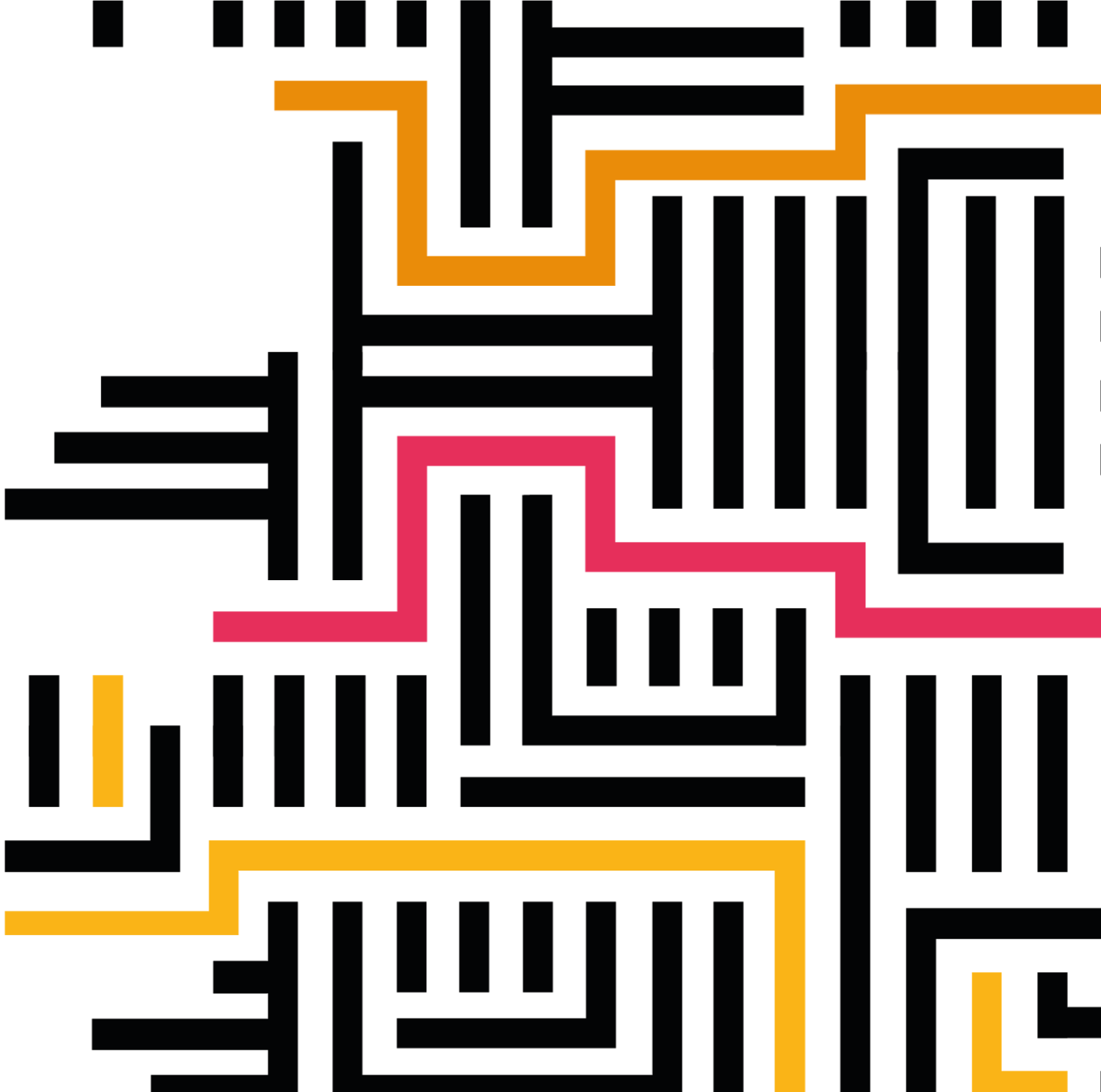
# PwC:
# Digital Identity



# Why choose PwC for your Microsoft cyber journey?

## Experience

**Cybersecurity Consulting Providers** – PwC named as a global market leader. Forrester noted that 'PwC surpasses its peers with platforms and board-relevant services' and 'stands out when it comes to capturing mindshare with C-level stakeholders, primarily due to its cyber risk quantification capabilities and engagements' – Forrester Q4 2021

## Knowledge

PwC's status as a Gold Partner for Microsoft in Cybersecurity provides us with certified specialists to bridge the gap between Cyber risk and Microsoft technology.

