

Identity-First Orchestration

Accelerate Digital Transformation



Unlocking Digital Transformation

With the rapid pace of digital transformation and cloud migration, it is essential to have a clear strategy that prioritizes agile change and Zero Trust security. While cloud adoption can bring significant benefits, it can also introduce new complexities and risks that traditional systems can't handle. As digital resources become more decentralized, static perimeter controls are no longer effective or adaptable.

Accelerate your digital transformation journey by embracing an identity-first orchestration strategy. This approach operates seamlessly above the clouds, ensuring that your business is not restricted by any particular service provider or identity platform. This means that you have the freedom and flexibility to manage and secure your digital resources across multiple clouds and applications without any limitations.

Implementing this strategy is simple with the identity-first orchestration service provided by IdRamp. Gain a competitive edge in the rapidly evolving digital landscape by embracing identity-first orchestration to optimize business agility and fully achieve your digital transformation objectives.

Identity-First Orchestration: Key Benefits

Identity-first orchestration is an innovative approach to digital transformation that positions identity as a core change agent. It delivers a consolidated, all-encompassing perspective on systems and applications, simplifying management, security, and modification of digital resources. Identity-first Orchestration presents numerous advantages, such as:

Experience unparalleled agility and innovation that empowers businesses to swiftly adapt to market changes and seamlessly integrate new capabilities as needed.


Efficiently streamline your infrastructure by consolidating digital systems into a unified, centralized service, reaping cost savings by eliminating the need for expensive and time consuming re-platforming projects. No-code administration further reduces time and costs for IT service delivery.

Enjoy vendor independence, effortlessly switch providers as needed, and secure the best value for your investment with reduced vendor lock-in.

Unlock the power of automation, liberating time and resources to focus on core business objectives. Streamline IT service delivery to improve efficiency and enhance scalability.

Ensure robust security and compliance, minimizing errors and security breaches arising from managing disparate systems.

Experience seamless interoperability, offering compatibility with existing identity management systems, legacy applications, and cutting-edge capabilities like Web3 decentralized services and beyond.



Embrace the game-changing potential of identity-first orchestration, and propel your organization into a future filled with unparalleled efficiency, innovation, and security.

A future-ready, identity-first Business

Identity-first orchestration is transforming industries with remarkable impact. Some examples of this transformation include:

Mergers and Acquisitions: Effortlessly connect organizations and services without generating new identity silos. Implement dynamic authorization policies on-demand.

Healthcare: Streamline administration and governance among providers, patients, and stakeholders. Elevate user experience and innovate telemedicine with seamless security and compliance.

Financial Services: Automate KYC compliance, customer experience, and data security across dynamic systems. Swiftly integrate DeFi systems and Web3 business models.

Retail: Enhance customer data protection across diverse systems. Offer adaptable customer onboarding and dynamic verification. Embrace embedded finance and metaverse Web3 buying options for innovative business models.

Supply Chain: Automate security and business processes throughout sourcing, manufacturing, logistics, transportation, and distribution. Innovate quality control with tamper-proof provenance via digital verification.

Government and Education: Modernize citizen and student services without re-platforming for each department. Provide verifiable digital credentials to improve trust and reduce fraud.

Enterprise: Simplify employee and third-party virtual onboarding with enhanced security. Deploy MFA and Zero Trust access controls across systems and business processes. Minimize operational resources and technical debt.

Identity-first orchestration is the key to a future-ready business. It helps you protect your digital assets, gain a competitive edge, and drive innovation changes.

