

Identity Under Attack

Identity Under

ATTACK

Andre Durand
CEO, Ping Identity



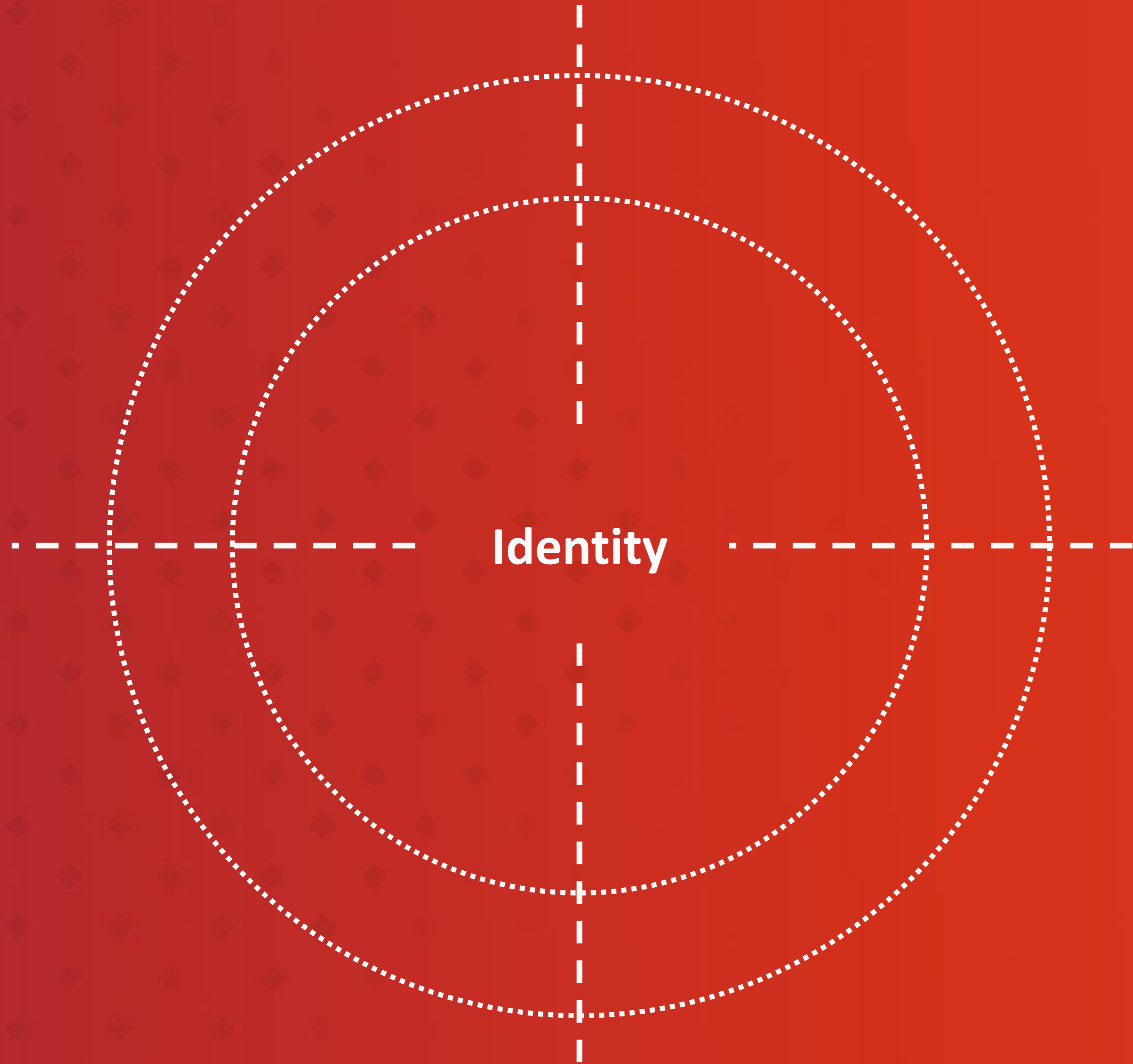
Security



Identity



Identity



Identity
is under
ATTACK

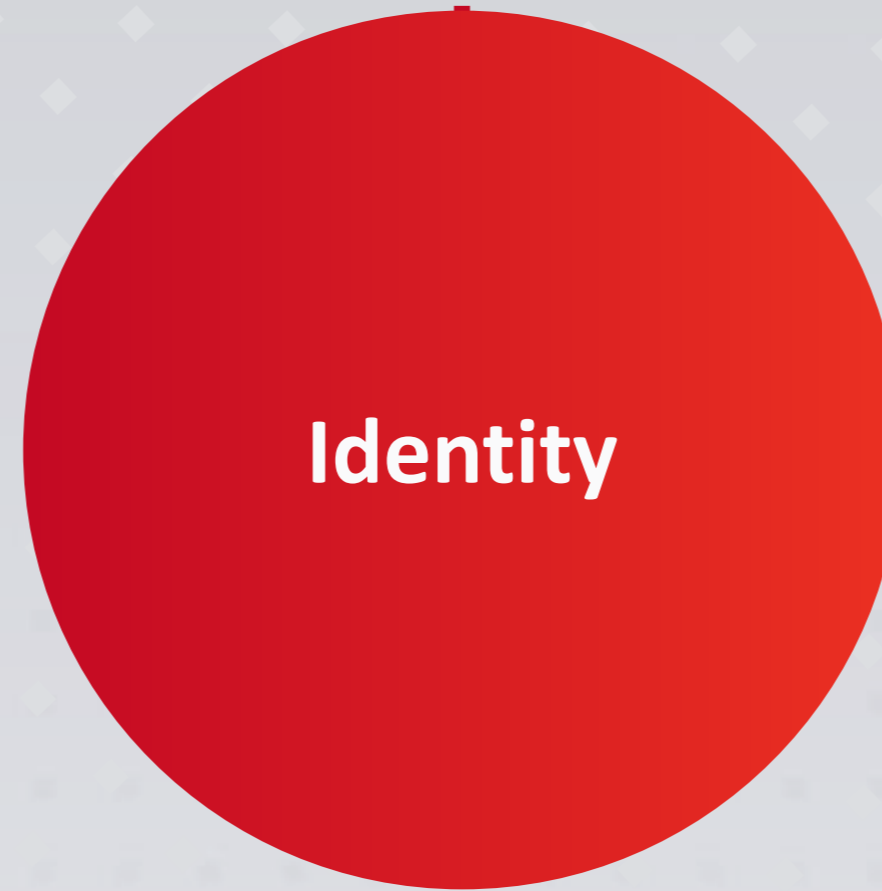


Identity





ATTACK SURFACE



ATTACK SURFACE

