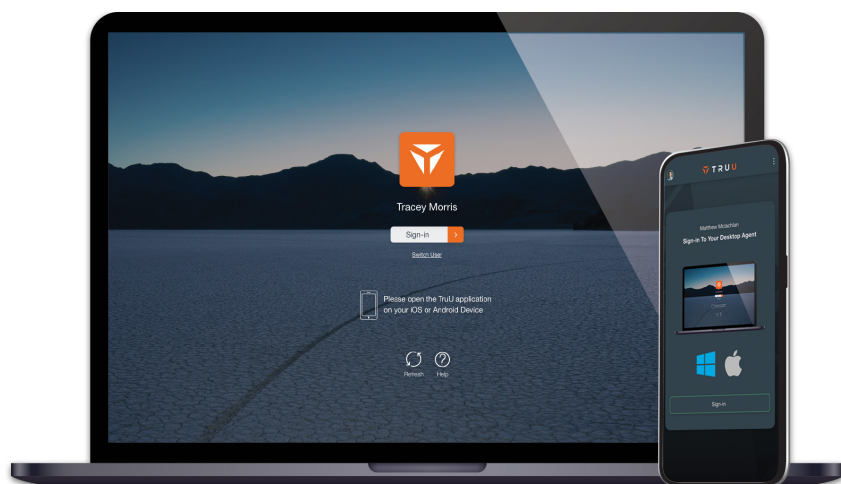# TruU Identity Platform

POWERING ENTERPRISE PASSWORDLESS IDENTITY

PASSWORDS - THE LEADING SOURCE OF DATA BREACHES TODAY

The modern enterprise is changing rapidly. While organizations are becoming digitally transformed, more agile and more mobile, authentication has not followed suit in terms of progress. Most identity-based cybersecurity hinges on passwords and badges, technology developed before the 1970s.

According to Verizon's 2019 Data Breach Report, compromised passwords account for over 60% of data breaches today. Enterprises require an authentication solution that eliminates user frustration with passwords, and one that is more secure, and built for today's mobile ubiquity and rapid change.

AT A GLANCE

The TruU Identity Platform enables organizations to eliminate passwords and badges from their identity infrastructure. TruU is the most complete enterprise passwordless identity solution available today.

KEY BENEFITS

TruU is the first fully unified, passwordless authentication solution that offers continuous, real-time identity. With TruU, organizations can:

- ✔ **Enhance security and eliminate the risk of data breach due to passwords**

- ✔ **Improve end user experience and satisfaction through fluid, frictionless access**

- ✔ **Lower costs related to redundant identity silos and infrastructure**

TRUU

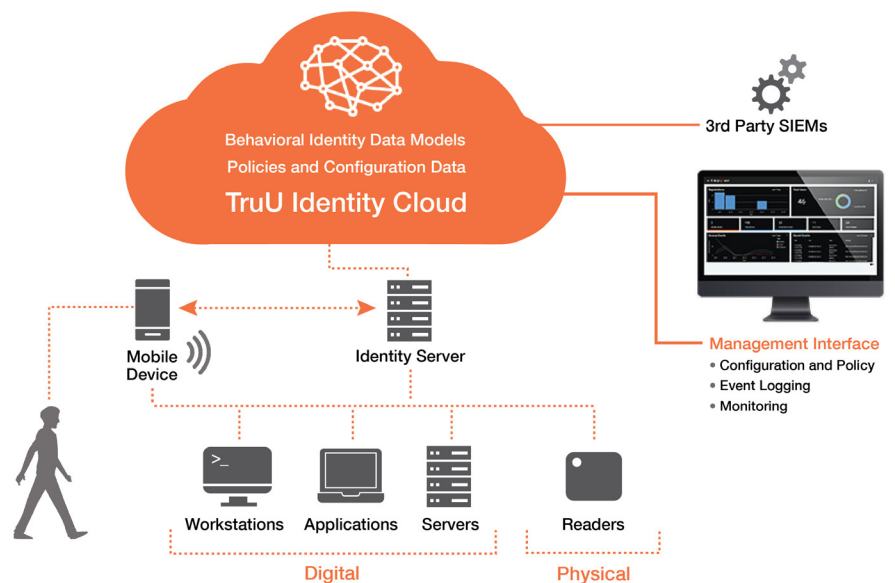## ENABLING ENTERPRISE FLUIDITY VIA UNIVERSAL FACTOR AUTHENTICATION

The TruU Identity Platform focuses authentication on who someone is as opposed to something they know. With TruU, authentication evolves from a circumventable, point-in-time transaction to an irrefutable, continuous identity assertion. TruU enables a new level of frictionless access where employees and contractors interact seamlessly with physical and computing resources.