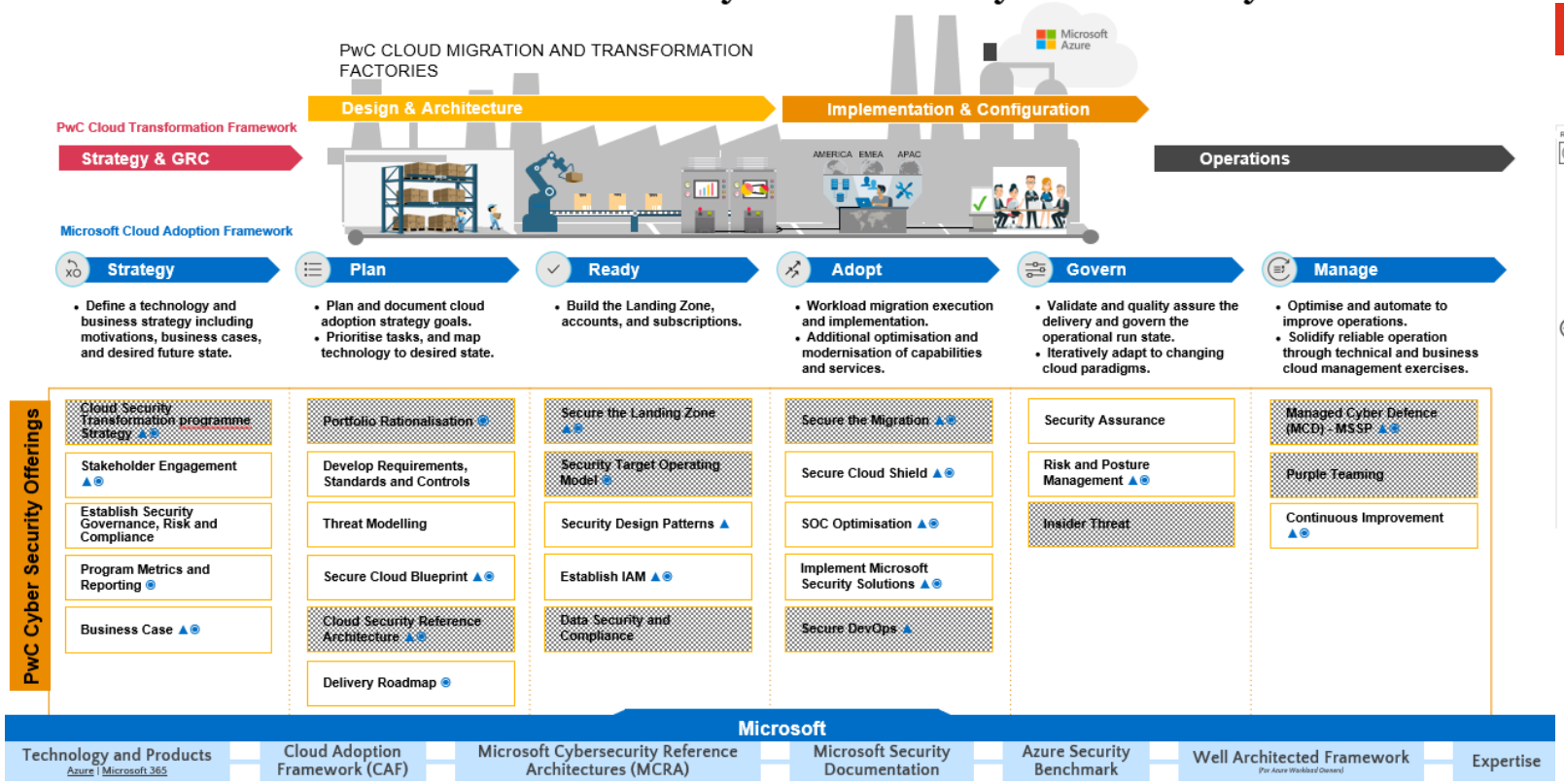
PwC also have 9 Microsoft Advanced Specialisations (inc the 4 security focused specialisations)