More Digital Businesses

More Devices

More Accounts

More Data

More Channels

More Vendors





Account Takeover

New Account Fraud

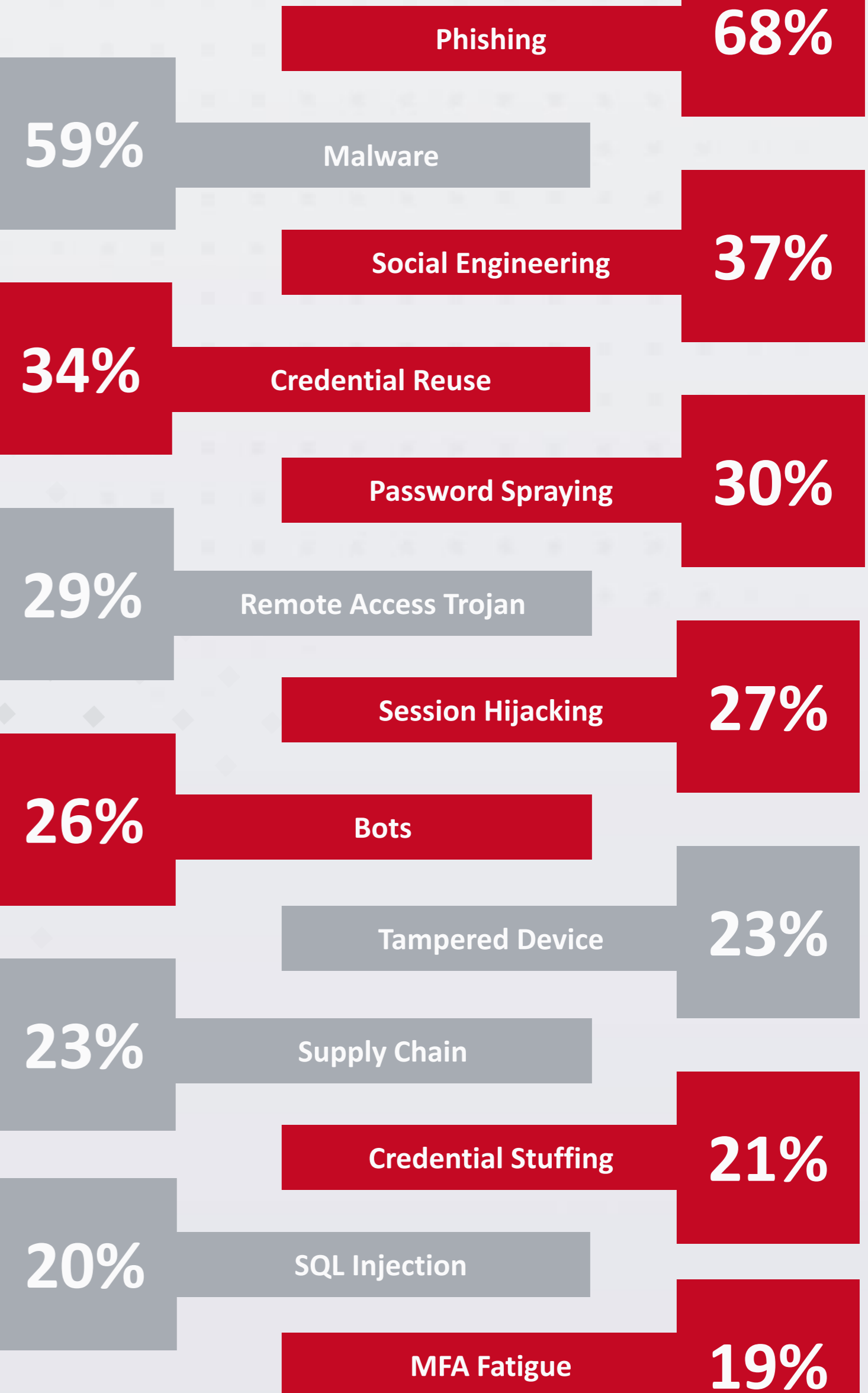
Identity



Account Takeover

New Account Fraud

Identity





Account Takeover

New Account Fraud

Identity

