The Identity Hub
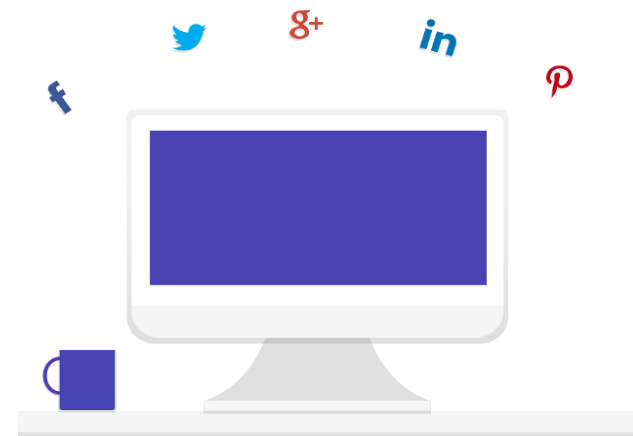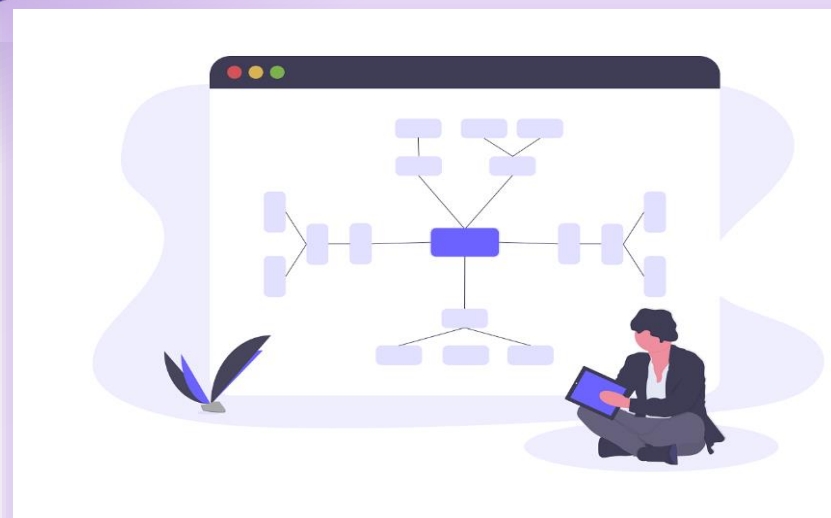
WE MAKE IT EASY TO CONNECT YOUR APPS TO IDENTITY PROVIDERS

www.theidentityhub.com

The Identity Hub

The Identity Hub is a leading IAM multi-tenant SaaS Portal on www.theidentityhub.com, also available in the Microsoft Azure Store.

This solution platform is also available as full IAM Portal for customers when installed on their premise or on their Microsoft Azure subscription.

The Identity Hub is positioned by Gartner in the category of a web-centric IAM SaaS Service Portals

What is The Identity Hub?

User-friendly dashboard for your Identity and Access Management:

- Manage who can use which application and how
- Easily add applications and apps or access providers
- Familiar and easy to access (Office 365 or Azure)

Allow users to sign-in on your website or app

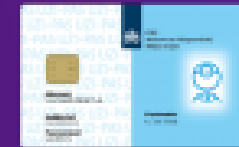Through the identity hub

Identity Providers

What is The Identity Hub?

The Identity Hub is open and follows industry standards:
- Works with all 4 common IAM **protocols** (SAMLP, OAuth, ...) and more
- Connects with all common **identity providers** (Office 365, Active Directory, Twitter, Belgian eID, Dutch DigiD, itsme, ...)
  but can also easily be connected to your corporate database
- **SDKs** available for a broad range of technologies as ASP.NET, Java, Android to kickstart the integration of your applications

What are the Unique Selling Points of The Identity Hub?

- Available in **3 configurations**:
  - as an 'IAM as a service' platform in Azure
  - on premise
  - on your cloud subscription

- **100% match** with all our **customer** business needs, while maintaining a **single code base**
- Maintained by IAM consultants, also available for **remote consulting** on an hourly basis.
- **Escrow Arrangements** for Source code registration by U2U Consult (annual fee of 750 Euro/year.)

Small and medium Business

- The Identity Hub offered to you as an instant **ready-to-use Software as a Service platform.** Just register your company and **get going on the fly.**

- With SaaS you can easily **connect your users** with existing or new applications. And let them have **secure and controlled access** by their familiar (social) account providers.

Advantages

The Identity Hub Software as a Service is a **full-fledged IAM solution** that is **up and running in no time.**

The software allows you to **connect various account providers** (eg.LinkedIn, Google, Microsoft,…) with your **application using standardized protocols**.

The SAAS solution **runs in the cloud** and **is highly scalable aligned with your business.**

Best of all, the Software as a Service option **has a pay as you use pricing model.** Unlike competitors The Identity Hub allows your organization to have a complete IAM solution where you only pay for the number of **active users**.

Enterprise Solution

- The Identity Hub has support for all major enterprise protocols (WS Federation/SAML-P/OAuth/OpenId Connect) **to connect multiple applications** to **multiple account providers**.
- On request we can provide **integration for applications that don't support** standard protocols. We know our enterprise customers enjoy flexibility.

That's why we offer both **On Premises** and **SaaS solutions** to host our product.

Advantages

The Identity Hub is the intermediary **between your account providers and applications**. It is capable to connect with your **existing software using all major enterprise protocols**.

The IAM solution was build with **extensibility in mind**. It is possible to customize branding add new protocols or add account providers.

The Identity Hub is installed on a dedicated environment for you. You have the **option to host the software yourself or opt for SaaS** managed by us.

The Identity Hub supports **Multi Factor Authentication** and is being maintained with the **highest security considerations**.

On request we **can build custom extensions for your use case.**

The Identity Hub fully supports **role-based access control** (RBAC). Information from different account providers can be **augmented and mapped to application roles** for authorization.

Key points of TIH and U2U Consult

- **Reliability** and low support cost

- The Identity Hub is on top of the **latest IAM trends** and maintained constantly.

- U2U Consult is **flexible** making The Identity Hub a **customizable**, adaptable and **affordable** IAM solution.

- U2U Consult has a long tradition in 'SLA agreements'

- U2U Consult is a **stable** company, with more than a decade of presence.
  Together with U2U Training, it has a **high-tech** team of more than 20 experts in Benelux.

Positioning of The Identity Hub in the Market - I

One can usually distinguish two types of competitors for The Identity Hub:

1. Large global players who have an extensive IAM suite with a large range of functionalities and modules.

Advantages of The Identity Hub:

- Very low license and support **cost**
- Easily **extensible code** to match customer needs with minimum development cost
- Quick installation and implementation
- The Identity Hub supports **the configuration you prefer** (on premise, cloudbased and SaaS)

Positioning of The Identity Hub in the Market - II

2. **Tactical players who focus on a regional market or a niche market.**

Advantages of The Identity Hub:

- Next to onsite customers The Identity Hub supports **worldwide** customers via its solution in the **Azure store**
- We target a **100% match** with your needs and can easily adapt and extend The Identity Hub (even its kernel) to **your needs**.
- Taylor made features built for a client when relevant and provided permission of the client are added to the out-of-the-box solution. This is done in the most secure and maintainable way.