

## Advanced Micro Devices

AMD offers distributors secure risk-based single sign-on to enterprise portals, thereby sharpening its competitive edge

### Acceleration

“Accelerating innovation relies on our network of external partners and suppliers having instant, secure access to our business-critical systems. By enabling single sign-on, risk-based authentication and a centralized security policy, RSA® Access Manager and RSA® Adaptive Authentication are helping us keep administration costs low and remain competitive.”

Eddie Garcia, IT architect, AMD

#### AT A GLANCE

##### Business challenge

- Speed up the time it takes to approve external distributors for secure online access to critical information such as sales orders and invoices
- Deploy a strong authentication solution that eliminates deployment logistics of hardware tokens but still offers a higher level of security than a user name and password, balancing strong authentication with user convenience

##### Solution

- Integrated RSA Access Manager and RSA Adaptive Authentication solution for single sign-on to web applications, with authentication granted on risk analysis
- Implemented RSA® Site-to-user Authentication that provides a personal security image and caption to give users the confidence and assurance that they are entering a legitimate AMD website

##### Results

- Reduced the time it takes to arrange secure web access for new distributors by up to thirty-three percent, helping them drive revenue more quickly\*
- Improved convenience and productivity for users, helping to reduce the number of calls they need to make to the helpdesk
- Reduced the number of users involved in internal compliance audits every month, based on the refined roles implemented with RSA by granting specific role-based access and granular security

\* Based on AMD internal estimates

Founded in 1969 and based in Sunnyvale, California, AMD (NYSE: AMD) designs and produces innovative microprocessor and graphics and media solutions. It is focused on best meeting the needs of leading computing, wireless and consumer electronics companies to help them deliver high-performance, energy-efficient and visually realistic solutions. It has 11,000 employees across 80 locations worldwide. To learn more, please visit: [www.amd.com](http://www.amd.com).



#### BUSINESS CHALLENGE

AMD's competitiveness is aided by the sharing of digital information, such as sales orders, invoices and shipment information, with its network of distributors. Secure anytime, anywhere access to business-critical systems is essential to keep the information flow with this group active.



In the past, AMD issued these external users with hardware tokens to provide two-factor authentication for secure access to applications, but there were challenges. To issue a hardware token to a new user, AMD had to enter their details into its SAP system for approval, but with many levels of authorization this



could take anything up to three weeks to process. In addition, international distribution and sometimes customs delays meant that AMD could not offer its users the level of flexibility it wanted.

To authenticate its network of external users, AMD required an authentication solution that offered a higher level of security than a simple user name and password, with a specific focus on user convenience.



The Security Division of EMC





## SOLUTION

Following an evaluation of products from various vendors, AMD decided to deploy RSA Access Manager and RSA Adaptive Authentication. This integrated solution from RSA, the Security Division of EMC, offered the best fit for AMD's requirements.

RSA Access Manager enables AMD to provide transparent single sign-on (SSO) access to Active Directory, SharePoint and SAP, and the ability to manage user entitlements to sensitive data within a centralized security framework. It also offers lower level contextual authorization based on specific risk and business context according to AMD policy.

RSA Adaptive Authentication offers both strong authentication and fraud detection based on risk levels including IP geolocation, behavioral profiling and use profiling; institutional policies; and customer segmentation. This transparent authentication minimizes inconvenience, as users are only challenged in the highest risk scenarios. A self-learning platform with the RSA Risk Engine at its core, RSA Adaptive Authentication constantly evolves to reflect ongoing changes in the authentication and fraud landscape, thereby enabling advanced protection against emerging threats such as Trojans and man-in-the-middle attacks.

Finally, AMD also included RSA Site-to-user Authentication as part of its deployment. Users choose a personal security image and caption that is shown each time they log into a web portal. By seeing this image, users are confident they have accessed a legitimate AMD website (as opposed to a fraudulent website designed by online criminals attempting a phishing attack) and that it is safe to enter their credentials. This feature has given AMD distributors the confidence to transact online knowing that they are protected by the same security widely deployed in other sectors such as online banking.

## RESULTS

The integrated solution interfaces with AMD's existing multi-vendor, web server environment to provide SSO and seamless authentication for 10,000 registered users. It is now the de facto standard for existing portals, and with RSA Access Manager and RSA Adaptive Authentication protection in mind, AMD is now designing new portals to extend access to original equipment manufacturers (OEMs) and resellers.

Rather than a generic ID, distributors now have to enter their email address as their user name, making it easier for AMD to confirm that users are who they claim to be. This also enabled AMD to delete numerous orphan accounts, which had previously posed a security risk.

From a management perspective, AMD has reduced the time it takes to arrange secure access for a new user by one third. This is not only beneficial to the user but it also helps AMD's overall business since distributors are able to drive revenue more quickly. It also means that fewer people are calling the AMD support team, since they can check the status of orders themselves online.

Additionally, AMD has been able to reduce the number of users involved in internal compliance audits every month. With the old process, every new user had to be audited, but through the integrated solution from RSA, AMD can separate out only those users who require access to certain information.



*"The support we received from the RSA team was fantastic. They were on hand throughout the deployment to help us ensure a smooth integration into our existing systems. Thanks to RSA we now have a cost-effective, single sign-on, risk-based authentication solution for our global network of distributors."*

Eddie Garcia, IT architect, AMD



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