



Effortless and Secure Third-Party Access

Business-to-Business
Identity and Access Management (B2B IAM) Solutions



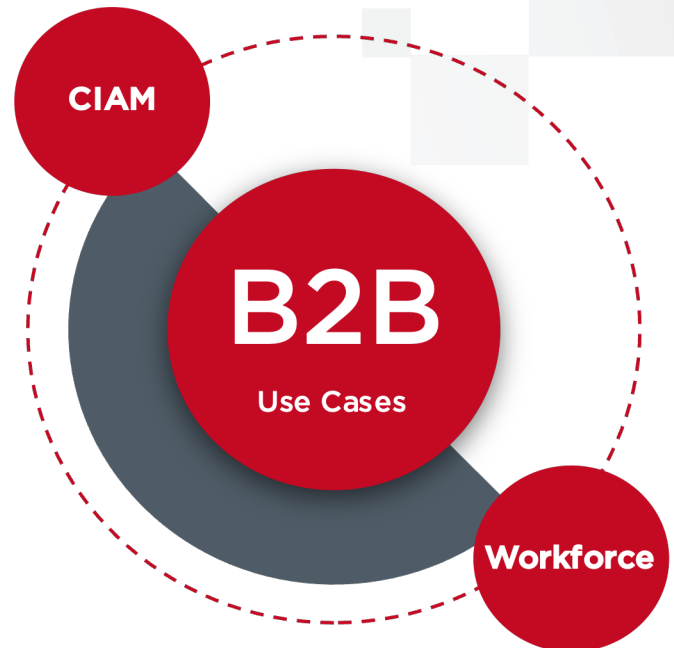
SOLUTION BRIEF

The Potential of B2B IAM

In today's interconnected business environment, organizations face the complex challenge of managing diverse relationships with external entities such as business customers, suppliers, distributors, agents, and subsidiaries. Each of these entities have unique access needs. Enterprise customers expect convenient and engaging digital experiences, while partners need fast, dependable, and secure access to resources. Business-to-business identity and access management (B2B IAM) and B2B2X IAM must address both of these CIAM and workforce IAM use cases, plus it must have the added flexibility to manage the volume and complexity of third-party relationships, dealing with all partner organizations, identities, and use cases in a single platform.

Effective B2B IAM is essential for providing seamless and secure access to applications and services, enhancing user satisfaction and loyalty, and ultimately driving business growth. However, organizations striving to deliver exceptional experiences to their customers and partners often face a unique set of challenges in accommodating diverse access needs while maintaining robust security and compliance.

Many organizations struggle with disparate IAM solutions that lack the agility and scalability needed to onboard new partners, contractors, and customers quickly and securely. These systems can be rigid, unable to connect with multiple external systems, and often fail to handle the complex integration requirements of B2B and B2B2X environments. The inability to efficiently



establish trust for these relationships and manage access for a broad range of identities can lead to security risks, increased administrative burdens, and a compromised user experience, hindering partner productivity and enterprise customer satisfaction.

The Ping Identity Platform addresses these challenges by streamlining the management of B2B and B2B2X relationships, reducing operational costs, and enhancing efficiency. With a comprehensive set of B2B identity capabilities, Ping Identity empowers organizations to accelerate partner and enterprise customer onboarding, effectively manage risk, reduce time-to-value, and drive productivity and revenue growth with a single IAM platform. Ping's robust features ensure secure and frictionless access, making it an indispensable solution for modern business.

Organizations need the flexibility to securely manage their most complex identity groups, from suppliers and dealers, to agents, subsidiaries, or business customers.



Integrate and Onboard Quickly

Effective collaboration and seamless integration with existing systems is crucial for business productivity. Ping Identity simplifies integrations and connectivity, ensuring smooth and efficient business interactions.

- Federated SSO: Enable cross-domain authentication without separate logins.
- Rapid onboarding: Streamline new partner onboarding to quickly provide necessary access.
- Robust integrations: Accelerate integration with existing services with integration kits, connectors, and out-of-the-box workflow templates.
- Orchestration: No-code, drag-and-drop orchestration for streamlined identity management.
- Application onboarding: Leverage preconfigured templates to quickly integrate business apps.

Handle Organizational Complexity

Efficiently managing B2B IAM is essential to business agility and productivity. The Ping Identity Platform optimizes B2B IAM, reduces administrative burdens, and empowers partners to manage their own access.