Apps & Data

Checkout Fraud

Returns Abuse

Identity Fraud

Insurance Fraud

Credit Card Fraud

Loan Fraud

Bank Acct Fraud

Wire Fraud

FRAUD



Account Takeover

New Account Fraud

Identity

Apps & Data

Checkout Fraud

Returns Abuse

Identity Fraud

Insurance Fraud

Credit Card Fraud

Loan Fraud

Bank Acct Fraud

Wire Fraud

FRAUD

Infrastructure

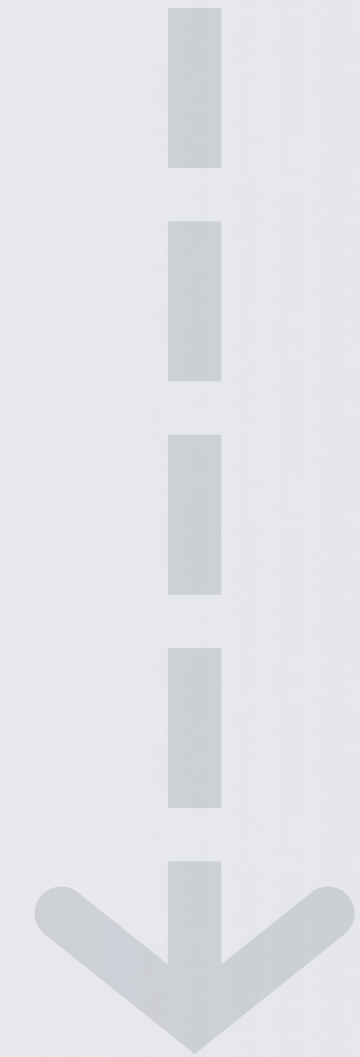
User Data

IP Theft

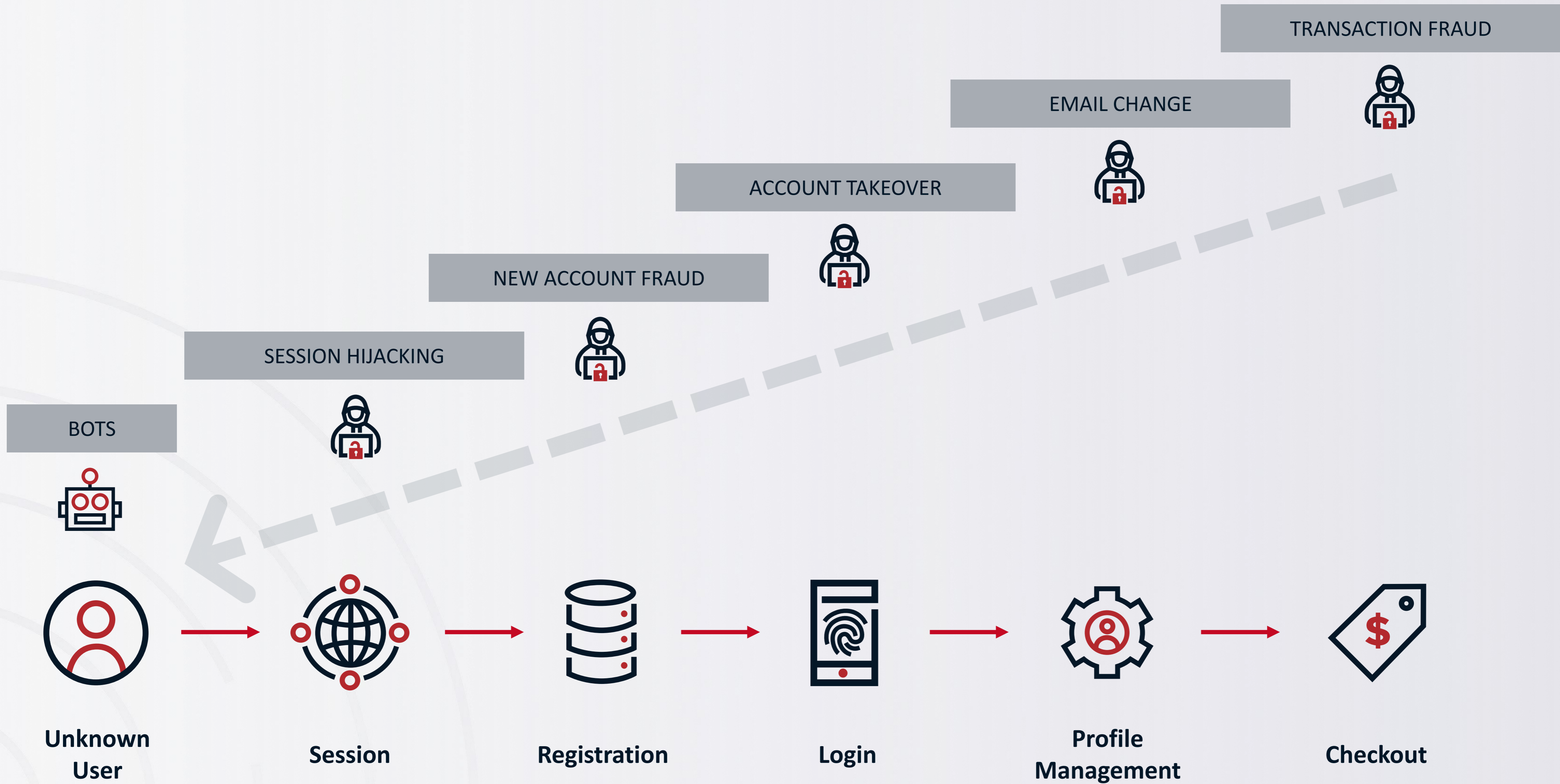
Blackmail

Ransomware

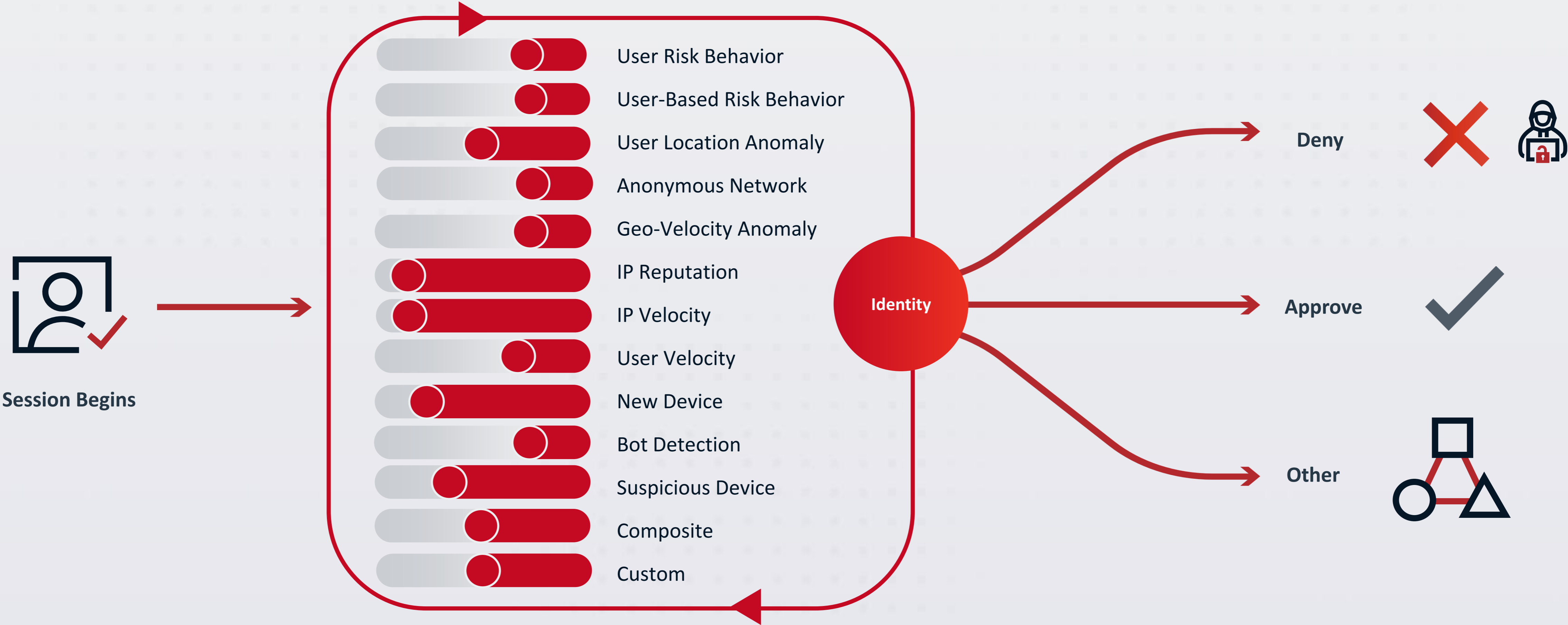
TRANSACTION FRAUD



Checkout



RISK INTELLIGENCE

