DIGITAL DNA
PKI FOR THE EVOLVING ENTERPRISE

THE CISO & CIO DILEMMA
HOW DO I SECURE & ENABLE MY EVOLVING ENTERPRISE?

An Incredible Shift by 2020

CLOUD ADOPTION
36% of all data now stored in The Cloud

MOBILE ENTERPRISE
72% of all employees mobile workers by 2020

INTERNET OF THINGS
28B connected devices by 2020

ARE YOU READY?

PERSISTENT SECURITY THREATS   THE DIGITAL BUSINESS EVOLUTION

ANALYSTS AGREE
Cloud, Mobile & IOT Driving a PKI Resurgence

PKI is uniquely positioned for digital business – establishing trust in a world of increased interactions where value is shared between business, people, and things.
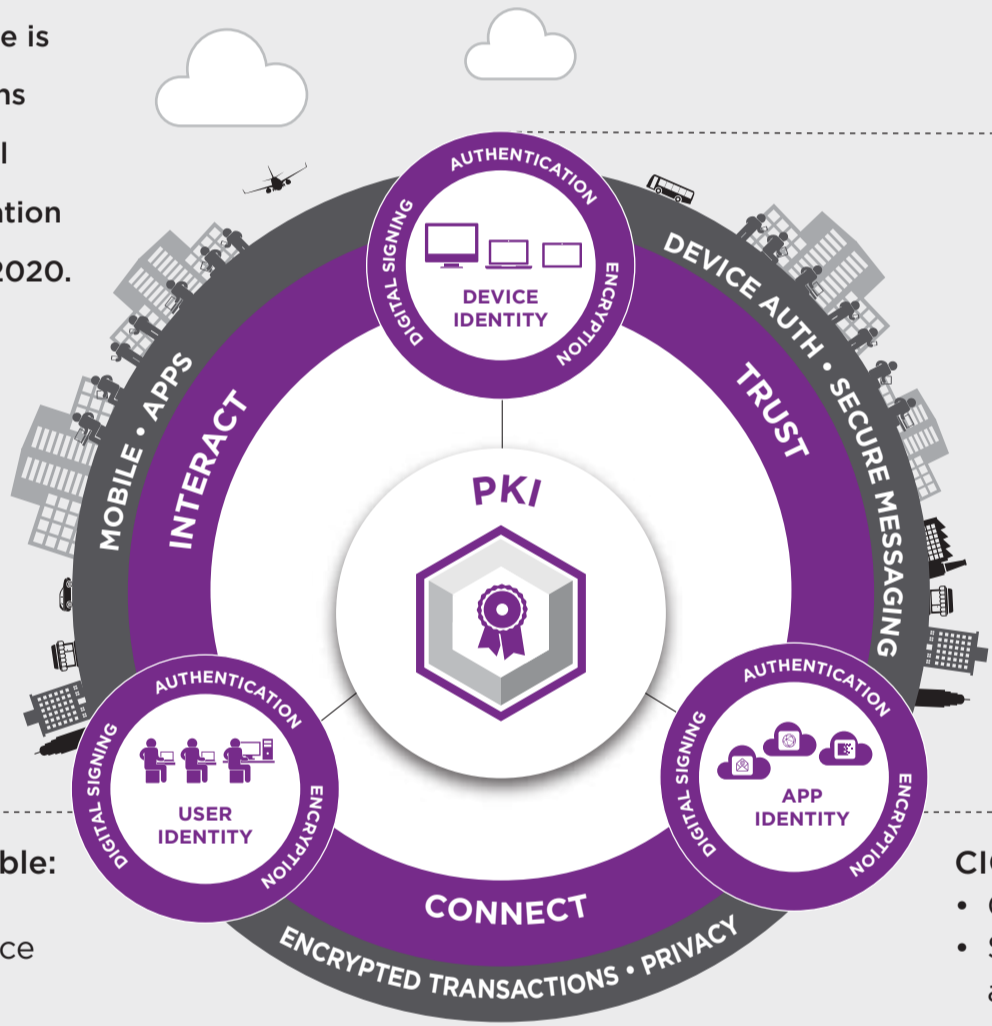
WHAT IS PKI?

PKI establishes certificate-enabled identity for users, apps and devices. You can secure your enterprise against threats — and gain agility to drive your opportunities.

▼ PKI SECURES & ENABLES YOUR COMPLETE TRUST INFRASTRUCTURE ▼

With PKI, your entire infrastructure is built on trust – to allow interactions that extend beyond the traditional perimeter—empowering collaboration and readiness for the realities of 2020.

PKI

DEVICE IDENTITY
AUTHENTICATION · ENCRYPTION · DIGITAL SIGNING
DEVICE AUTH · SECURE MESSAGING
TRUST
APP IDENTITY
CONNECT
ENCRYPTED TRANSACTIONS · PRIVACY
USER IDENTITY
INTERACT
MOBILE · APPS

DEVICE IDENTITY
CIOs/CISOs confidently enable:
- Network authentication and identification
- Device and server authentication
- Protect communication from compromised endpoints

USER IDENTITY
CIOs/CISOs confidently enable:
- Remote Access
- Mobile as the primary device
- Transaction signing

APP IDENTITY
CIOs/CISOs confidently enable:
- Code signing
- Secure app to app communications

PKI Adoption Easier Than Ever

Today's PKI offers deployment flexibility, automation, and intuitive, controls to simplify management and streamline ongoing tasks.

PKI ▼ HIGHLY EVOLVED

TODAY ▼ INTUITIVE FLEXIBLE

On-premise PKI | Managed Service

▼ A CRITICAL PERSPECTIVE FOR 2020 ▼

SECURE THE ENTERPRISE
Entrust Datacard PKI establishes certificate-enabled identity to secure your evolving enterprise. New technologies allow for better security and usability.

ENABLE THE ENTERPRISE
Security is half the battle. There is also an "offensive" requirement. Entrust Datacard PKI lets you build a fast, adaptable and intelligent digital enterprise — so you can compete — and win.

▼ PARTNER WITH A TRUSTED ADVISOR ▼

LESSONS LEARNED FROM 800+ SUCCESSFUL PKI DEPLOYMENTS

1 UNDERSTAND THE MYTH OF "FREE" PKI
It's not free. Your real needs ultimately create a cluster of expensive CAs.

2 ALIGN DELIVERY MODELS WITH YOUR NEEDS
Make sure you get hosted, on-prem and hybrid choices — and the flexibility adapt.
HOSTED · ON-PREM · HYBRID

3 CONSULT WITH PKI BLACK BELTS
Find a provider with accessible experts — like Entrust Datacard PKI Black Belts — who can help assess, design and deploy.

4 ENHANCE AGILITY WHILE REDUCING RISK"
Your enterprise will continue to evolve, a challenge PKI was designed to handle.

5 ABOVE ALL: ACT SOON, ACT DECISIVELY
Sticking with passwords or other antiquated approaches will lead to breaches and lost revenue opportunities.
entrust.com/PKI

EXPLORING AN IOT STRATEGY?

DELIVERING VALUABLE, ACTIONABLE DATA

! KEY CHALLENGES
The infrastructure required to collect and transmit data from devices in the field simply does not exist for most enterprises.

PKI
PKI provides multiple advantages in device centric, constrained environments allowing users to trust devices, protect communications, and, ultimately, unlock the data driven value of IOT

ESSENTIAL SECURITY & ENABLEMENT FOR YOUR EVOLVING ENTERPRISE

www.entrust.com/PKI

Entrust Datacard