TruU is built on the concept of Universal Factor Authentication (UFA), the next step in multi-factor authentication (MFA). Unlike two-factor authentication or MFA built on contextual factors, UFA bases the identity decision on someone's implicit self, which can be ascertained with near perfect accuracy using a combination of behavioral biometrics and biometrics. TruU leverages the ubiquity of smart phones to make UFA the default authentication mechanism for access control.

99.99% ACCURACY WITH AI-POWERED CONTINUOUS IDENTITY

TruU uses specialized AI and machine learning to continually learn someone's identity. When behavioral identity is enabled, authentication continually moves to more precision over time, a major difference with existing alternatives that are static in their approach.

The solution can automatically request extra levels of verification at times when a behavioral decision carries higher risk, creating a risk-based authentication engine that achieves near perfect precision.

TruU Identity Cloud
Behavioral Identity Data Models
Policies and Configuration Data

3rd Party SIEMs

Management Interface
• Configuration and Policy
• Event Logging
• Monitoring

Mobile Device
Identity Server

Workstations   Applications   Servers   Readers

Digital   Physical

CONFIGURABLE POLICIES AND EASY DEPLOYMENT

TruU is intuitive to use and deploy for IT administrators. Employees and contractors are onboarded using their mobile phones and the TruU Mobile Client, a native iOS or Android application that can be deployed through public app stores or existing MDM (mobile device management) solutions. Once an end user enrolls, TruU handles all cryptographic exchange and secure key storage on the device.

Administrators permissions can be managed via roles. Policies for access control can be set to vary between use of behavioral identity down to PIN and biometrics. Trust elevation This puts all of the control in the hands of identity administrators who can define unique policies for specific resources, by doors, applications or groups of users.

TruU's Management Interface offers both policy configuration and real-time monitoring. Authentication events can be seen globally, filtered and/or integrated into 3rd party SIEMs for inspection and analysis.

PLATFORM FEATURES

- Cloud or Mobile Accessible

- Real-Time Event Monitoring

- Role-Based Access Control

- PACS Integration

- Hybrid Deployable

- Interoperable with IDaaS, VPN and PAM solutions

TRUU

ABOUT TRUU

TruU enables enterprises to eliminate passwords and badges to truly revolutionize the way workforces experience their workplace. We offer unique passwordless identity through adaptive MFA built on biometrics and behavioral identity that unifies access to physical and digital resources across the enterprise.

More information available at www.truu.ai.

For sales information, please visit www.truu.ai/contact-us

CONTACT US

General Inquiries
info@truu.ai

LOCATIONS

HQ : Palo Alto Office
720 University Ave, Ste 200,
Palo Alto, CA 94301
+1-650-439-3980

Denver Office
2460 West 26th Ave, Ste 40-C,
Denver, CO 80211

Boulder Office
1221 Pearl Street,
Boulder, CO 80302

MODERN CLOUD AND HYBRID ARCHITECTURE

TruU's architecture incorporates leading security standards and modern design. Enterprises can leverage legacy identity infrastructure and investments.

Mobile first design uses an employee's smart phone as a virtual badge and token for authentication. Mobile phones that do not support biometrics can be incorporated through the use of a PIN.
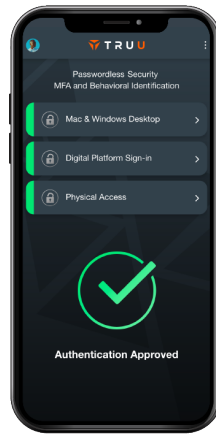
MOBILE-RELATED FEATURES

- **iOS and Android Support**
- **Computing and Physical Access**
- **Workstation Proximity Login**
- **Single Step Mobile SSO**
- **Device Biometric Compatible**
- **Offline Capable**
- **FIDO/FIDO2 Compliant**
- **Secure Key Storage**

Back end components include the Identity Cloud and one or more Identity Servers. All system components communicate securely with one another using OAuth2 standards.

INTEROPERABILITY THROUGH OPEN STANDARDS

TruU leverages SAML and OpenID Connect for integration with existing IDaaS infrastructure used in application single sign-on. RADIUS support complements this SAML support for seamless authentication of remote workers through VPNs. TruU also integrates into existing LDAP identity stores including Active Directory, Active Directory Premium and Okta, to further maximize legacy investments.

Organizations should contact TruU for additional interoperability capabilities with existing identity infrastructure. TruU's long-standing enterprise focus makes it the most ready-to-deploy passwordless solution available today.