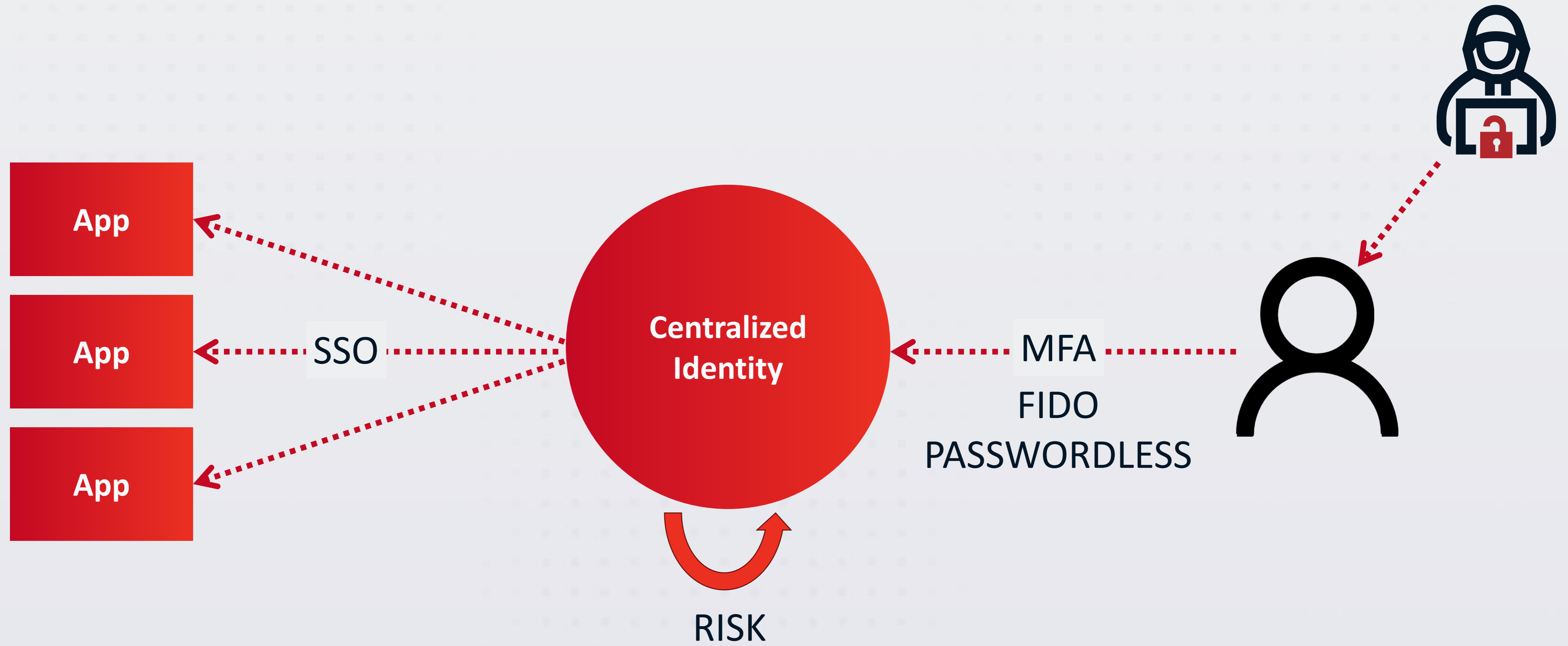


EVOLUTION IDENTITY ATTACK SURFACE

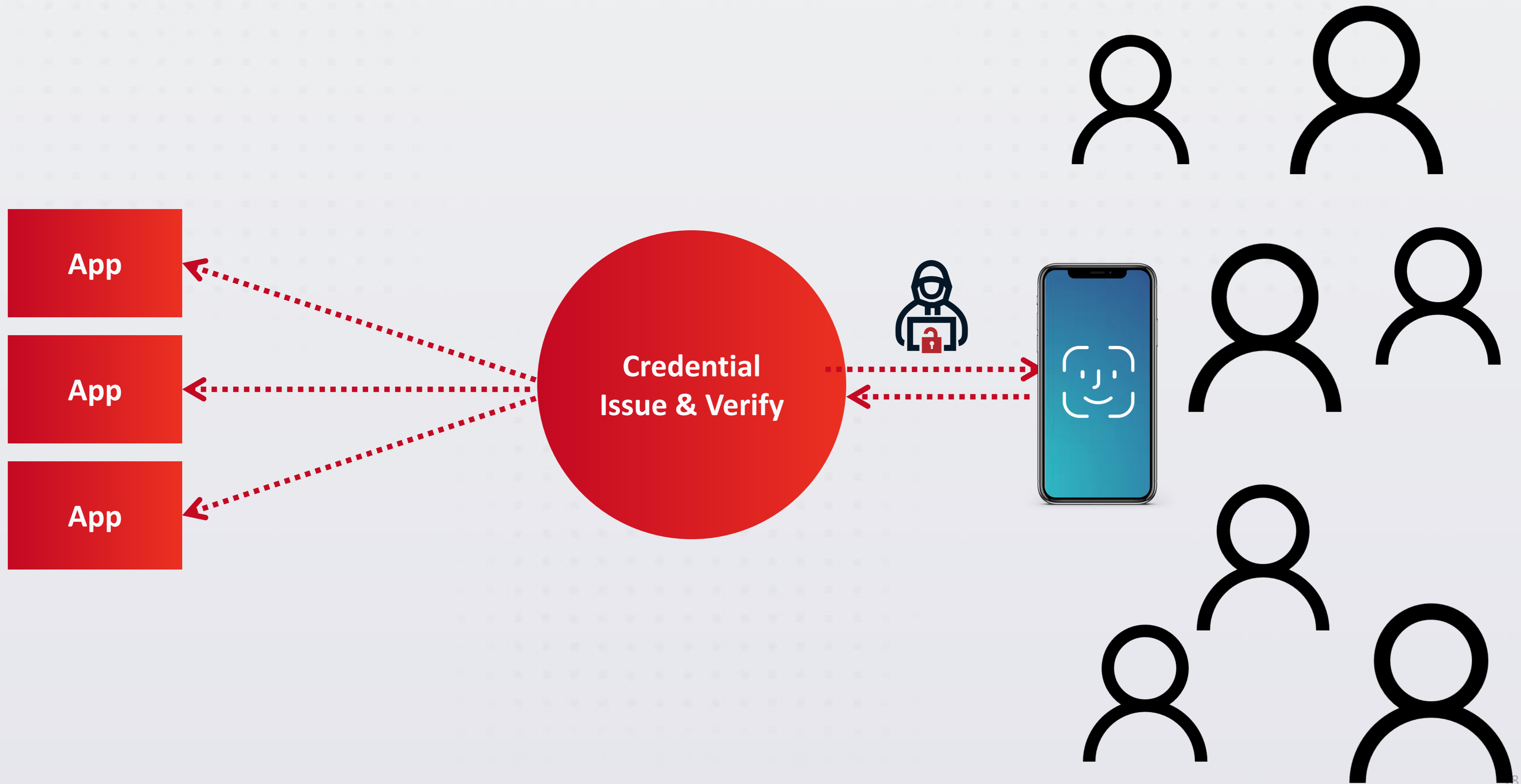
APP-CENTRIC IDENTITY



COMPANY-CENTRIC IDENTITY



USER-CENTRIC IDENTITY





**Credential
Issuance**



**Credential
Verification**

“IDENTITY-DEFINED SECURITY”

