In an age where data is consumed by users, apps, and devices around the world, zero trust is designed to protect. Where once right, zero trust is a holistic security approach that prevents the strongest possible defense, while ensuring that all identities can access the information needed, when it's needed.

In an age where data is consumed by users, apps, and devices around the world, zero trust is designed to protect. Where once right, zero trust is a holistic security approach that prevents the strongest possible defense, while ensuring that all identities can access the information needed, when it's needed.

Traditional security focuses on protecting the network perimeter, but offers little protection for the hybrid and cloud-first business of today. With zero trust, your policy determines exactly what identities can and can't do, in every environment.

Not all attacks come from malicious outsiders. Sixty-one percent of U.S. companies say they have experienced a third-party breach. Privileged accounts—those with access to the “keys of the kingdom”—are the biggest draw for cyberthieves. Zero trust provides extra protection for these accounts.

Here are seven ways identity management helps zero trust improve security.

1. Zero Trust Is Built for the Cloud

2. Zero Trust Continuously Verifies Identities

3. Zero Trust Understands Your Identities

4. Zero Trust Protects You from Insider Attacks

5. Zero Trust Protects You from Third-Party Attacks

6. Zero Trust Protects Your Privileged Accounts

7. Zero Trust Gives You Complete Visibility and Control

Security Built for Digital Transformation

By 2022, 80 percent of new digital business applications used by ecosystem partners will be accessed through zero trust systems. In today's multi-cloud, multi-device environment, stronger security is no longer an option. It's a necessity. It's time to take charge of your company's safety. It's time for zero trust.

In a recent study, one in five healthcare workers said they might sell confidential data. Insider threats have increased 47% since 2018. Centralized identity management enables you to view and manage your organization's risk profile through a single pane of glass. You can tweak policies for any group, all from one location, and changes are automatically synchronized and enforced.

Learn more about how building identity management into your zero trust initiative gives you the best protection in Zero Trust: Rethinking Security.