Traditional Forms of Identity are Failing

The inherent weaknesses of physical IDs and passwords is primarily to blame for the $250B lost to fraud and the $110B lost to cybercrime each year.

### Physical Badges and Cards
Lost | Stolen | Counterfeited | Falsified | Misused

28M stolen passports and national ID documents in circulation in 2011

### Usernames and Passwords
Cracked | Intercepted | Phished | Guessed | Keylogged

Username: LSmith99
Password: PaSsworD123

76% of data breaches are caused by exploited passwords
“Usherize the World” with Mobile Identity

Usher Mobile Identity will transform how organizations Validate identity and Access systems and entryways, and Authorize transactions.

Dematerialize physical IDs and passwords by converting them into badges on smartphones.

Biometrically link the mobile badge to its owner.

Extend biometrically-validated identity to every application and business process.

Validate  Personal Identities
Log onto  Applications
Open   Entryways
Authorize  Transactions
Cyber-Security and Mobile Identity
Cybercrime is a $280B per year problem

- $280B total monetary loss due to cybercrime in 2013
- $491B predicted loss due to cybercrime in 2014
- 2/3 of cybercrime in 2014 will be caused by organized criminals
- 90% of companies will experience a breach in 2014

Experian | 200M Records Exposed
Target | 110M Records Exposed
Adobe | 38M Records Exposed
Kickstarter | 5.6M Records Exposed
Nieman Marcus | 1.1M Records Exposed
Forbes | 1M Records Exposed

Every organization relies on the outdated password-based authentication model to protect sensitive data and cyber assets.
A Dynamic and Complicated Password is Not the Answer

Passwords worked well in the 1970s but are failing in 2000s

| Cracked | Intercepted | Phished | Guessed | Key-logged |

1. **76% of the data breaches** are because of exploited passwords

2. **82% of passwords** can be cracked in minutes

3. **Enterprise create password policies** to protect against exploited passwords

4. **Password Policy Compliance** imposes a productivity tax
   - A new password every 3 months
   - Passwords cannot be the same as last 10 passwords
   - Lower case, special characters in the password
   - Account lockouts ‘every 3 tries’ results into a helpdesk requests
## Passwords Impose Costs and Reduce Productivity

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-35%</td>
<td>Calls to a helpdesk are password-related</td>
</tr>
<tr>
<td>$25-40</td>
<td>Average cost per call with <strong>four reset calls</strong> per use</td>
</tr>
<tr>
<td>65 hours</td>
<td>Per user wasted in just entering user ids and passwords</td>
</tr>
<tr>
<td>36%</td>
<td>Users have between 6 and 15 passwords</td>
</tr>
<tr>
<td>4</td>
<td>Average number applications that an user has to maintain different passwords for</td>
</tr>
</tbody>
</table>
Mobile Identity is the Solution

Usher is a **innovative, disruptive** and **revolutionary** concept in authentication called “**mobile identity**” which is more secure than passwords and more usable and manageable than traditional methods.

**Mobile Identity eliminates passwords**

- Inherent two factors of authentication
- PKI Encrypted
- Out-of-band communication
- No Keystrokes

**Mobile Identity more convenient than traditional methods**

- Always with you
- Instantly deployed
- Instantly revoked
- Instantly regenerated

**9-1-4-2**

- **Passcode**
  - Only the owner of the phone can use the cyber badge

- **Cryptographic**
  - Only the registered phones can use the cyber badge

**Bluetooth proximity**

**Usher code scan**
Log into Applications and Systems From the Smartphone

Usher strengthens cyber security by replacing passwords with mobile identity.

- As simple as scanning a QR Code or approaching a computer with a smartphone
- No passwords to be managed, reset, or stolen
- Usher sends the user’s identity to the system via out-of-band, PKI secured channels
Physical Access and Mobile Identity
Use Usher Mobile Identity to Secure Facilities

**Smartcards and “Second Factor” Tokens** provide better security, but are too cumbersome for wide adoption.

- Lost
- Stolen
- Exposed
- Intercepted
- Hard to Use

**Mobile Identity**

Use Bluetooth or scan QR codes to unlock entryways.