to protect users,
apps, & data

AUTHENTICATION ATTACKS



Brute Force

Dictionary Attack

Password Spray

Credential Stuffing

MITIGATIONS



MFA

Password Policies

Passwordless

Risk Signals

AUTHORIZATION ATTACKS



Privilege Escalation

Access Control Attack

Session Hijacking

MITIGATIONS



RBAC / IGA

ABAC / Fine-Grained

Session Timeout

Encrypted Session Data

Audit Trails & Monitoring

SOCIAL ENGINEERING ATTACKS



Phishing

Spear Phishing

Business Email Compromise

MITIGATIONS



Security Awareness Training

MFA

Behavioral Analysis

Automated Feedback

Automated Warnings

“SECURITY-PROTECTED IDENTITY”

to protect our identity
infrastructure



Account Takeover

New Account Fraud

Identity

Configured Correctly?

IGA / LCM / PAM / AM

Identity
Infrastructure

Run-Time Mitigations

Run-time Defenses

Responses

Response Playbooks

A.I.

THE NEW

BATTLEGROUND

What happens when you
can't **TRUST**
what you hear?

...or what you **SEE**

Live
deep
fake



AI-generated
audio

Impersonation, Cloning...

WHAT'S AUTHENTIC?

KNOW

TRUST

HOPE

VERIFICATION SHRINKS THAT GAP



ZERO TRUST = VERIFY EVERYTHING ALWAYS

A.I. FOR BAD WILL EXTEND THE GAP

KNOW



VERIFY



HOPE

“TRUST THEN VERIFY”



“VERIFY ALWAYS”

**IF IDENTITY IS
THE NEW
PERIMETER...**





**THEN AUTHENTICATED
IS THE NEW AUTHENTIC**

**ALL UNAUTHENTICATED
CHANNELS WILL BECOME
UNTRUSTWORTHY**

UNAUTHENTICATED CHANNELS ARE TOAST

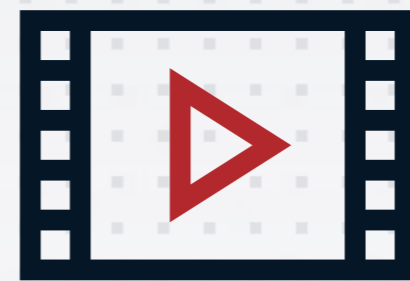
Email



Audio



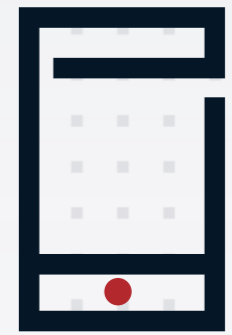
Video



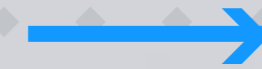
Messages



Phone



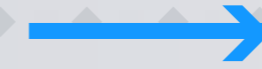
AI FOR BAD WILL PRECEDE AI FOR GOOD



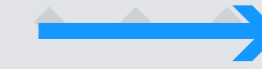
**Cloning
& Social Eng**



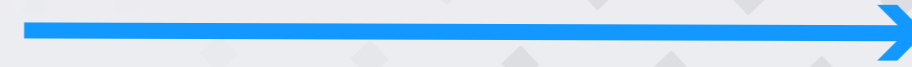
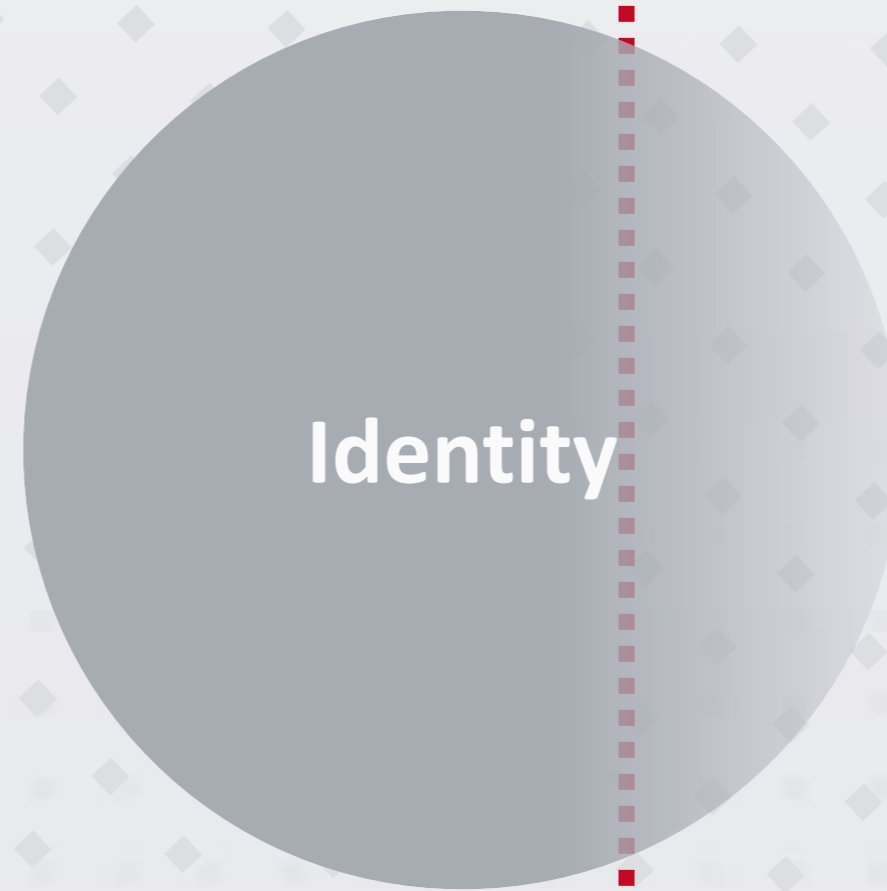
**Human-Like
Bots**

