



TRUST IN A DIGITAL WORLD

Improving business outcomes by enabling trusted connections



Entrust Datacard[™]

Trusted Identities | Secure Transactions

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THE DIGITAL REVOLUTION

The digital revolution is upon us. From the explosion of mobile and cloud to the adoption of microservices and DevOps and the promise of the Internet of Things, digital transformation is estimated to create upward of \$100 trillion in value over the next decade. While organizations adapt at different speeds, it is clear that digital transformation must be a core pillar of today's business strategy.

Netflix, Airbnb and Amazon are well-known examples of those who have embraced digital as a means to disrupt industries and grab market share, but innovation cycles are accelerating in virtually every industry.

“Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000,” said Pierre Nanterme, CEO of Accenture. Companies need to innovate and become part of the digital economy or run the risk of disappearing.

But can digital business thrive without trust?

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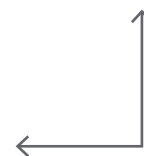
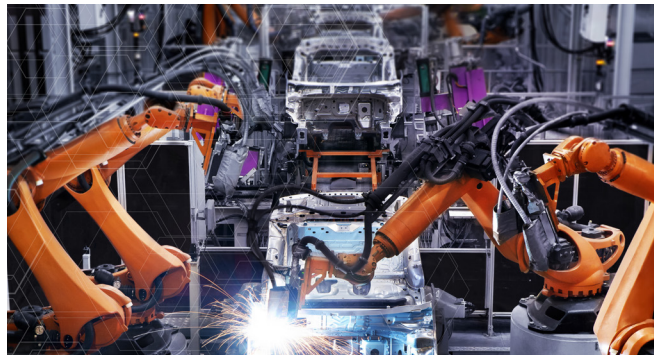
TRUST - THE FOUNDATION OF DIGITAL BUSINESS



CONNECTED **PEOPLE**



CONNECTED **SYSTEMS**



CONNECTED **PRODUCTS**

Trust is the foundation for much of our everyday lives. Whether on a personal level with a family member or colleague or when we put our lives in the hands of equipment like airplanes and roller coasters, trust gives us the power to say yes. This in turn encourages us to push our limits, take risks and experience remarkable outcomes. And digital business is no different.

Establishing trust in a digital environment is more than keeping cyber hackers at bay. Trust becomes the foundation for building new service offerings and new business models and is core to your reputation — something of utmost importance to both customers and market leaders.

Entrust Datacard™ solutions establish a foundation of trust by enabling secure connections between people, systems and things. We provide the technologies you need to establish trusted identities and secure transactions in your digital environments. This allows you to accelerate innovation and drive measurable business outcomes, more profitable customer relationships, more efficient supply chains, improved patient care, faster response times and enhanced employee experiences.

Essentially, we fuel your digital journey by providing trusted identity solutions from the core to the edge of your business.

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CONNECTED PEOPLE

Employees

Employees require frictionless, on-demand access to applications, data and systems anywhere, at any time. Whether they're on site or at a remote location, they should be able to securely access and connect to the resources and information they need.

Securely connecting your employees enables you to improve business agility, support compliance efforts and increase productivity. But beyond simply enabling collaboration and connectivity, the best authentication and connectivity solutions augment the employee experience and allow you to retain and attract top talent. As an organization, you should aim to exceed employee access expectations to better enable digital growth.

Customers

Customers expect seamless interactions and positive experiences via their medium or channel of choice, at any time. They won't tolerate a clunky user experience, and they highly value the security of their identity and personal information.

Differentiate your business from the competition with digital connectivity, and make trust a recognized part of your brand to attract new customers, strengthen existing customer relationships and enable a seamless, five-star customer experience. Ensure secure customer connectivity with digital services that delight customers, provide a trusted environment, and help address compliance and privacy regulations.

How Entrust Datacard Identity Assurance Solutions Connect People

Entrust Datacard offers a comprehensive range of identity assurance solutions with the capabilities, assurance levels, deployment options and mobile innovations you need to connect your employees and customers — and enable digital business.

Our intelligent identity and authentication solutions are hard at work in the field helping top U.S. medical centers improve patient care by enabling direct access to highly secure patient portals. At a global aerospace company, our secure mobile and cloud solutions are fueling not only digital exploration, but also space exploration for scientists and engineers who can securely access all the tools and applications they need without hassle. Our mobile authentication solutions also drive bottom-line results by enabling field workers to complete and digitally sign reports on the job site rather than having to head back to the office.

CONNECTED EMPLOYEES AND CUSTOMERS



- Streamline employee access
- Delight consumers with digital services
- Connect with partners and contractors
- Enable trusted connections between people, systems and things

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CONNECTED SYSTEMS

To support digital initiatives, an organization depends on a connected system of IT assets, applications and devices. And as part of a trend toward a more distributed infrastructure, modern enterprises have seen a proliferation of mobile devices and cloud environments. Having oversight of and securing these assets, whether they're online, on site or in the cloud, while still offering easy access to appropriate resources, presents an organizational challenge, but security of these systems is central to an agile and resilient digital business. Not to mention that IT skills are at a premium, and organizations are looking for sophisticated solutions that are easy to deploy and manage.



