

Melissa

Power User on the Go

“I want quick, easy access whenever and wherever I need it.”



➔ **Always on the move – needs 24/7 access, anywhere**

➔ **Low tolerance for tasks that don’t contribute to sales**

➔ **Self-sufficient and independent – likes to do things her way**

My Typical Day...

I sell insurance to Fortune 500 companies, so I’m your typical ‘road warrior’. When I’m on the move, I need quick and easy access to resources. When we recently acquired another company, there were a lot of headaches. I was told to sell a new portfolio of products, but I hadn’t been given online access to any of the sales collateral or pricing sheets. It was nearly a disaster – how do I sell the products when I can’t even pull up this information to show a prospective customer?

When I’m not in a meeting, I squeeze in other activities when I can – I’m in and out of Salesforce every day, I make travel plans at midnight, get contracts and price quotes right before a client meeting, or fill out expense reports at the airport. Whenever I can, I do things from my iPad or phone. It’s more convenient than waiting for my laptop to fire up. I don’t understand why more companies don’t optimize for these devices – it just makes sense.

For most things, I have to log into my corporate network and then log in separately to a bunch of other applications and web sites. But not everything I need is there. I use non-company applications to manage calendar and other tools that keep me productive. It’s crazy that I have to remember dozens of links and account logins! At least once a week, I’m on the phone with IT trying to reset a password because I’ve locked myself out of an account. All that time adds up and that takes time away from winning a new account.

Why can’t I log in once and just get to everything I need? Jim in IT tried to explain the security implications and why it was so difficult, but honestly, I could care less about the complexities of our corporate networks. Just help me to focus on my job.

User Goals

What Melissa wants...

- Fast and painless access to the information and tools to make her job easier
- Reduce the number of things she has to keep track of that don’t add value to her day
- Reduce the amount of time she spends on tasks that don’t help her win sales

Business Objectives

How to best serve her needs...

- Provide a single point of access to tools and information that make her job easier
- Deliver a seamless experience that doesn’t expose her to the system’s complexities
- Show her only what she needs – remove the noise
- Increase her productivity by reducing the time she spends requesting help



Profile Information

Job Title: Sales

Industry: Insurance

Tech Savvy: Medium

Devices: iPad, Laptop, iPhone

Location: Global customer sites, home office, corporate office

Applications: Salesforce, Concur, WebEx, Exchange Online

Jim

Tenant Administrator



“I think of myself as an IT ‘curator’, serving the needs of the business.”



Needs to adapt quickly to business needs that are constantly changing



Bogged down by activities that distract from strategic initiatives



Limited resources to meet evolving business needs

User Goals

What Jim wants...

- Quick and easy configuration of service providers and identity providers so users have access to applications
- Easy access for users to applications they need, regardless of how or from where they connect
- Flexible authentication and risk policies
- Immediate visibility into authentication and risk security events

Business Objectives

How to best serve his needs...

- Extend his company’s existing security entitlements without sacrificing security posture
- Give him confidence that he can serve and be responsive to the lines of business when changes impact access policies
- Reduce the number and variety of credentials and entitlements users manage



My Typical Day...

Times sure have changed. It used to be that business users submitted their requests to IT and we would add it to the backlog of our projects. Now, instead of being the provider of those services, IT is more like the “middleman” that helps the business fulfill their “order”.

I’m constantly being asked to justify the value of the IT department. The CIO says we need to be enablers of the business — helping them to perform their jobs, and making it happen quickly. We have more responsibility, but fewer resources to get the job done.

Acme is a global company so I have to set up the system for new identity providers, business partners and contractors. The system has to be secure and support just-in-time provisioning to the hosted cloud-based applications. We need to be able to manage deployments centrally. This means more business needs to be directed through our web channel and the experience has to be seamless for our users. In the past couple of years, our organization has really made strides to move more of our operations to the cloud.

Change is good, but it also comes with its share of growing pains. The IT plate is not only full, it’s overflowing and we don’t have the resources to do everything well. Often, it’s the little things that take up the most time. For example, when we get crushed with password reset requests daily, it slows down what we can do. I need to be able to focus on the big picture and strategic projects, and that’s why identity federation for accessing cloud-based applications is so appealing. It really helps us to simplify and standardize the way we control access to cloud applications.