**Secure Facilities**

Validate Identities.
Secure every entryway while offering greater convenience and manageability than physical keys.

Usher Identity App: Unlock Entryways

- **Tap an Usher Key**
- **Scan an Usher Stamp**
- **Automatically unlock doors with Bluetooth**
- **Send temporary keys to others**
Usher Identity App: Unlock Entryways

Secure every entryway while offering greater convenience and manageability than physical keys.

Individuals Unlock Entryways from a Mobile Phone

Scan an Usher Stamp

Tap an Usher Key

Bluetooth and location services automatically announce arrival of individuals, allowing for improved service and a personalized experience.
Usher Identity App: Validate Identities

An **industrial-strength** security checkpoint in every user’s pocket

Verify identity **in person**

Verify identity **over the phone**

Validate **group affiliation**

Broadcast identity **to anyone near you**
How to “Usherize” your Organization’s Systems and Processes
A “Single Usher Mobile Identity” To Secure Your Enterprise

Usher negotiates your identity with systems more securely and easily than traditional methods and eliminates passwords creating a frictionless environment.

**Authenticate**

- Use your mobile identity to

**Access**

- Workstations
- Simple Bluetooth proximity unlocks workstations
- Mobile apps
- Transparently log on to mobile apps
- Web apps
- Access web applications by scanning the screen
- Single Sign-on
- Strengthen SSO security by eliminating passwords
- Entryways
- Automatically unlock entryways through Bluetooth or with a tap of a key
Usher is a Revolutionary Cloud-based Mobile Identity Platform

Hosted on the Cloud, Usher injects unparalleled **speed, simplicity, safety** and **security** into your business processes and systems reducing costs and making it convenient.

- **Usher Identity App**: The mobile app that replaces physical forms of identification.
- **Usher Intelligence**: The application that analyzes identity activity across the enterprise.
- **Usher Network**: The command center for distributing mobile identity badges and managing your network.

MicroStrategy
Usher Lets Enterprises Deploy Mobile Identity as a Utility

Usher is the most comprehensive **cloud-based mobile identity platform** in the world. Its components work in parallel to provide enterprises with an industrial-strength identity ecosystem and deploy mobile identity badges to 1000s of users.

**Usher Identity App**
- Elegant and powerful mobile app for end users
  - Mobile ID badge
  - Custom branding, icons, etc.
  - Personalized user photo
  - Peer-to-peer identity verification using time-limited codes

**Usher Network**
- Intuitive, self-service portal, to create identity networks and register applications
  - Custom badge design and deployment
  - Gateways for IDMs, logical, and physical access gateways
  - User import from cloud apps, CSV or excel file, or manual entry
  - Badge template customization – icons, colors etc

**Usher Intelligence**
- Dashboard views of Mobile Identity activity:
  - Population trends
  - Behavioral heuristics analytics
  - User-specific investigation
Usher Network

The Usher platform provides an intuitive, self-service, cloud-based application for any organization to create mobile identity badge networks and secure systems and applications.

Create an Usher Network and deploy mobile identities to users

Register and provision applications, workstations and physical access systems to a network

Distribute mobile identity badges to end users

Create an Usher Network at: http://beta.usher.com
An organization can create an Usher network **within minutes** and enables users to securely login to applications and access facilities with their smartphones.

**Create an Usher Network**

**Supported IDMs:**
- Active Directory
- Open LDAP

**Import Users from:**
- .CSV files
- Salesforce.com
- Google Apps
- Manual user creation

**Register and Provision Systems**

**Workstations, including:**
- Mac (unlock using Bluetooth)
- Windows 7,8, and 2008

**Applications, including:**
- Wordpress
- Salesforce.com
- Google Apps
- ‘ADFS’ – integrated applications
- SAML-based Configuration*
- Mobile App SSO

**PACs, including:**
- Lenel
- Honeywell
- S2
- Paxton
- Datawatch

**Distribute Mobile Identity Badges to Your Users**

**Available on:**
- iPhone – iOS 7.0+
- Android – 4.x+

*Future capability
How to Create an Usher Network?

