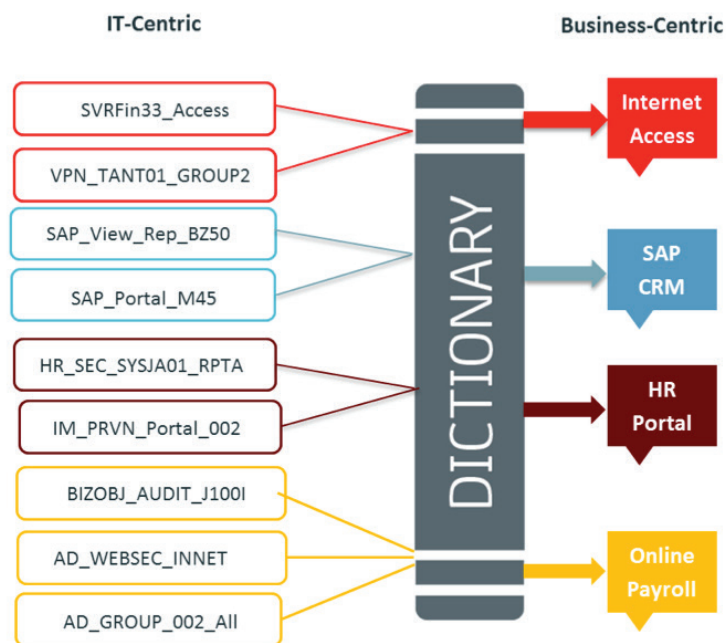
These challenges are common whenever the scope of use of key identity processes is expanded across a wider user population.

## Improving Identity Management Success With CA Identity Suite

Next, let's look next at some innovative approaches to meeting these challenges, based on the capabilities in the CA Identity Suite.

**Access requests and approvals**—Requesting and approving access to apps can be a major productivity drain if the process is cumbersome for requesters and approvers. CA Identity Suite can significantly reduce the time this process takes and improve the overall user experience with the following capabilities:

- **An intuitive shopping cart experience**, which dramatically simplifies the access request process. Modeled after the process familiar from retail shopping sites, users can conveniently place roles and entitlements needed to perform their job duties into their carts, view current access privileges and check the status of previous requests.
- **A Business Entitlement Catalog** translates cryptic resource names, such as “SAP\_View\_Rep\_6250” into more intuitive ones such as “SAP CRM,” making it easier for business users to locate the resources they need. You can also group applications into logical categories for further ease of access—for instance, creating a group named “SRM access” that includes the SAP apps, Oracle apps and Salesforce capabilities that business users typically need—all defined in terms familiar to those users. The following graphic highlights the mapping between IT-centric and business-centric terms that the catalog performs.



- **Entitlement suggestions** automatically present the user with suggested roles and access rights for users similar to them. This proactive advice helps the user make the right request about the access that they want, and avoids unnecessary, multiple access requests.

- **Context-based risk scores** are presented to each user based on the access they requested and how risky that access right may be, as well as the access rights they already have. The user can then make a more educated decision as to which access to request. In many cases, they will continue with the request, but in some cases, this capability will save not only a little embarrassment for this user but time that their manager would have spent rejecting the request.
- **Full interface localization** enables each user - both requester and approver - to interact with the system in their native language. The entire UI is offered in most major languages, and other languages can be added easily.
- **Full branding and customization of the look and feel** that each user experiences is provided. This enables consistent corporate branding across all identity services, both Web and mobile.



CA Identity Suite also includes a Web and a Mobile Application Launchpad that gives users a single dashboard to easily and quickly access all authorized web, cloud and mobile applications. Once users have logged into CA Identity Suite, any web application is just one click away, and all the apps that users access on their desktop are always available through CA Identity Portal Mobile. This Launchpad keeps employees productive on the go with complete single sign-on to applications in a mobile-friendly format.



**Access certifications**—CA Identity Suite certification capabilities are based around the Business Entitlements Catalog, which makes it very easy for managers to understand the access rights of each employee, and easily approve, reject or delegate the decision about each user's access rights. In addition, a risk score is available to managers if a certain access right, or combination of rights, is particularly risky. By enabling visibility into these risk ratings, certification becomes not just a yes or no proposition, but one that can highlight risks that otherwise would not be visible.

CA Identity Suite also provides a rich but easy-to-use, customizable user experience. Information about each user and their access can be presented and grouped according to the preferences of each certifier. Additionally, information about the previous certification campaign actions can be shown, which helps streamline the entire process, especially if few changes are expected.

Certification campaigns can be tedious and time-consuming. The CA Identity Suite not only improves the effectiveness of this process from a security and compliance viewpoint, but does it in the context of a simple, highly intuitive experience that managers love. In short, access certification becomes far less of a chore and more of a simple operation that can be done easily, freeing up the manager to do other things that help grow the business.

## The User Experience—a Final Word

Since applications are the lifeblood of the new application economy, getting quick and convenient access to the applications that each user needs is critical to the enterprise. CA Identity Suite makes it easier and more secure for users to get access to the applications that they need, and for managers to approve/reject and certify that access. The user experience provided by Identity Suite is unique in its simplicity and business orientation. It helps improve user and manager productivity, increase satisfaction and reduce the risk of granting improper application access. In addition, all requests are evaluated using a risk score based on priorities set by each individual organization. This context-based risk analysis results in more informed decisions made by users, managers and certifiers.



Connect with CA Technologies at [ca.com](http://ca.com)



CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate – across mobile, private and public cloud, distributed and mainframe environments. Learn more at [ca.com](http://ca.com).