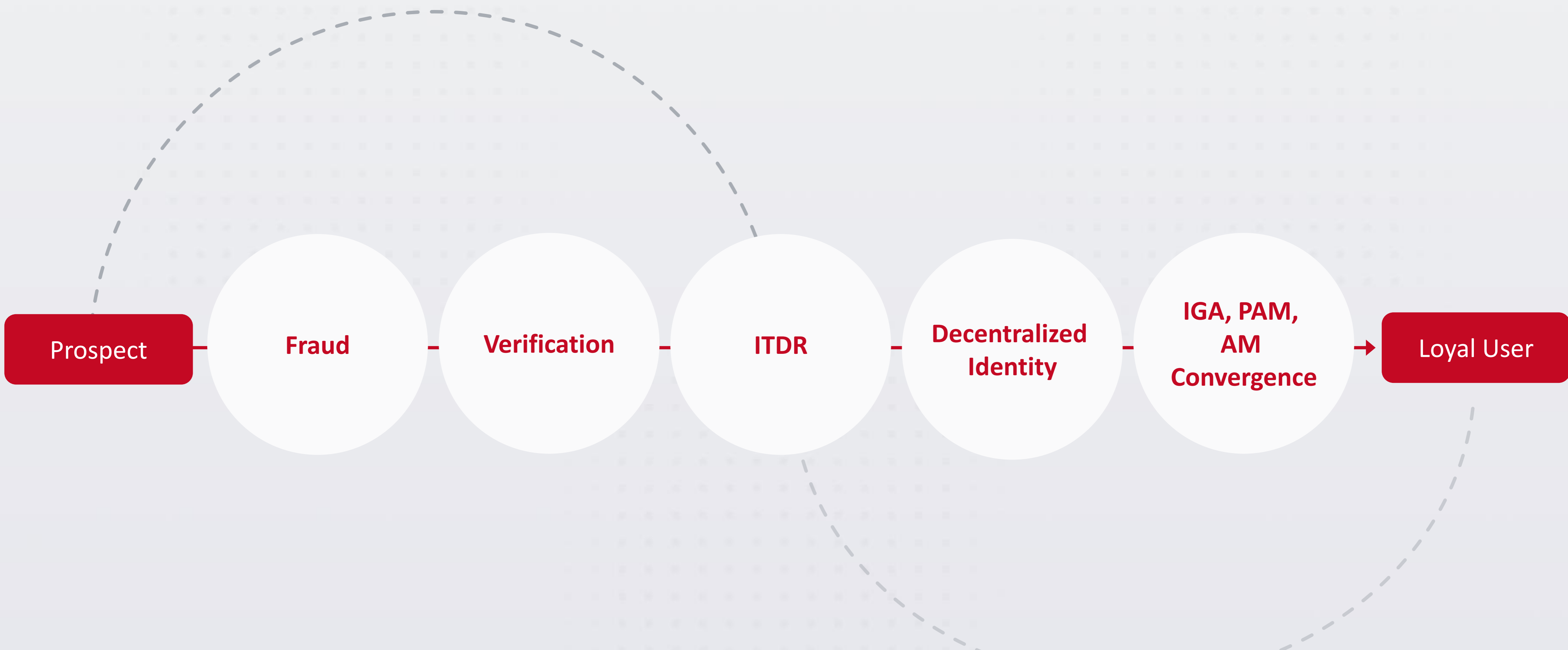


**Tricking Risk
Signals**



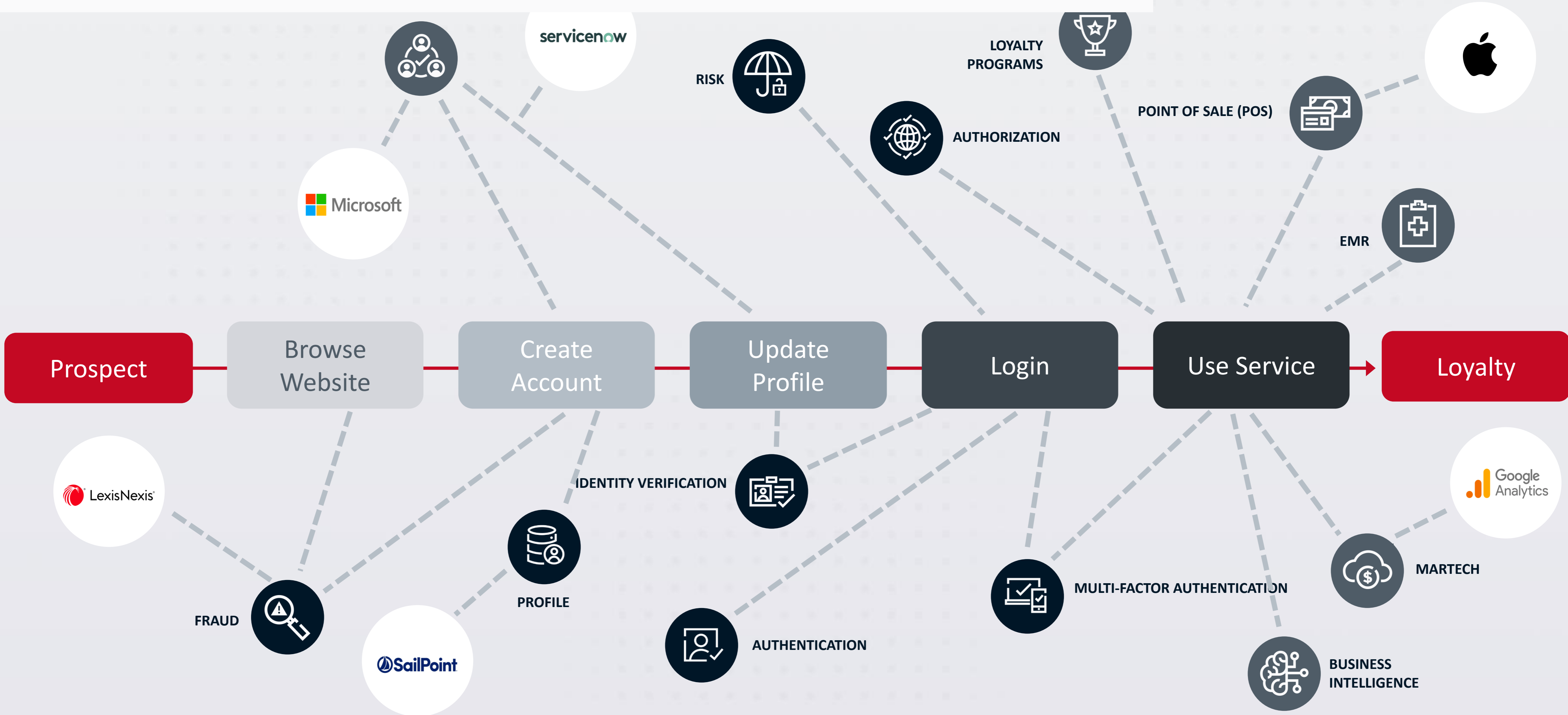
**Realistic
Fake
Accounts**

