covisint® | Connect. Engage. Collaborate.

Do You Have Cloud Confidence?

Four Essential Components Create the Foundation for Moving Confidently into the Cloud

Introduction

Enterprise CIOs recognize the compelling benefits of cloud computing, but even as they expand cloud services and work collaboratively across multiple and often disparate platforms, they voice many common concerns. How will I effectively control my cloud environment and monitor the performance of its services? How will I ensure that my data is secure? Can I carry out a cloud transition when IT budgets are so uncertain and the resources to staff them are under constant scrutiny?

A move to the cloud presents unique challenges for enterprises. Their massive scale immensely complicates identity management, information sharing, service delivery, and other IT-related activities. In addition, employees, especially those who work offsite or are "road warriors," often need real-time access to network resources and the data they store, further complicating issues such as interoperability and security. And, depending on the industry, many enterprises must also adhere to rigorous compliance standards, some requiring accountability to federally enforced laws. As a result enterprise CIOs are understandably cautious. They want to lay a foundation for a clear eyed, confident step, not a precipitous leap, into the cloud.

Four Components for Cloud Confidence

Experience shows that the foundation for moving confidently into the cloud consists of four basic components or capabilities. Each component drives an essential function that enables CIOs and their staffs to maintain control of the cloud environment. The four components are:

- **Identity and Access Management.** Effective cloud administration and security begins with effective identity management and access control, an essential step for strengthening an enterprise's security and reducing overall risk.

- **User Experience.** A portal should enable users to access the content, data and services they need – quickly and easily – wherever they are located and on whatever device they choose to use. But at the same time, this cannot be at the expense of IT administrators' ability to enforce policies and audit compliance.

- **Information Management.** Because enterprises are collaborating with stakeholders, employees and customers more than ever, they need the ability to exchange data—rapidly and securely—across platforms, regardless of the origin of the data, format of the data, or type of device being used.

- **Anytime, Anyplace, Any Device Access to Applications.** To connect and engage diverse sets of users within their cloud communities, enterprises must be able to develop and deploy new applications that can be accessed by all users from any platform or device.

Each of these components must be able to scale as enterprises add new users, new services, more data elements and other IT infrastructure components. Similarly, enterprises should ensure that these components are built using open standards --- this prevents vendor lock-in and facilitates the integration of new technologies and vendors into a cloud environment.

When integrated together, these mutually reinforcing components create a foundation that gives CIOs the visibility and control they require to manage user identities and their access rights, protect data and systems, add and remove services and users easily and efficiently, and deliver secure mission-critical services to their enterprise customers.

A Cloud Engagement Platform for Enterprise

Covisint has developed and integrated these four foundational components into a single cloud platform that enables enterprises to connect, engage, and collaborate with user communities inside and outside their network borders -- whatever the location, protocol, platform or device. The Covisint platform incorporates more than a decade of experience helping customers operate securely and effectively across their rapidly evolving cloud environments, whether private, public, or hybrid clouds.

The Covisint platform provides a secure, one-stop and centrally - controlled solution for enterprises to use to connect, engage,

and collaborate, and it meets the most stringent regulatory compliance requirements.

For the first component – Identity and Access Management – the Covisint platform offers a single point of control that enables administrators to quickly change a user's access rights to any or every system, for instance when they change roles or leave the company. This eliminates a key cybersecurity threat that leverages incorrectly provisioned or dormant accounts to gain unauthorized access to systems and their data. At the same time, self-service tools for users reduce the complexity and cost of registration, provisioning, and password administration.

For the second component – User Experience – the Covisint platform allows enterprises to collaborate with every user or stakeholder, regardless of geographic location, connectivity preferences, or technical requirements. It provides a compelling end-user experience, plus it leverages the security embedded in the platform – this means that it reduces the cost and complexity of managing in-house and external IT operations and applications, while being able to securely share information with end-users outside a firewall.

For the third component – Information Management – the Covisint platform integrates across multiple platforms to enable secure, rapid information sharing, regardless of the origin of the data, its format, or the devices used. This enables users to simultaneously access multiple domains, wherever they are located, using just one password.

For the fourth component – Anytime, Anyplace, Any Device Access to Applications – the Covisint platform provides a single location where developers can access all of the Covisint platform's APIs allowing them to build secure, web-based and mobile applications with greater speed and efficiency.

The Covisint platform also gives enterprises the flexibility to expand and adapt to changing technologies and requirements. Because it can scale rapidly, the platform can be deployed to as many users as is required, at any time, thus eliminating common on-premise application issues, such as lengthy implementations and escalating management and maintenance costs, while still providing a reliable foundation for growth. In addition, because the platform is built upon open standards, it helps enterprises avoid costly vendor lock-in and the inability to incorporate new technologies and solutions.

The world's largest travel agency, handling 60 million transactions and US$26.9 billion in annual sales, needed a way to take its customer experience to a higher level. Today, that travel leader is streamlining customer onboarding and simplifying trip planning – with complete security – thanks to the Covisint platform. In less than one year, 40,000 agency sites and nearly 8 million users came online through the Covisint platform. That's translated into:

- More online bookings through "Booking Portlets"

- Greater use of profiles through a "Portrait Portlet" with SSO

- Smarter communication with travelers through searchable and self-subscribable alerts

The travel agency's platform customers achieved 6 percent higher online adoption than non-platform clients. Government institutions and non-government organizations use that platform to optimize their travel program and provide best-in-class service and assistance to travelers. They see only the tools, information and news relevant to them. Covisint's platform gives the global travel firm self-service administration for fast, low-risk execution of business initiatives makes it a leader in its field.

Enabling The Extended Enterprise

The Covisint platform enables an efficient, affordable migration into the cloud. It provides an interoperability and governance framework that empowers users to confidently collaborate with partners across the cloud. It enables enterprises to be completely secure and flexible, even as their workforce, IT environment, partner relationships, and mission strategies continue to evolve. Today, more than 212,000 partners, suppliers and customers are transacting over $1 trillion worth of business through the Covisint platform with the highest levels of availability.

Gartner Inc. has recognized Covisint as a leader in its Magic Quadrant for Identity and Access Management-as-a-Service as well as visionaries in both its Magic Quadrant for Horizontal Portals and Magic Quadrant for Integration Brokerage.

Enterprise CIOs and their IT staffs are often held to the highest standards of accountability, including satisfying service level agreements (SLAs) that guarantee a certain level of network availability and performance. The Covisint platform provides the foundational capabilities they need to step confidently into the cloud.