Accelerate Digital Transformation Now

The IdRamp identity-first orchestration service delivers a robust and user-friendly solution to propel your organization's digital transformation journey. Featuring a no-code transformation dashboard, it consolidates capabilities from various systems, simplifying processes and boosting efficiency. Key advantages of the IdRamp service platform include:

- Seamless integration of multiple identity providers, cloud systems, and applications
- Automation and acceleration of service delivery
- Eradication of passwords and identity data silos
- Choreograph service providers for KYC proofing, MFA, FIDO2, and biometrics
- Customize the user experience journey on demand

- Endpoint abstraction for application modernization and effortless migration
- Dynamic policy governance to regulate access across diverse systems
- Comprehensive analytics across all assets, ensuring total visibility and control
- Support for Web3, blockchain, verifiable credentials, and next-gen decentralized systems powered by MS Entra Verified ID and Hyperledger Indy.

As a lightweight, globally available web service, IdRamp scales alongside your organization, offering the adaptability and interoperability required to accommodate fluctuating capacity needs and geographic diversity. Built on open standards and extensible APIs, it guarantees maximum flexibility and seamless integration with existing systems.

Market Demand

The market opportunity for identity-first orchestration is significant, as it is an essential component of the identity and access management (IAM) market. The IAM market is projected to reach USD 36.96 billion by 2030. Identity orchestration plays a crucial role in this growth, driven by the increasing need for streamlined application integration, enhanced user experiences, and efficient solutions to digital transformation challenges in the face of evolving cybersecurity threats and the prevalence of multi-cloud environments. We expect Identity-first orchestration will reach 5-9% of the total IAM market over the next five years.

Competitive Landscape

The competitive landscape for identity-first orchestration is dominated by several leading companies, such as Ping, ForgeRock, Okta, and Microsoft which offer comprehensive identity and access management (IAM) platform solutions. These solutions focus on streamlining user authentication and access management across hybrid and multi-cloud services to provide personalized user experiences. However, these solutions typically operate within closed platform ecosystems, necessitating the creation of new identity silos or custom development, subsequently increasing complexity and hindering the pace of change.

In contrast, IdRamp sets itself apart by functioning as an impartial, lightweight digital transformation utility that orchestrates authorization across any ecosystem without being tied to a specific cloud or IAM service provider. Leveraging a decentralized data model, IdRamp eliminates data silos and optimizes organizations for rapid, secure transformation. Through its zero-code administration approach, IdRamp enables businesses to minimize the number of resources and tools needed to deliver effective digital transformation, thereby simplifying the process and reducing the costs of continuous change.

Revenue Streams

IdRamp's primary revenue stream stems from a subscription-based model tailored to address customer needs while ensuring a steady flow of income for the business. Subscription fees are structured based on the volume and type of identity verifications required, providing flexibility and value for organizations of various sizes.

For clients with more intricate requirements, private hosting and integration services can be incorporated. These value-added offerings enable a high degree of customization, allowing tailored solutions to cater to each organization's distinct needs. Consequently, this approach leads to enhanced revenue opportunities and fosters robust customer relationships.

By offering multiple revenue streams, IdRamp ensures consistent and predictable earnings while delivering value to a diverse customer base. Its flexible capabilities, robust security controls, and innovative integration options make IdRamp a compelling choice for businesses seeking to grow their revenue objectives.

Financial Projections

Over a five-year period, IdRamp identity-first orchestration is poised to experience significant revenue growth as it captures an increasingly larger share of the rapidly expanding Identity and Access Management (IAM) market.

In the first year, the IAM market is valued at a substantial USD 20 billion, with identity orchestration accounting for 5% of the overall market. As our platform secures 1% of the identity orchestration segment, we anticipate a robust revenue of USD 10 million. With the IAM market forecasted to grow at an impressive 14% annually, and the identity orchestration segment further expanding within the IAM market, our platform's target market share is set to rise, generating increased revenues year over year.

By the fifth year, the IAM market is projected to reach an outstanding USD 33.77 billion. With identity orchestration representing 9% of the IAM market, our platform aims to seize a solid 5% market share within the identity orchestration sector, culminating in a remarkable revenue of USD 151.95 million. It is crucial to acknowledge that these estimates are based on the assumption of a steady market share increase and consistent growth in the IAM market.

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