NEXTLABS®

DATASHEET

Entitlement Management

Entitlement Manager for Salesforce

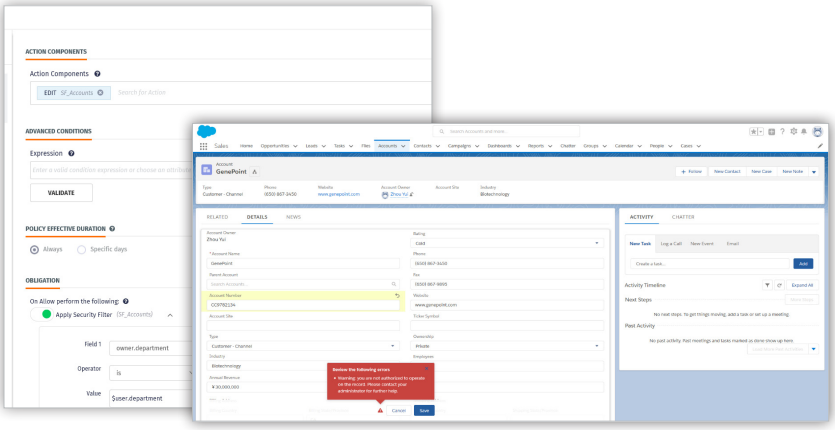
THE SITUATION

Salesforce provides a cloud-based customer relationship management (CRM) platform that enables companies to manage information crucial to attracting and retaining customers. Moreover, Salesforce helps companies manage their customer relationships as securely and efficiently as possible. Since the Salesforce platform is home to confidential customer and sales data, data security is top of mind for Salesforce and its customers.

There is a minimum level of native security built within the Salesforce platform. However, there are still some gaps, especially when you consider the rapid pace of digitalization that is transpiring across many industries. Companies have to consider the impact of a more distributed workforce, the proliferation of mobile and cloud technologies, mergers and acquisitions (M&A) activities, or perhaps new regulatory requirements. All of these underscore the need for a dynamic approach to data security that allows sufficient flexibility for businesses to achieve their objectives while also safeguarding valuable data.

OVERVIEW

NextLabs Entitlement Management for Salesforce (EMSF) provides granular access control and data governance for the Salesforce platform. Through NextLabs' patented Dynamic Authorization platform, organizations can leverage attribute-based access control (ABAC) and centralized policy management to improve their security and compliance posture for Salesforce.



Creating a policy with NextLabs and its enforcement in Salesforce

KEY FEATURES

Attribute-Based Access Control (ABAC)

ABAC solutions control access to data, business transactions, and batch processes based on policies that examine attributes of the data being accessed, the context of the request, and the user's identity. EMSF takes into account any changes in the attributes of the data or the user and dynamically applies the relevant policies to enforce fine-grained access controls across a wide range of business functions. For instance, with EMSF, you can set up policies to ensure that rules cannot be overwritten or that the record owner always has the right to access records owned by him or her.

This flexibility greatly streamlines change management processes by reducing the need to develop customized code to modify existing roles every time they must be updated, i.e., to account for changes in a user's business function, assigned territory, location, etc.

Centralized Policy Management

Authorization policies stored in CloudAz, NextLabs' cloud-based centralized policy server, can be managed directly by data or compliance owners with simple natural language statements (i.e., no need for any coding expertise). CloudAz allows you to centrally manage and review authorization policies across all your applications and services, not just for the Salesforce platform.

Dynamic Runtime Policy Enforcement

EMSF's policy engine performs evaluations dynamically using the real-time value of the attributes specified in the policies to determine if a user is authorized to access the data at runtime or perform the business transaction in question. This eliminates the need for administrators to maintain and keep track of roles, permissions, and data ownership assignments as users move between departments, territories, or locations; when accounts, opportunities, or fields are modified; or as other conditions and attributes change.

Safeguarding of Business Transactions

Users can be given the permission to view a set of accounts and other entities while being authorized to edit, create, and delete a subset of these records. For instance, a sales manager may have permission to view detailed sales forecasts for all opportunities in North America but only allowed to create and edit information for opportunities in New York and New Jersey.

Enforcement of Segregation of Duties

EMSF can prevent segregation of duties (SoD) and other compliance violations in real-time. For instance, a sales rep in London can view and edit her opportunities only. If she tried to edit an opportunity in Germany, she would be denied. EMSF enables the creation and enforcement of role segregation policies across the entire Salesforce platform.

Centralized Audit and Monitoring

EMSF tracks and stores user activities and data access across all Salesforce and non-Salesforce applications in a central audit server, simplifying compliance management. Analytics for user behavior and access patterns are provided via dashboards, reports, and automated monitoring facilities.

KEY BENEFITS

EMSF is a scalable data security solution that protects your Salesforce data in real-time. Benefits include the following:

- **Protect sensitive data**
  Leverage a transaction- and data-level access management system to secure access and protect data across all Salesforce applications. EMSF's policies control access to business functions and sensitive customer data based on attributes such as data classification, environmental information, user roles and metadata, location, and client system.

- **Ensure compliance**
  Create information barriers to segregate regulated data or between confidential projects to avoid data spills or contamination. Manage, educate, enforce, and audit access policies to sensitive corporate data to ensure compliance with regulations such as GDPR, SOX, and HIPAA.

- **Streamline compliance**
  Automate the process of auditing authorization and data access to demonstrate compliance to auditors, regulators, and customers. EMSF provides comprehensive visibility about who is accessing what data and when, identifies anomalies before they become major breaches, and monitors and tracks events for audit, oversight, and investigation.

- **Reduce security and compliance management costs**
  Eliminate the need to implement and maintain costly customizations to meet security, compliance, and governance requirements. Attribute-driven dynamic authorization eliminates the need to maintain multiple Salesforce instances or manage individual authorization or user groups.

- **Improve business agility**
  EMSF works natively with Salesforce and manages authorization logic through an externalized, standards-based policy framework. As a result, this slashes application development time and automates change management processes, thereby enhancing business agility.

ABOUT NEXTLABS

NextLabs provides data-centric security software to protect business-critical data and applications. Our patented dynamic authorization technology and industry-leading attribute-based policy platform help enterprises identify and protect data, monitor and control access to sensitive data, and help prevent regulatory violations—whether in the cloud or on-premises. The software automates enforcement of security controls and compliance policies to enable secure information sharing across the extended enterprise. NextLabs has some of the largest global enterprises as customers and has strategic relationships with industry leaders. For more information on NextLabs, please visit http://www.nextlabs.com

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