## Accelerators

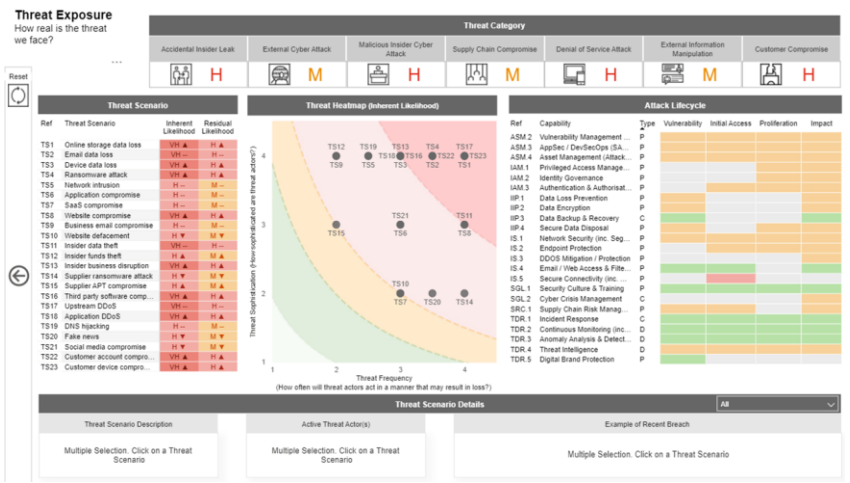
Our Cloud Security Transformation Reference Architecture (CSTRA), Cyber Risk Management and Cloud Cost Assurance provide actionable insights

THE FORRESTER WAVE™
European Cybersecurity Consulting Providers
Q3 2021

## The Microsoft Journey with PwC Cyber Security




**Tracking risk reduction over time – Cyber Risk Management Platform**




**Tracking cyber security maturity and benchmarking (value derived) – Cloud Cost Assurance**

# Digital Identity

## Customer challenge

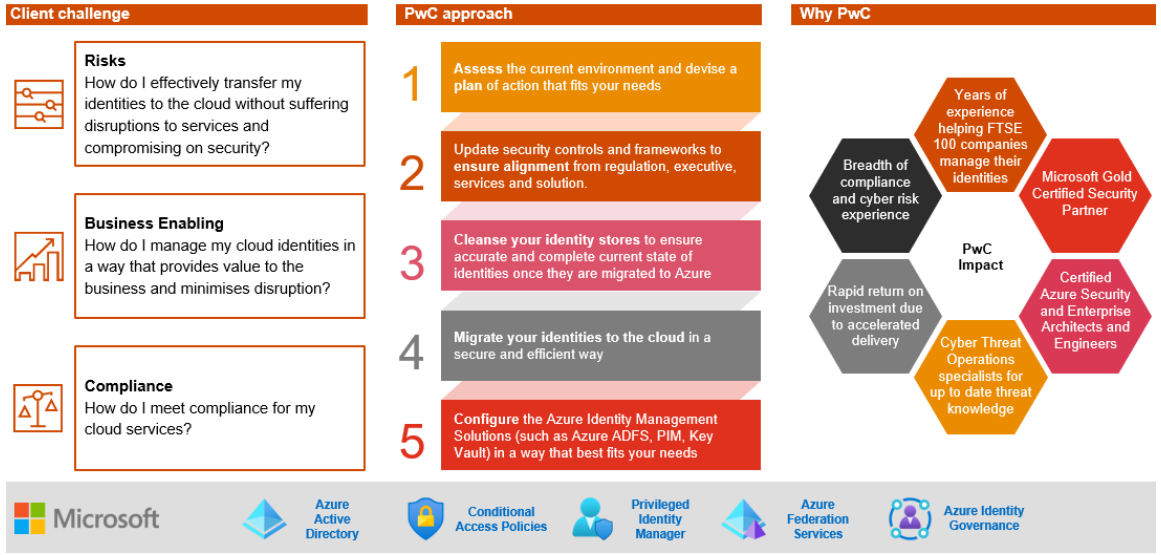
Identity is critical to efficient and effective business services and underpins all other elements of cyber security architecture. Increasingly the scope of identity extends from administrative users (privileged access), service users, supply chain users, customer users and devices. To align with zero trust principles across all services the full lifecycle of users needs to be managed, monitored and tightly linked to business need, ensuring conditional access to all services, data and other assets.