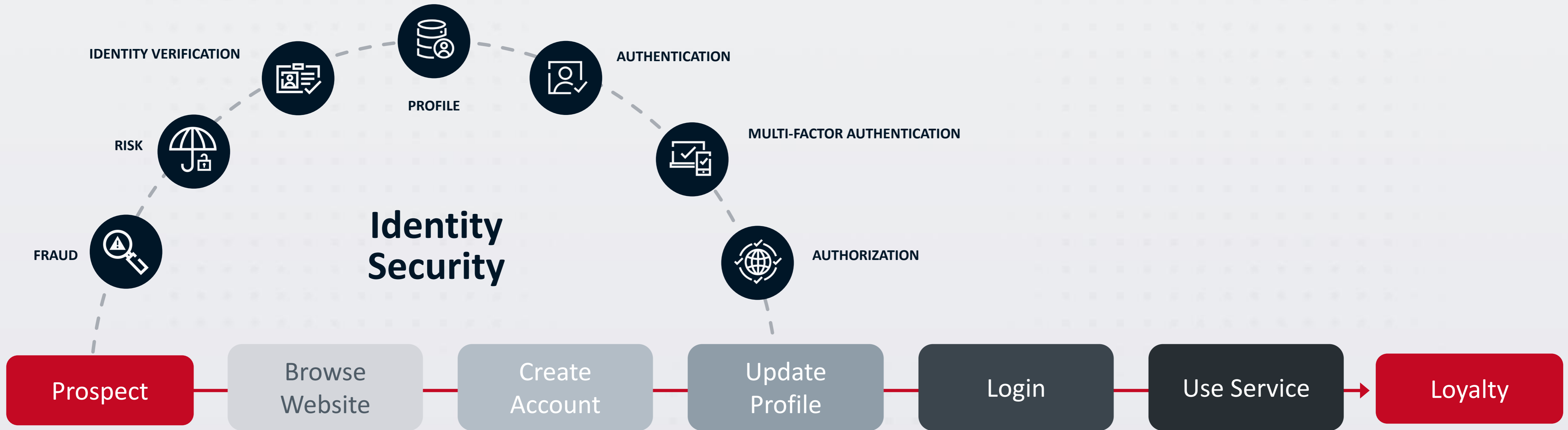




SCOPE OF IDENTITY GROWING

SO TOO IS COMPLEXITY





davinci

ORCHESTRATION

IDENTITY IS
UNDER ATTACK

WE'RE NOW
THE FRONT-LINE

THANK YOU