Set up an Administrator Account

Activate Your Mobile Identity

Scan the QR Code to Login without passwords!

Create an Usher Network

Design the Badge that you will send to the users of your network. As an administrator, you’ll also receive the badge - you’ll use it to log in to manage your Usher network.

Step 1/4: Design a Badge Template

Step 2/4: Create an Administrator Account

Step 3/4: Enter your email - we’ll send a link to your email, which you can tap on to set up the administrator badge. It should be an email that you can access on your smartphone.

Welcome, Suhrud Atre!

Log in with your Usher Identity Badge

Scan the QR code with your Usher Identity Badge from your smartphone to log in and set up your Usher network. 

Suhrud Atre
Network Administrator

Suhrud Atre
Network Administrator

MicroStrategy
How to Create an Usher Network?

**Network Management** lets administrators manage networks, add users, create administrators, and manage badge design.

**User Management**

Add users to your Usher Network

Add your users by either synchronizing with your existing Identity Management System (IDM) or importing them through any of the methods listed below.

Synchronize with your existing IDM: 

**OR**

Import Users:

**Network Admins**

Manage administrators for the network

**Total 1 Admin**

**Edit**

**Badge Management**

Design the template and configure properties

**Internal Applications**
How to Create an Usher Network?

One-Click Import of Users from SaaS Apps and Identity Management Systems

- Active Directory
- Open LDAP

Import Users from:
- .CSV files
- Salesforce.com
- Google Apps
- Manual user creation
How to Register and Provision Apps?

**Gateway Configuration** lets administrators establish a “live link” between applications and Usher.

### Supported Applications:
- Wordpress
- Google Apps
- Salesforce.com
- Exchange
- Sharepoint

### Workstations:
- MacOS
- Windows 7,8, and 2008

### Physical Access
- Lenel, S2
- Datawatch, Paxton
How to Register and Provision Apps?

**Usher Gateway** Securely relays IDs to mobile devices, applications, and entryways upon request using encrypted connections.

**Gateway Layer**
- Establishes a secure channel
- Controls ID flow
- Interacts with backend IDMs for authentication
- Relays the QR code to Applications and Systems

Existing ID repositories:
- IDMS
- SSO
- PACS
DEMO
**Usher Platform: Three-Factor Authentication**

Usher provides a multi-factor authentication system to ensure that an Usher mobile identity cannot be compromised or stolen.

**Something You Know**

Phone pass codes ensure that only the owner of the phone can use it.

**Something You Have**

PKI certificates ensure that only a phone registered to a user can ever authorize the Usher Vault to present his ID.

**Something You Are**

Voice print and face print ensure that only the owner of the mobile identity can use it.

*Future capability*
Usher Platform: Phone Security

Five layers of security protect identities if a phone is lost or stolen.

Layer 1
Phone pass codes

Layer 2
Finding or wiping the Phone

Layer 3
Deactivating Usher

Layer 4
Biometrics*

Layer 5
Encryption

*Future capability

Usher Platform:
Phone Security
Attend the ‘Mobile ID’ workshop
Track 9, Session 7
Wednesday, 9th July 2014
Room 115

An Interactive and Hands-on experience with Usher Experts in which you will learn how to create an Usher Mobile Identity Network, Distribute Badges and “Usherize” a Web Application within minutes!
Get Started Today at Beta.Usher.com!

Deploy 1000s of Mobile Identity Badges. Connect to your Enterprise Identity Management Solution or simply import users. Provision Apps and Secure Facilities! Within Minutes, No Setup, No Installation.

Secure Your Cyber Assets
Let your users securely access systems with their smartphones eliminating passwords!

Replace Physical Badges
Place an industrial-strength checkpoint in an user’s pocket

Secure Facilities and Entryways
Have your users experience the ease and convenience of unlocking doors and accessing facilities from a smartphone
THANK YOU
satre@microstrategy.com