

# Secure Web Portal Solution Overview



**Entrust**  
Securing Digital Identities  
& Information

## The Promise of Web Portals

In today's competitive economic environment, organizations are under intense pressure from stakeholders to lower operating costs. At the same time, their customers, partners, and employees are demanding deeper access to services and information. Towards that end, organizations are implementing Web portals as a single doorway through which users can easily access multiple, disparate applications, services and information sources. Web portals hold the promise of significantly improving the user experience, lowering costs and providing personalized, 24x7 service delivery and transaction execution. Moreover, portals provide new opportunities to establish and cultivate relationships and generate revenue through unique value-added services.

## The Business Requirements

As in the brick-and-mortar world, trust is essential to all parties in any relationship established or maintained through a Web portal. Users must be confident that they are dealing with a legitimate organization and that their information will be protected. Likewise, organizations must be confident that they can deliver high-value services and applications via a portal while protecting their information, transactions and brand.

Key requirements for creating a high-value portal include:

- Strong identification of users and single sign-on across multiple portal services
- Personalized access to information, applications and transactions
- Accountability and integrity for transactions executed through the portal
- Confidentiality and privacy of customer, partner and employee information accessed from the portal
- No changes required in user behavior

## The Solution

The Entrust Secure Web Portal Solution delivers a comprehensive set of security services to allow an organization to create secure, personalized relationships with customers, partners, and employees. The solution is comprised of the following essential security services:

- **Identification** - authenticating and protecting users' identities to enable personalized relationships and accountability
- **Entitlements** - providing personalized access and authorization to portal applications and information based on user roles and privileges
- **Privacy** - enforcing confidentiality of information through end-to-end protection of data while in transit and storage
- **Verification** - helping ensure the authenticity and integrity of transactions through digital signatures and time-stamped receipts
- **Security Management** - providing automated administration and transparent security to users that significantly reduces overall total cost of ownership

The Entrust Secure Web Portal Solution enables organizations to increase the number and value of services offered through a portal by providing confidence that only authorized individuals can access sensitive applications and information, and that they will remain secure at all times. As a result, a portal can be used to streamline and accelerate processes, tighten integration with partners and strengthen customer relationships. Ultimately these business benefits drive incremental return on investment from a portal through new revenue opportunities, increased productivity and lower costs. >>>

### Solution Benefits:

- **Secure access** to information & applications for employees, partners and customers
- **Better user experience** and reduced costs through single sign-on across portal resources
- **Improved Return on Investment** by reducing costs, improving efficiencies, and enabling revenue-generating services
- **Lower risk involved** with allowing Web access to sensitive information and applications

### Competitive Advantages:

- **Lower Total Cost of Ownership** - cohesive set of security capabilities, including automated and transparent security management, that minimize administrative costs
- **Stronger, more flexible security** - can be implemented in a staged approach, providing flexibility to choose the most appropriate level of security needed today, and easily upgrade to additional security features, including Web services
- **Better Return on Investment** - initial investment in security management and user identities can be extended across multiple applications and transaction types (e.g. secure e-mail)

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## The Entrust Advantage

The Entrust Secure Web Portal Solution is the first portal security solution to seamlessly combine security capabilities that enable identification, entitlements, privacy, verification and security management for Web portals. It stands alone in its ability to transform current Web portals into high-value Web portals through:

### Fast, Cost-effective & User-friendly Deployment

- No software installation required for users (“zero-footprint” client)
- Easy integration into portal's existing look and feel
- User self-enrollment and delegated user administration
- In-house deployment or through a managed service provider

### Low Total Cost of Ownership

- Automated management of users, security policies and digital IDs
- Self-enrollment of users and automated password resets

### Proven Performance & Scalability

- Proven customer deployments servicing millions of users
- Tested and integrated with market-leading Web server, portal management and application suppliers including IBM, BEA, Sun, Oracle, Microsoft, SAP, and PeopleSoft

### Clear Evolution Path for Future Needs

- Initial investment easily leveraged for additional capabilities, including persistent encryption, digital signatures, Web services and more

### Best-in-Class Security

- Standards-based, award-winning and FIPS 140-1 validated
- Centralized policy control, strong password policies, and support for multiple authentication methods, including smartcards and biometrics
- Comprehensive transaction support, including Web services security
- Non-caching architecture that protects user information from exposure to attacks

## Entrust Secure Web Portal Solution:

The Entrust Secure Web Portal Solution delivers comprehensive security through the following award-winning products:

**Entrust GetAccess™** - provides single sign-on, user identification and entitlements across Web portal applications.

**Entrust TruePass™** - provides end-to-end Web security with unmatched user transparency, delivering a choice of strong identification methods to provide mobility, flexibility and ease of deployment.

**Entrust Secure Transaction Platform™** - provides security for Web services applications that may be delivered through a portal.

**Entrust Authority™** - provides security management to applications in a consistent, transparent and automated way that makes Internet security easy for users and administrators.

**Entrust Certificate Services™** - provides a basic level of security for Web portal applications.

Architectural Overview of Secure Web Portal Solution

