

# Reduce access management costs and user friction

Securely engage customers and empower employees with Ping identity and access management on Google Cloud.

Customer experience is at the heart of digital transformation. Users expect convenient online experiences. There's no room for lengthy sign-up forms, difficult password requirements, or disjointed interactions across engagement channels or business resources. However, to properly secure your organization, you need strong access management to prevent unauthorized users.

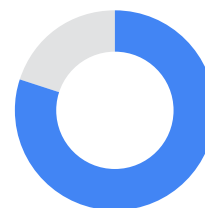
Unauthorized user access is a vulnerability that accounts for a surging number of cloud security breaches. How do you prevent such attacks without jeopardizing customer engagement or hindering employee productivity?

## Leverage a zero trust model with automated detection and response

Ping Identity and Google Cloud help you fast-track modernization and transformation initiatives by augmenting Google Cloud's security capabilities with Ping's industry-leading identity and access management (IAM) solution. This joint solution helps your company onboard customers faster and improve user productivity by reducing authentication overhead. With DevOps tools and automation, you can securely bring modern applications to market faster.

This makes Ping and Google Cloud a one-stop shop for digital identity management.

Ping has invested heavily in building its IAM cloud solution on Google Cloud. It created PingOne Advanced Identity Cloud specifically to enhance and complement Google Cloud's security features. These include

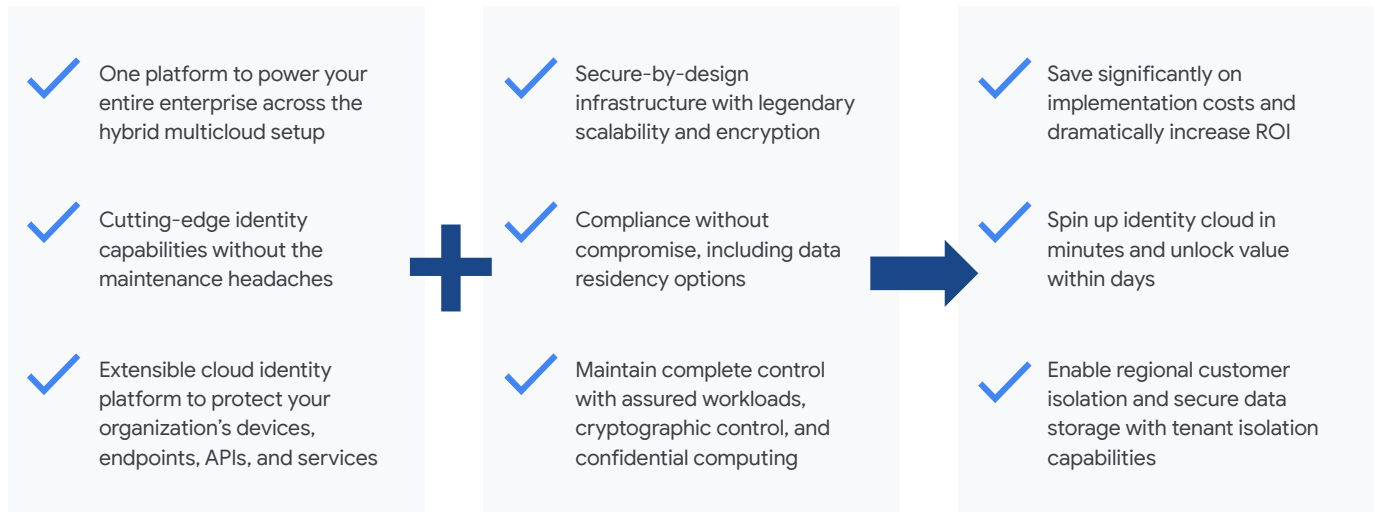


# 80%

reduction in IT operations and development personnel costs.

data encryption, denial-of-service (DoS) protection, and intrusion detection that integrate into Google BeyondCorp Enterprise. Quickly get powerful identity and security features that leverage the Google Cloud zero trust model with automated cloud-scale threat detection and response.

The PingOne Advanced Identity Cloud integration with Google BeyondCorp Enterprise helps your organization seamlessly manage legacy protocols to reduce additional authentication overhead. These legacy protocols include Kerberos, Windows New Technology LAN Manager (NTLM), and cloud-native applications built using Security Assertion Markup Language (SAML).



### Improve your customer experience

Protect customer data against modern threats and account takeovers with an AI-powered, cloud-based solution.

Provide a seamless customer experience with fully customizable, consistent, multi-digital channel personalization.

Use modern access management capabilities to reduce verification and authentication friction and increase user security posture.

Encrypt sensitive customer identity data in all stages. Enforce data-sharing consent and secure applications and systems via several authentication and authorization methods.

### Improve workforce productivity

Ensure secure access for all workforce and partner users from any location, at any time, and on any device.

Authenticate once, access everything.

Reduce help desk call volume and support costs with intelligent self-service registration, password maintenance, and resets.

Save time and money by enforcing zero trust and continuous adaptive risk and trust assessment (CARTA) principles from one central console.

Streamline IT and reduce legacy system redundancy in one platform.

### Securely accelerate time to value

Scale up to support your ongoing digital transformation initiatives with tools to efficiently optimize your IAM solution's overall health and success.

Quickly develop and enable new capabilities, digital services, and value-added solutions via DevOps tools and automation.

Design powerful user journeys with a drag-and-drop visual interface.

Ease legacy application integration by passing along stored attributes to clients and applications.

Ensure compliance with SOX, PCI-DSS, GDPR, CCPA, HIPAA, and other global regulations. Deploy Ping in 40+ Google Cloud regions.

With Ping Identity and Google Cloud, you can securely manage complex identity relationships across millions of users. Get a full suite of identity, access management, and governance capabilities.



Visit the Google Cloud Marketplace to learn more.