NetIQ

Customer Success Story

Identity Manager
Access Manager

Huntington Bank

Huntington bank needed to consolidate customer data while meeting both regulatory and security mandates. The goal was to safely leverage cloud applications while streamlining the employee and customer login experience. Using NetIQ® Identity Manager and NetIQ Access Manager™, Huntington automated provisioning and simplified employee and customer access to Salesforce.com while safeguarding authentication credentials.



Overview

A full-service bank with over 600 locations, Huntington offers commercial, consumer and mortgage banking services; equipment leasing; investment management, trust and brokerage services; customised insurance services; and other financial products and services.

Challenge

With more than 600 banking offices located in Indiana, Kentucky, Michigan, Ohio, Pennsylvania and West Virginia, Huntington Bank set out to improve customer service by consolidating customer data and presenting a unified customer view to its colleagues. Because regulatory mandates are constantly in flux, Huntington also needed a means to continually interpret them and implement control changes to ensure compliance. Of course, as Mark Edson, manager of Enterprise Desktop and Directory Services for Huntington Bank, acknowledged, "Merely complying with government regulations does not equate to good risk management. We also must be great custodians of our information assets."

To this end, the bank sought to securely employ cloud applications. "We decided to use Salesforce.com to better serve our customer needs," said Edson. "We needed to do this in a secure, seamless manner so our colleagues wouldn't have to log in a second time to access Salesforce.com. To safeguard data, we needed to establish a federated connection to the cloud. This way, our colleagues' authentication credentials could be securely passed to our cloud provider, but their corporate passwords would never be shared."

Huntington also wanted to make the login process to its cloud provider faster and more secure. "The most common reason people call our service desk is for password resets," said Edson. To forestall this problem, Huntington set out to enable web single-sign-on (SSO) capabilities.

Solution

Huntington had long relied on Identity Manager to manage more than 12,000 identities across the enterprise.

Identity Manager was already connected with the bank's human resources (HR) system, so as soon as HR created a new colleague record, Identity Manager automatically provisioned the colleague's access rights to

"Colleagues can quickly access all of a customer's information without having to log into multiple systems. That's a big plus. We can then spend more of our valuable time addressing our customers' financial needs."

MARK EDSON
Manager, Enterprise Desktop and Directory Services
Huntington Bank

Huntington

At a Glance

- **Industry**
  Banking
- **Location**
  United States
- **Challenge**
  To safeguard data, the bank needed to establish a federated connection to a cloud application.
- **Solution**
  Use the workflow engine in Identity Manager to grant access privileges and Access Manager to provide single sign-on for users.
- **Results**
  + Improved service experience with single sign-on
  + Automated user management with an event-based model
  + Provided the ability to scale as the bank acquires new cloud applications

> **"Our ability to safeguard our colleagues' information assets in the cloud is a market differentiator."**
>
> **MARK EDSON**
> Manager, Enterprise Desktop and Directory Services
> Huntington Bank

www.netiq.com

numerous applications. Extending this solution to provision and deprovision identities in the cloud was a natural fit.

Using Identity Manager, Huntington loaded roughly 8,000 accounts into Salesforce.com in just one night. "It could have taken months to get those accounts created and set up," explained Edson.

Huntington leverages the workflow engine in Identity Manager to grant access privileges to Salesforce.com, significantly reducing administrative overhead. "The same thing occurs with employee termination," said Edson. "As soon as HR hits the termination button, access is automatically revoked across all connected systems. This event-based processing model is critical."

Huntington also chose Access Manager as the secure web SSO solution for its cloud-based and enterprise applications. "It provides federated identity management to cloud applications so that we can authenticate our colleagues without ever sharing their passwords with cloud providers," Edson said.

NetIQ Professional Services played a key role in meeting Huntington's aggressive implementation schedule, thus accelerating the new solution's time to value.

Results

"The incorporation of programmatic events gives us tremendous efficiencies," said Edson. When colleagues move to new departments or change their phone numbers, addresses, cost centres or access privileges, Identity Manager propagates the changes across all connected systems in a matter of seconds. As Edson said, "It doesn't get better than that."

The bank has gained a solution that will scale as it continues to take advantage of new cloud applications. Web SSO capabilities have also helped improve service experiences. "…our colleagues' main focus is our customer, not our systems," Edson said. "Colleagues can quickly access all of a customer's information without having to log into multiple systems. That's a big plus. We can then spend more of our valuable time addressing our customers' financial needs."

Ultimately, protecting information assets was one of the greatest benefits. "Our ability to safeguard our colleague's information assets in the cloud is a market differentiator," said Edson. Identity Manager and Access Manager played an integral role in helping Huntington Bank achieve this goal.

Australia
+ 61 3 9825 2300

China
+ 86 10 6533 9000

Hong Kong
+852 2588 5288

India
+ 91 80 4002 2300

Japan
+ 81 3 5413 4800

Malaysia
+ 60 3761 00214

New Zealand
+ 61 2 9904 6111

Singapore
+ 65 6510 4200

South Korea
+ 822 2008 4690

Taiwan
+ 866 2 2376 0036

NetIQ
Worldwide Headquarters
Houston, Texas
713 548 1700
888 323 6768

www.netiq.com

568-AP1012-002 | Q | 01/16 | © 2016 NetIQ Corporation and its affiliates. All rights reserved. NetIQ, the NetIQ logo, and Access Manager are trademarks or registered trademarks of NetIQ Corporation in the USA. All other company and product names may be trademarks of their respective companies.