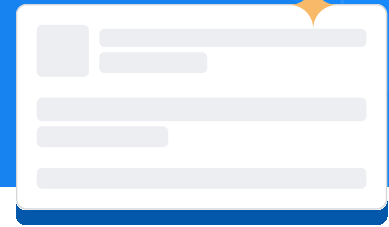


## Solution Brief

# Cerby Security Platform

## Zero trust architecture for unmanageable applications

Organizations of all sizes and industries use Cerby to reduce cyber risk by empowering users to register applications, allowing Cerby to automatically correct security lapses.



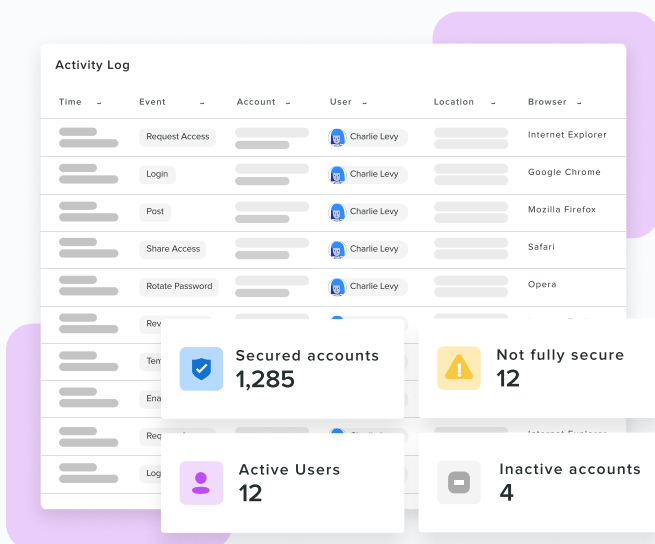
## Cerby secures unmanageable applications

Today's application landscape is complex. Many organizations leverage dozens of cloud-based applications for business purposes, such as Twitter, Instagram, LinkedIn, and many others. Most of these applications do not support industry identity and security standards such as SAML for single sign-on or SCIM for the user provisioning/deprovisioning process. Leveraging zero trust principles, Cerby enables teams to protect the brand, be secure and increase productivity.

## Protect Your Brand

We help you protect your brand by connecting any application to corporate identity systems, even those that don't support standards.

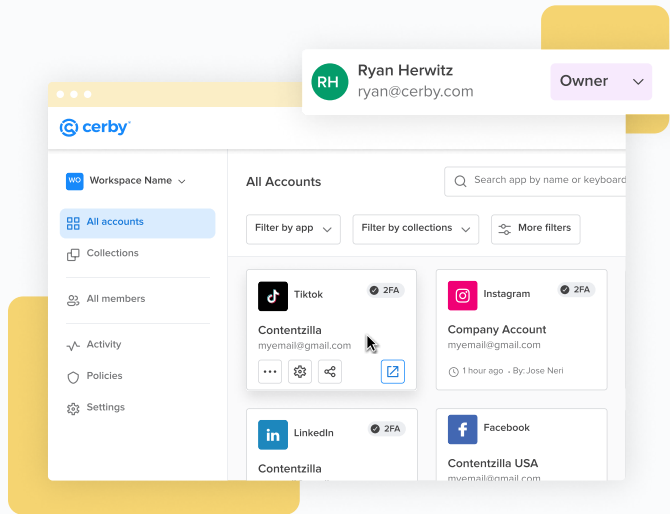
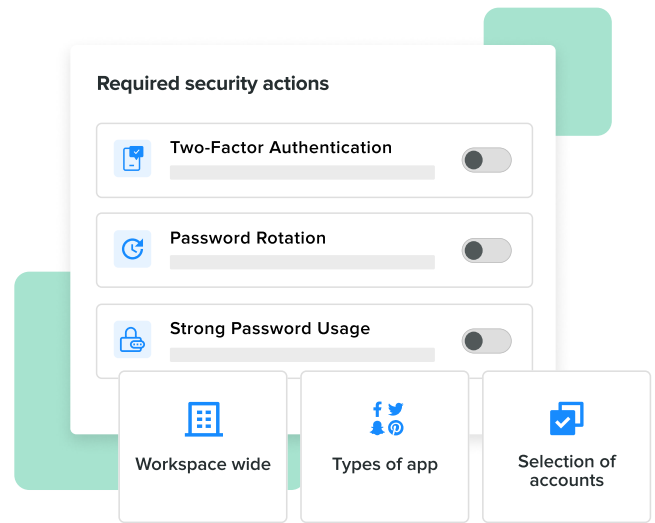
- Leverage the automated creation and deletion of accounts and access for employees, contractors, and third parties to avoid breaches.
- Rotate passwords automatically or within a determined time for your shared accounts to prevent former employees from retaining access.
- Track account actions with a detailed log at the individual level, even when users access the same account.



## Be Secure

We ensure you comply with corporate security policy and industry standards by identifying and automatically correcting violations before attackers discover them.

- Grant users individualized roles within Cerby even when accessing the same account to avoid overprovisioned access.
- Use our automated two-factor authentication (2FA) enrollment to avoid relying on employees to carry out this vital task, even for shared accounts.
- Leverage our Cerby-managed emails and phone numbers for easy setup and ongoing management of 2FA.



## Increase Productivity

We help you increase productivity by allowing teams to use the applications that make them productive, such as social media and financial applications, by integrating with single sign-on providers to automate security best practices.

- Use one UI to manage all Paid Social and end user-managed applications.
- Leverage our automation workflows to log you in automatically to your favorite applications from Cerby.
- Share access easily and securely to any application.

## Why Cerby?

Only Cerby secures any application, automates error-prone manual processes, and addresses application misconfigurations efficiently while facilitating collaboration.



*"We chose Cerby because we needed a secure and centralized place to manage access to our paid social accounts. Because Cerby can seamlessly integrate with our organization's single sign-on technology and also connect to the social platforms' APIs, we are able to create organizational efficiencies by granting and removing access within one place. Additionally, the automated access removal of employees who have left the company provides a level of security we did not previously have."*

Nina Donnard - AVP Paid Social **L'ORÉAL**