Why Customers Choose The OptimalCloud For Cloud Based SSO

Background:

Usage of the cloud has become more and more prevalent, even for areas that were classically on premise deployments. For example, the cloud Identity as a Service (IDaaS) market has grown substantially over the last few years.

A major reason for the cloud adoption is that organizations have started to understand the true costs of maintaining an on premise identity deployment.

Once you are "sold" on the idea of deploying a cloud based Single Sign On (SSO) solution, you then have to decide which cloud based solution is right for you.

Integrated with our Virtual Identity Server (VIS), The OptimalCloud is a private or public federated cloud service that provides multi-factor and mobile authentication/authorization from any data store.

This whitepaper will outline some of the reasons that our customers have selected The OptimalCloud over other vendor's solutions.

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OPTIMAL **IdM**
Identity & Access Management

Cost:

Optimal IdM believes that quite simply the cost of other cloud based SSO solutions is too high. Our view is to "Just say NO to expensive SSO."   Many vendors charge between $5 to $10 per user / per month depending on the level of service needed.

Why do they charge so much? They have to. Many of them have taken in massive amounts of venture capital money and have extremely high overhead. See Vendor Viability section for more information on this topic.

The Optimal IdM solution is simply offering a flat monthly charge for the SSO service based on the number of data center locations required for the customer.   With that information, we know our costs and can quote the customer an accurate, and more importantly, affordable cloud based SSO solution.

We have had many customers look at other vendors only to say, "With the OptimalCloud we get everything they have and more at a price we can afford."

Conclusion: With The OptimalCloud you get more functionality with less cost.

Platform:

One of the biggest costs of building a Cloud based solution is the cost of building out the Cloud Infrastructure such as the Geo-Redundant data centers.

Rather than building this infrastructure from scratch, Optimal IdM utilizes Microsoft's Azure environment to host The OptimalCloud.

Utilizing Azure allows us to easily scale up and down to meet customers' demands.

Whether that is increasing capacity with additional servers in a given data center, or new servers in a different geographical location; **we have a very dynamic ability to easily add capacity.**

Conclusion:
With The OptimalCloud
you have a robust 100% available
multi-tenant solution.

Security:

Quite simply, security is at the heart of Optimal IdM's solutions and we have been delivering those solutions since 2005. Optimal IdM's security solutions are trusted by some of the largest Fortune 500 as well as Government customers around the world. Our software is utilized on some of the most secure and classified environments that exist.

More information on Microsoft's Azure security can be found here

http://azure.microsoft.com/en-us/support/trust-center/security/

Conclusion: Every day, millions of users worldwide depend on Optimal IdM's solutions for their security, compliance and identity management needs.

Guaranteed Service Level Agreements:

When choosing a cloud solution you want un-paralleled availability. The OptimalCloud was built from the ground up to be a high availability, geo redundant cloud that scales dynamically to deliver a 99.9% guaranteed uptime. We put our money where our mouth is by providing you a credit if we fail to meet this contractual Service Level Agreement (SLA).

Conclusion:

WE PROVIDE A GUARANTEED 99.9% UPTIME, WITH A CREDIT IF WE EVER FAIL TO MEET THIS SLA. WE'VE NEVER HAD TO PAY A CREDIT AND WE DON'T PLAN TO START.

Public or Private Cloud:

The OptimalCloud is available in either a private cloud or a public cloud. Other SSO vendors only offer a public cloud and at higher cost than our private cloud. Many of our customers are very large Fortune 500 type customers which demand the utmost in security and privacy. For these customers, storing sensitive personally identifiable information (PII) data alongside other customer's information is against security policy. That is why we offer The OptimalCloud in a private cloud with dedicated servers for only that client, while still at a fraction of the cost of competitive public solutions.

Conclusion:
You decide whether you need a public or a private SSO cloud for extra added security.

Synchronization Not Required:

Unlike other cloud SSO solutions, we don't require you to synchronize your users to the cloud. We provide the simple and seamless SSO, without the need to synch. Less complexity, more capabilities and less cost. Our broker mode, allows seamless SSO to both cloud and on premise applications without the need to synch.

Conclusion: Synchronizing users is not required for SSO.

Expert Technical Support:

Optimal IdM offers complete white glove service. Our engineers are all senior engineers and experts in the identity management space.

Need to integrate a new application, easy open a ticket and our engineers will take it from there.

Severity one requests are available 24 x 7 x 365 and is included in the monthly fee. Other vendor's will upcharge you to get 24 x 7 technical support.

Conclusion:

Complete white glove technical service included, no additional up-charges.

Customizations:

Do you want to customize something such as the home realm discovery process? No problem at all. With our private cloud we can customize your cloud, the OptimalCloud, to meet your needs. We have done many customizations for customers.

Simply ask your sales team member what you are looking to do and if it is reasonably possible, we'll do it.

With competitive solutions, it is their way or the Optimal way. Just ask our customers who looked at the other vendors, and then came to The OptimalCloud.

Conclusion:

Your cloud, your way.

Features:

Simply put we have features in our solution that no other SSO vendor has. For example, our built-in role based entitlements system allows administrators to configure delegated administrators and self-service role approvals putting the control in the appropriate business owner's hands. This can be used to either secure front end application access or even fine grained permissions within an application.

Another example is our VIS LDAP Virtual Directory component. No other cloud SSO solution has a virtual directory. With VIS, we can easily handle many of the common and complicated on premise identity problems such as multi-forest or multi-platform.   Our software transforms complicated environments to simple environments, quickly and easily.

Conclusion: We have features and capabilities not found in any other cloud SSO solution.

Other Vendors Viability:

Several vendors in this space have taken in well over $100 million dollars in funding. That is a significant amount of money. The venture capitalist firms that invested in these companies usually look for at least a 10 times return on their money. The management of these companies has significant pressure to produce; at all costs. Whose interests do they really have in mind; yours or those of the investors hounding them constantly?

Conclusion:

Optimal IdM is a privately held company with zero debt and no outside investment. Since our inception in 2005 we have grown completely organically and have been profitable every year since inception. We have been vetted financially by some of the biggest companies in the world.

Optimal IdM's management does not need to answer to outside investors. Our management is focused on delivering quality service at a good price to our customers. We listen to our customers. Why? Because they are the reason we have great software. We continue to listen because the needs of the next customer will probably be the needs of the next prospect.

Award Winning Software

Don't take our word that we have great software and solutions. Take the word of the independent editors of Windows IT Pro!

Optimal IdM won the prestigious Best of Tech Ed award two years in a row, in two different categories. In 2013 we won the **Best of Tech Ed award in the Cloud computing category.   In 2014 we won the Best of Tech Ed award in the SharePoint Category.**
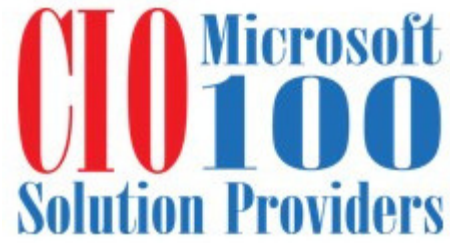
In 2014 we won the **top 100 Microsoft solution providers by CIOReview.com**

Conclusion:

Optimal IdM's solutions have won industry awards reflecting the excellence in the solutions compared to other vendors solutions.

Summary

We hope that this white paper provided you with just a few of the reasons that customers are selecting The OptimalCloud.

For additional information on TheOptimalCloud, visit our website at OptimalIdM.com