- Hierarchical organization model: Provide unique administrators, users, roles, permissions, resources and customized user experiences for each partner.
- Delegated administration: Grant different levels of administrative access and empower partners to manage their own users within defined constraints.
- Configuration inheritance: Ensure consistent policy application via inheritance of permissions and roles.
- Relationship model: Allow businesses to manage identity data in a dynamic, navigable structure that updates with relationship changes.

Ensure Uncompromising Security

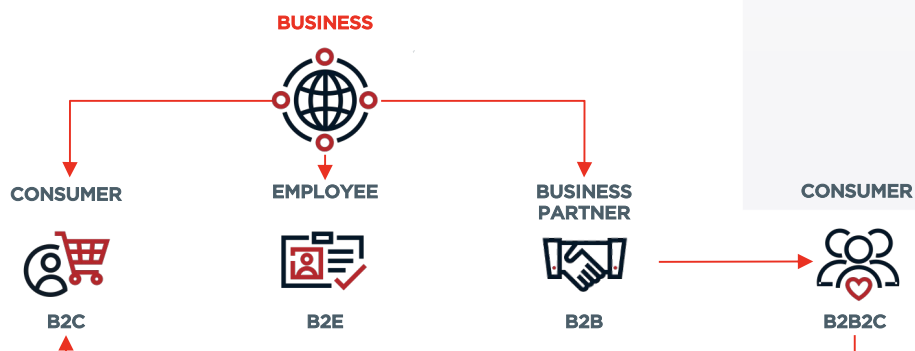
Maintaining robust security and compliance is critical in B2B relationships. Ping provides comprehensive capabilities to reduce the complexity and risk of managing identities across business entities and ensure the protection of sensitive information.

- Granular access control: Fine-grained control over permissions for least-privilege access.
- Access certifications and approval workflows: Documented audit trails of access reviews.
- Closed loop remediation: Identify and remove redundant/unnecessary third-party user access.
- Adaptable security policies: Continuously align security policy with business needs.
- Dynamic fraud detection: Real-time risk scoring for adaptive authentication.

Create Exceptional User Experiences

Organizations must make it easy for partners and customers to access their products, services and resources. The Ping Identity Platform is designed to deliver smooth and engaging online experiences that enable business partner productivity and turn enterprise customers into loyal brand advocates.

- Branding: Tailor portal look and feel to enable to match each partner's brand identity.
- Customizability: Offer customizable access that allows hosts and partners to set their level of control over the overall IAM experience.
- A/B Testing: Enable admins to experiment with policy to balance security and business needs.
- Dynamic fraud detection: Leverage real-time risk scoring to apply adaptive authentication.



Ping helped Maersk **lower costs** by 45%, **reduce partner onboarding time** from months to days, and **improve efficiency** of customer, partner and vendor access to essential information by a factor of four.

The Ping Identity Platform B2B and B2B2X Solution Benefits

The Ping Identity Platform delivers a comprehensive solution for managing B2B identities and access in a single, comprehensive platform. By providing a unified approach to security, compliance, and integration, Ping Identity enhances business agility and reduces the complexity and risk associated with managing diverse B2B and B2B2X relationships. Ping Identity is the strategic choice for organizations looking to manage their B2B and B2B2X relationships effectively, ensuring secure, efficient, and scalable identity and access management across their entire ecosystem.



Simplify Partner Onboarding

Easily onboard partners and customers, empowering them to manage their own access with seamless integrations, a customizable org model, and delegated administration.



Minimize Business Risk

Simplify managing identities across business entities and protect your business with risk-based access controls to prevent account takeover, detect insider threats, and ensure only the right people have access.



Accelerate Revenue Growth

Deliver smooth, engaging online experiences that make it easy to access your products and services, boosting partner productivity, and turning customers into loyal brand advocates.

To learn more about how the Ping Identity Platform can help you deliver secure and engaging experiences for your B2B and B2B2X environments, visit www.pingidentity.com/b2b-identity



About Ping Identity

Ping delivers unforgettable user experiences and uncompromising security for any type of user. From anti-lock-in integrations, out-of-the-box best practices, and innovative services from decentralized identity to AI-driven governance and fraud prevention, Ping is the one-stop shop for game-changing digital identity. Learn more at pingidentity.com.

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