## PwC offering

Advise, drive and implement the client's cloud transformation agenda, deploying and managing identity solutions and core security controls on their hybrid, multi-cloud estate, ensuring they are aligned with regulatory and cyber risk frameworks supported and enhanced by PwC's extensive client experience.

## Microsoft context

By advising business' and deliverying programmes covering all of digital identity and it's relevance to zero trust maturity, PwC can help Microsoft ensure the growing Defender for Identity and Entra cloud identity solutions are at the core of client's operating models. PwC can also offer services to deliver and monitor/operate a client's identity services to minimise client risk, maximise client value realisation and support future transformation challenges.




## Contacts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# PwC and Microsoft – Identity and access

## Solution overview

Windows Hello for Business is a modern **passwordless** enabling technology that is the beginning of the journey for users to securely access to their devices, apps and online services and networks without their network credentials being used.

Single Sign-On (SSO) capabilities are central to an effective enterprise Identity and Access Management (IAM) solution. SSO reduces the number of passwords used across different applications, significantly improving the user experience and providing seamless access to applications.

Multi-Factor Authentication (MFA) is central to an effective password vulnerability risk reduction tool. While a username and password combination authentication is something an end-user knows, MFA enhances the authentication experience by challenging the user with a prompt for something they have such as a token, single use code, or device.

**M&A specific opportunities**

1. **Improve M&A integration timelines** by establishing Azure AD as the primary platform to drive collaboration services.
2. **Enable broad collaborative services** and **reduce Active Directory complexity** by consolidating domains using Azure AD.

## PwC Service Offerings for Identity and Access

**Reduce helpdesk costs with Passwordless AuthN** 1

Use of strong authentication factors, biometrics, FIDO2 and other mechanisms in lieu of passwords, increases protection of personal and enterprise assets will improve the security posture.

**Enable seamless user experience with single sign-on** 2

PwC will design and configure Azure AD to provide a secure seamless authentication experience across your applications and other federation capable on-premise and SaaS applications.

**Strengthen security with multi-factor authentication** 3

Once the foundational components around Azure Single Sign-On have been implemented. We can design, build and deploy a Multi-factor authentication toolkit with Microsoft technologies.

**Deliver quality operations with Identity Managed Services** 4

Provides an outcome-focused operational service to enable and expand your leverage of Azure AD capabilities while ensuring operational efficiency of your Microsoft Identity environment.

## Enabling technologies (Entra and beyond – not exhaustive)

**Build the foundation**

- Azure Active Directory
- Azure MFA
- Azure External Identities
- Azure B2C
- InTune
- CloudKnox

**Secure applications**

- Deploy Conditional Access Policies
- Azure AD Identity Protection
- Continuous Access Evaluation
- Microsoft 365 Defender
- Defender for Identity[1]

**Deploy Passwordless**

- Deploy Multi-Factor Authentication
- Use biometric or Fido2 compliant hardware to authenticate onto devices