Profile Information

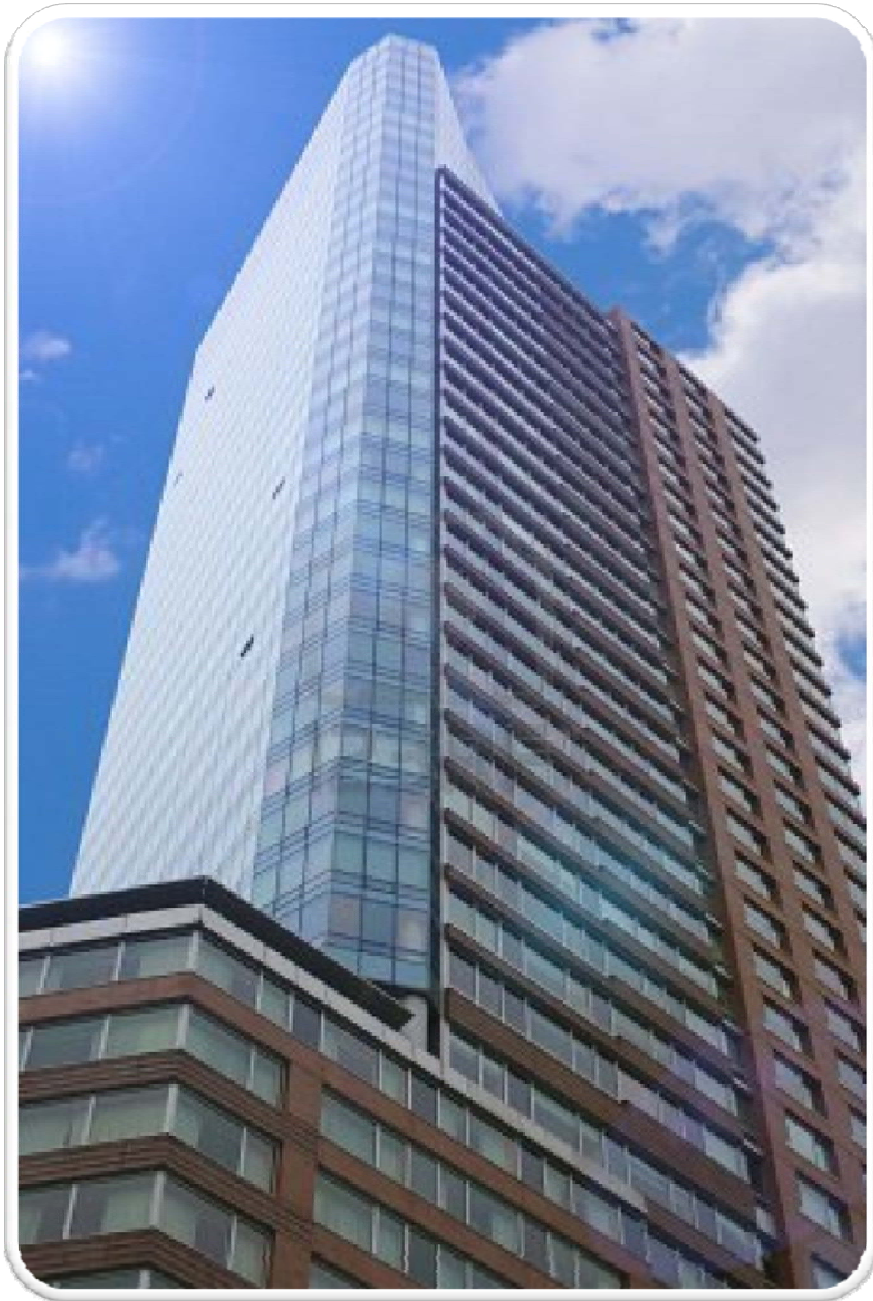
Job Title: IT Security Administrator

Industry: Insurance

Tech Savvy: High

Devices: Blackberry, Laptop, iPad

Location: Global corporate offices



ACME Insurance, Inc.

- Global company with multiple locations
- Looking to replace its existing identity federation service
- Wants to increase number of consumers accessing its web applications
- Wants to increase number of cloud applications and partners

Profile Information

Industry: Insurance

Geographies: North America, Europe, Asia

Work sites: 12 offices

Number of Employees: 10,000

RSA Products: SecurID

Other Products: Novell Identity Manager