

ORACLE IDENTITY MANAGEMENT FOR RETAILERS

KEY FEATURES AND BENEFITS

- Most comprehensive, best-in-class identity and access management suite
- Secures applications and improves user experience
- Lowers costs of regulatory compliance and reporting
- Centralizes and automates user administration processes for applications such as Oracle Retail, Oracle E-Business Suite, Siebel CRM, PeopleSoft, JD Edwards EnterpriseOne, and SAP
- Provides a framework for standards-based authentication between security domains

Oracle Identity Management helps retailers to be more competitive. Oracle's best-in-class functionality, standards support, and built-in application integration provide retailers with a complete and scalable identity management infrastructure to help them address compliance needs and new business opportunities.

Introduction

The retail industry is subject to more opportunities and challenges than ever before. Technology has provided new ways to discover and service markets, uncover customer preferences, control processes and inventories, manage workforces, and sell products to customers. At the same time, technology has increased the vulnerability of retailers to liability and fraud, and has heightened customer concerns about the safety of doing business electronically.

Security concerns are motivating increased requirements for compliance with regulatory and industry standards. For example, the Payment Card Industry (PCI) Data Security Standard (DSS) requires that merchants and payment service providers:

- Protect stored cardholder data
- Restrict access to cardholder data by business need-to-know
- Assign a unique ID to each person with computer access
- Track and monitor all access to network resource and cardholder data
- Maintain a policy that addresses data security

Oracle Identity Management helps retailers address these requirements and more, by protecting user identity data with a secure, scalable and highly available infrastructure, centralizing application access control, automating routine account management activities, and meeting regulatory requirements for reporting and attestation. All this is achieved with an infrastructure that is open, built with best-in-class technologies, and application centric.

ORACLE IDENTITY MANAGEMENT PRODUCTS

Oracle Access Manager delivers critical functionality for access control, single sign-on, and user profile management in the heterogeneous application environment.

Oracle Identity Federation enables cross-domain single sign-on with the industry's only identity federation server that is completely self-contained and ready to run out-of-the box.

Oracle Enterprise Single Sign-On provides users with unified sign-on and authentication across all their enterprise resources, including desktops, client-server, custom and host-based mainframe applications.

Oracle Adaptive Access Manager provides web access real-time fraud detection and multifactor online authentication security for the enterprise.

Oracle Identity Manager is a powerful and flexible enterprise identity provisioning and compliance monitoring solution that automates the creation, updating, and removal of users from enterprise systems such as directories, email, databases, and ERP.

Oracle Role Manager is an authoritative source for role lifecycle management that leverages business policy and organizational data to automate role based provisioning and access control.

Access Management

Web applications are critical to the retail industry. Companies use these to create links with supply chain partners, improve logistics, build customer loyalty, and sell their products through e-stores. **Oracle Access Manager** delivers a highly robust solution for providing manageable, secure, access control to employee, customer, and partner facing web applications based on business policies. Its scalable architecture supports the largest e-store applications, while its delegated administration makes it easy to distribute responsibilities for user administration to different localities, suppliers or store brands.

Building federated user communities that span company boundaries represents an opportunity for retailers to implement consumer product cross-selling strategies, streamline supplier access to their extranet applications, and respond quickly to organizational changes such as mergers and acquisitions. **Oracle Identity Federation** implements standards-based web technology that makes these kinds of interactions possible.

It is critical that retailers protect themselves and their consumers from increasingly sophisticated online attacks. **Oracle Adaptive Access Manager** protects customer identity and credit information through a form of mutual authentication such that a consumer can be sure they are transacting with their online retailer before providing any confidential information. Further, if a customer should fall prey to a phishing scam and inadvertently provide their username and password to a malicious party, the online retailer has the ability to prevent that malicious party from using the credentials by immediately stopping suspicious buying behavior.

User Provisioning and Role Management

Retailers also need to manage access to their business applications by a large and constantly changing user population. **Oracle Identity Manager** meets this need by centralizing and automating user account and privilege management. Oracle Identity Manger connects with applications such as Oracle Human Capital Management, Oracle Retail, and timecard systems to quickly create accounts for new associates. **Oracle Role Manager** allows the new hires to be assigned privileges based on their specific job requirements and re-assigns privileges as employees' roles within the organization change.

ORACLE IDENTITY MANAGEMENT PRODUCTS

Oracle Internet Directory is a robust and scalable LDAP V3-compliant directory service that leverages the high availability capabilities of the Oracle 10g Database platform.

Oracle Virtual Directory provides Internet and industry standard LDAP and XML views of existing enterprise identity information, without synchronizing or moving data from its native locations.

Oracle Web Services Manager is a comprehensive solution for adding policy-driven security and management capabilities to existing or new Web services.

Directory Services

With high-profile security breaches in the news, retailers need to be vigilant about protecting user identity and cardholder profiles. **Oracle Internet Directory** is a secure repository for user identity data that combines the mission-critical strength of the Oracle Database with the open compatibility of the LDAP v3 directory standard, resulting in a user identity store that is scalable, secure and delivers the high availability required for e-store and commerce sites.

One of the challenges of implementing web security for many retailers today is that user identity data is frequently scattered across multiple systems around the world. Sometimes this is the result of mergers and acquisitions, other times this is by design to address regional privacy concerns. **Oracle Virtual Directory** supports rapid deployment of new applications by providing a real-time, virtual view of identity data from any data-store including directories, databases and Web Services, without synchronization.

Conclusion

Oracle Identity Management offers the solutions retailers need to address the unique challenges they face with an integrated, standards-based and open set of products that fit into existing infrastructures. The results are less time spent integrating disparate components and the backing of the world's largest enterprise software company. Visit www.oracle.com/identity for more information.

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