CONNECTED SYSTEMS



- Protect your customers and your web presence
- Connect branch offices, remote systems and intelligent devices
- Consolidate your infrastructure
- Address compliance, privacy and data protection laws

How Entrust Datacard Public Key Infrastructure (PKI) Connects Systems

Certificate issuance and management solutions allow you to maintain control over diverse IT environments and systems while streamlining processes via automation. Entrust Datacard PKI solutions establish and maintain a trustworthy networking environment by providing key and certificate management services for mobile devices, remote access, code signing, web applications and other core elements of your digital business.

The largest car rental provider in the U.S. uses the Entrust Datacard PKI solution to not only enable secure connectivity between

its headquarters, 5,800 branch locations and thousands of devices while addressing compliance concerns, their customers have reported a much-improved customer experience. A global mass media and entertainment company also relies on our PKI solution to protect intellectual property on over 30,000 devices worldwide.

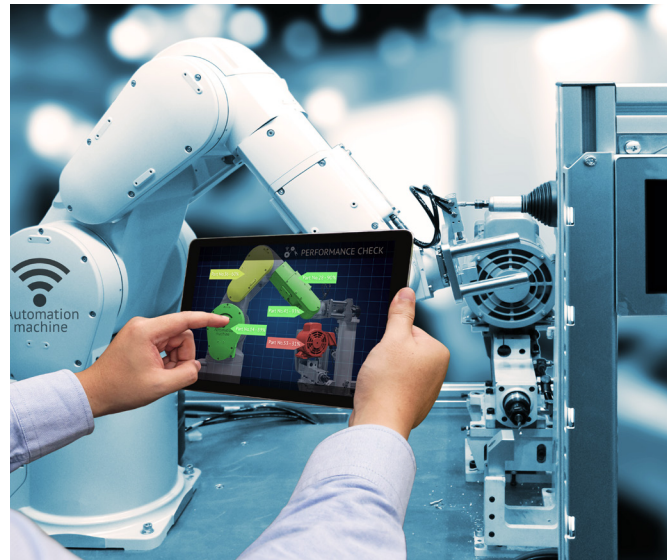
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CONNECTED PRODUCTS

From autonomous connected devices and digital supply chain collaboration to smart cars and smart healthcare, new technologies and business models are changing the worlds of industry, governance and commerce. Welcome to the Internet of Things.

The Internet of Things introduces significant opportunities to generate new sources of revenue by capitalizing on real-time data and interactions to deliver enhanced services, provide more detailed analytics and improve operational efficiencies. But the products or things you need to connect now exist outside your traditional IT environment, and the devices themselves range from sensor to car and span a multitude of operating systems. You need to not only secure every interaction — from sensor to cloud — but also ensure the privacy of transmitted data.



How Entrust Datacard ioTrust™ Security Solutions Connect Products

Entrust Datacard ioTrust security solutions leverage decades of expertise in cryptography, embedded systems and trusted infrastructures to unlock business value by enabling secure access to IoT data. We ensure that data is usable only by authorized devices, applications and users. This allows you to create trusted IoT ecosystems and safeguard the flow of data across your infrastructure.

Some of the biggest names in the automotive sector are using the ioTrust security solution to embed trusted identities into vehicular components at all levels of the supply chain, and our industrial customers integrate the ioTrust platform straight into their existing environments for end-to-end device life cycle management and data security. We also enable our telecommunications partners to realize value-added service delivery models for their customers by enabling the secure collection and transfer of dynamic analytic insights from millions of devices.

CONNECTED PRODUCTS



- Build integrity into the distributed supply chain
- Protect industrial networks and smart grids
- Connect vehicles and subsystems
- Secure the connection and transfer of data across millions of endpoints

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ACCELERATE DIGITAL INNOVATION TODAY AND TOMORROW WITH A PARTNER YOU CAN TRUST

Digital is everywhere. We can already see the significant impact digital innovation has had on our day-to-day lives. And this is just the beginning.

Digital transformation has the potential to create new industries and jobs. Digital transformation has the potential to stimulate world markets and trade. Digital transformation even has the potential to save lives. But nothing is guaranteed. Successful digital transformation depends on digital trust.

As pioneers of PKI and digital authentication, our pedigree and reputation have been forged over decades by serving many of the world's most innovative and security-conscious organizations. Digital business is driving our solutions to be more open, more flexible and easier to deploy so you can be agile in maintaining a strong security posture. And, while our solutions are mature in capability, they are also elegant in their design and delivery.

Our innovation has coupled our mobile and PKI capabilities into a secure and easy-to-use authentication solution. Our PKI and IoT capabilities provide a single certificate management solution for all your needs, from servers and switches to devices and endpoints right through to constrained devices within your operational technology or smart products. And, our road map toward a common trust platform is clear and well understood — more than theories and ideas. At Entrust Datacard, trusted identity is our DNA.

About Entrust Datacard Corporation

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they're making purchases, crossing borders, accessing e-gov services or logging on to corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world and a network of strong global partners, the company serves customers in 50 countries worldwide.

LEARN MORE

To learn more about Entrust Datacard products and solutions, visit [entrustdatacard.com](https://www.entrustdatacard.com) or give us a call at **888-690-2424**.



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