

Balancing Personalization and Privacy

Hosted by

Richard Bird - *Chief Customer Information Officer, Ping Identity*

Gray Mitchell - *CISO and VP of Advisory Services, IDMWORKS*

Tom Field - *SVP Editorial, Information Security Media Group*

Agenda

6:00pm - Registration, Networking

6:30pm - Introductions and Opening Remarks

6:45pm - Roundtable Discussion

8:30pm - Program Concludes

Introduction

Digitalized business has enabled organizations to engage with their customers anywhere, at any time. But like many technological advances, these new personalized interactions often present a trade-off between convenience and privacy. The impact on customers who believe their privacy is compromised? No amount of personal touch will keep them engaged.

There has to be balance.

Through customer identity and access management solutions, one can deliver highly personalized customer experiences - while respecting customer privacy and security. Most industry analysts acknowledge that the techniques organizations use to manage customer privacy and security present a competitive differentiator.

But what are the shifting demands of preference for privacy and security-driven customers? Given that customers want both security and ease of use, what are the most important considerations when evaluating a CIAM solution? What are the top three features of a CIAM solution that enable both preference and privacy/security management?

If you're looking for new answers to these questions, then welcome to this exclusive executive roundtable on Balancing Personalization and Privacy in a Digitalized World.

Guided by insight from Richard Bird, the Chief Customer Information Officer at Ping Identity, and Gray Mitchell, CISO and VP of Advisory Services from IDMWORCS, this invitation-only dinner will also draw upon their new research on the topic, as well as first-hand experience from the attendees, offering thoughts on how they have been able to address and manage personalization and privacy in their organizations.

Among the discussion topics:

- If Customer Identity and Access Management is often driven by other departments, what can enterprise security practitioners do to mitigate and control outcomes?
- Connecting users to cloud, mobile, SaaS, on-premises applications and APIs in a hybrid IT environment is complex. How do security practitioners address diverse identity types and multiple use cases with assured identity controls?
- As digital applications gain more customers, it takes an increasing amount of system resources to manage registrations, logins, and user activity. How can you ensure that your CIAM approach can scale?

You'll have the opportunity to discuss the topic with a handful of senior executives and market leaders in an informal, closed-door setting, from which you will emerge with new strategies and solutions you can immediately put to work.

Discussion Points

Among the questions to be presented for open discourse:

- What do you currently use for Customer Identity and Access Management?
- How does your organization currently strike a balance between maintaining security and providing the kind of unified experience customers' demand?
- What's most important for you in a CIAM: Improved customer experience, unified view of each customer, meet regulatory requirements (i.e. GDPR)?
- Which department(s) in your organization drives the CIAM initiative?
- Where are the biggest gaps in your current CIAM approach?
- What are the obstacles to addressing those gaps?
- What do you hope to do in 2020 to improve your approach to CIAM?

About the Expert

Joining our discussion today to share the latest insights and case studies:



Richard Bird

Chief Customer Information Officer, Ping Identity

Richard Bird is a cyber security veteran, a former chief information security officer and a former chief information officer. An internationally recognized data privacy and identity-centric security expert and global speaker, Richard leverages his diverse career experiences as a strategic advisor, solutions provider and former global head of identity for JP Morgan Chase's consumer businesses to challenge current notions about cybersecurity. Richard is a frequent speaker on keynote platforms around the world. He is a Forbes Tech council member and has been interviewed by the Wall Street Journal, CNBC, Bloomberg, The Financial Times, Business Insider, CNN, TechRepublic, Solutions Review, and the NYSE on topics ranging from data protection regulations to cybersecurity enabled consumer protection. His focus is strongly oriented to using his background to bring together companies, organizations, governments and solution providers to truly change the framework of cybersecurity by shifting our focus to protecting people ahead of protecting "things."

About Ping Identity

Ping Identity is pioneering Intelligent Identity. We help enterprises achieve Zero Trust identity-defined security and more personalized, streamlined user experiences. The Ping Intelligent Identity™ platform provides customers, employees, partners and, increasingly, IoT, with access to cloud, mobile, SaaS and on-premises applications and APIs, while also managing identity and profile data at scale. Over half of the Fortune 100 choose us for our identity expertise, open standards leadership, and partnership with companies including Microsoft and Amazon. We provide flexible options to extend hybrid IT environments and accelerate digital business initiatives with multi-factor authentication, single sign-on, access management, intelligent API security, directory and data governance capabilities. Visit www.pingidentity.com.

About the Expert

Joining our discussion today to share the latest insights and case studies:



James Gray Mitchell

CISO and VP of Advisory Services, IDMWORCS

For over two decades, Gray Mitchell, has pioneered innovative security solutions to solve complex business challenges in his role as a CISO in heavily regulated industries including Fortune 100 healthcare companies, state government agencies, and educational organizations. Gray currently serves as IDMWORCS' CISO and VP of Advisory services where he helps enterprise security teams affect identity transformation through the design and implementation of modern identity solutions. Gray's deep skillset in the Identity and Access Management Domain spans every major vendor as well as program design and implementation of Identity Governance and Administration, Data Access Governance, Privileged Access Management, and Access Controls.

About IDMWORCS

IDMWORCS is recognized as the leading Identity & Access Management firm that has specialized in enterprise IAM solutions, services and support since 2004. IDMWORCS has led IAM transformations at over 800 client sites supporting everything from simple internal IAM programs to highly complex consumer IAM programs. IDMWORCS' Managed Services provide an effective solution to host and support day-to-day IAM service delivery without the overhead and complexity involved in internally staffing and training IAM personnel.

About the Moderator

Leading our discussion today is:



Tom Field

Senior Vice President, Editorial, ISMG

Field is an award-winning journalist with over 30 years of experience in newspapers, magazines, books, events and electronic media. A veteran journalist with extensive business/technology and international reporting experience, Field joined ISMG in 2007 and currently oversees the editorial operations for all of ISMG's global media properties. An accomplished public speaker, Field has developed and moderated scores of podcasts, webcasts, roundtables and conferences and has appeared at the RSA Conference and on various C-SPAN, The History Channel and Travel Channel television programs.

About ISMG

Information Security Media Group (ISMG) is the world's largest media organization devoted solely to information security and risk management. Each of our 28 media properties provides education, research and news that is specifically tailored to key vertical sectors including banking, healthcare and the public sector; geographies from the North America to Southeast Asia; and topics such as data breach prevention, cyber risk assessment and fraud. Our annual global summit series connects senior security professionals with industry thought leaders to find actionable solutions for pressing cybersecurity challenges.

About ISMG

Information Security Media Group (ISMG) is the world's largest media organization devoted solely to information security and risk management. Each of our 28 media properties provides education, research and news that is specifically tailored to key vertical sectors including banking, healthcare and the public sector; geographies from North America to Southeast Asia; and topics such as data breach prevention, cyber risk assessment and fraud. Our annual global Summit series connects senior security professionals with industry thought leaders to find actionable solutions for pressing cybersecurity challenges.

Contact

(800) 944-0401 • sales@ismg.io

 BANK INFO SECURITY®  Just for Credit Unions CU INFO SECURITY®  GO INFO SECURITY®  HEALTHCARE INFO SECURITY®

 infoRisk
TODAY

 CAREERS INFO SECURITY®

 Data Breach
Prevention, Response, Notification. TODAY

 CyberEd.io

 **iSMG**
INFORMATION SECURITY
MEDIA GROUP