SWOT Assessment: BeyondTrust – The BeyondInsight and PowerBroker Platform

Analyzing the strengths, weaknesses, opportunities, and threats
Summary

Catalyst

The privileged account management (PAM) market is mature, having been in existence for more than 20 years. Today it is achieving annual growth rates of around 30%, as organizations recognize the need to improve protection against external attacks and insider threats. Industry experts – CIOs, chief information security officers (CISOs) and IT security managers – recognize that almost any organization can be penetrated, and as a result data breaches are practically inevitable. What they should also understand is that data losses and damage to the business can be reduced if privilege management controls, such as those available from the BeyondTrust BeyondInsight and PowerBroker Platform, are deployed.

Key messages

- BeyondTrust provides an integrated platform of IT risk management and PAM solutions.
- It offers a single-platform approach to password management and access control, and for monitoring, auditing, and controlling privileged accounts.
- User-selectable versions of PowerBroker are available for the main operating system (OS) environments: Windows, UNIX, Linux, and Mac OS.
- BeyondTrust targets the complete PAM environment in order to deal with the protection of user and machine interactions.

Ovum view

Privileged account management (PAM) is a key component of enterprise security. Organizations that deploy PAM solutions improve their chances of maintaining control over the usage of core business assets, over when access is allowed, and over how, and from where, access is granted. It controls user-to-machine interactions and machine-to-machine connectivity and secures the credentials used to authenticate those exchanges.

The shortsighted view of PAM is that it is technology that is only relevant to managing the access rights of powerful super users such as systems administrators, for protecting key passwords, and for dealing with compliance issues. While compliance remains an important driver, it should be recognized as only a part of the extended privilege management requirement, which includes user and device controls, central management services, and monitoring, audit, and reporting.

Recommendations for enterprises

Why consider the BeyondTrust PAM Platform?

Deploying the BeyondTrust PAM platform (BeyondInsight, PowerBroker Password Safe, PowerBroker Identity Services, the PowerBroker Management Suite, and PowerBroker for UNIX, Linux, Mac, and Windows) provides an integrated, one-stop approach to PAM. This unified approach is a key differentiator for BeyondTrust. It operates in a sector of the security and identity management market that remains the domain of specialists that focus on specific elements of user or device management.
and of interlopers from the identity and access management (IAM) sector that see PAM as an extension of their existing identity management interests.

BeyondTrust focuses on three key areas that are designed to maintain its strong position within the PAM sector:

- Consolidation, simplification, and integration of all components of its PAM platform.
- Dealing with new threats as they occur and the challenges that new compliance and new data protection regulations bring.
- Extending its reporting and analytics capabilities to ensure that critical information/security intelligence becomes more readily available.

**SWOT analysis**

**Strengths**

**BeyondInsight provides strong central management capabilities**

The BeyondInsight IT risk management platform provides centralized-warehousing, analytical, and reporting facilities. It enables security managers to control, analyze, and report on all elements of privileged access. It also underpins PowerBroker’s vault-based password protection capabilities.

**PowerBroker supports all mainstream Windows, UNIX, Linux, and Mac OS environments**

PowerBroker takes a least-privilege approach to managing usage and access rights. Permissions are rules based and driven by standard usage rights linked to particular users and their roles, and can be elevated to meet the specific requirements of a particular task or project. And, because the PowerBroker product range covers the Windows, UNIX, Linux, and Mac OS environments, enterprise-wide PAM protection services can be maintained.

**Central audit and identity management services are available as standard**

PowerBroker Auditor provides audit facilities to comply with payment card industry data security standards (PCI DSS), the Sarbanes-Oxley Act (SOX), the Health Insurance Portability and Accountability Act (HIPAA), and meet other mainstream compliance objectives. PowerBroker Identity Services extends authentication beyond the Windows environment for UNIX, Linux, and Mac OS users. It offers Kerberos-based authentication and single sign-on (SSO) capabilities and delivers centralized management facilities.

**BeyondTrust is an established PAM provider**

After many years of being positioned as purely the domain of IT security specialists, PAM and privileged identity management (PIM) derivatives are fast becoming the must-have protection technology for enterprise. Annual growth rates are exceeding 30% and BeyondTrust, with its unified platform approach, is one of only a small band of PAM providers offering end-to-end coverage.
Weaknesses

Current customer base is largely weighted toward the US

BeyondTrust is pushing hard to establish itself in markets beyond North America, but still has some way to go. European and Latin American revenue and pipeline growth last year was over the 100% mark, but came from a low base point when compared to US sales – as North America still accounts for close to 80% of company revenues.

Messaging and product positioning should avoid confusion

PAM is an important and, because of its growth potential, attractive market for BeyondTrust. BeyondTrust is one of only a small number of vendors that is able to offer end-to-end enterprise PAM protection. Yet its competitors still distract attention away from its virtues by positioning it as a vulnerability management provider that "also does PAM."

Opportunities

The unified platform approach offers great potential

Because of its integrated approach to PAM, BeyondTrust has the opportunity to offer its clients a consolidated view of user actions, highlighting privileged activity that bears further investigation. BeyondTrust has the opportunity to cut through the chatter and use its behavioral and predictive analysis capabilities to detect, analyze, and report on the misuse of privilege and associated security anomalies.

The market is opening up and growth is strong

BeyondTrust has already done most of the upfront heavy lifting needed to deliver its unified PAM technology. It has the opportunity to build on its existing position and work directly with enterprise organizations that increasingly recognize the need for its security services. There are also opportunities to partner with identity management providers that are looking to add PAM/PIM to their overall offerings, and which prefer to work with an established expert rather than develop their own solutions.

Threats

External as well as internal threat activity causes problems

As with every other area of the IT security market, new external and internal threats constantly appear. Only those vendors capable of adapting to the evolving threat landscape can expect to survive. BeyondTrust has done the groundwork, but to remain competitive it will need to continue to deal with new threats and to address changes to regulations and compliance requirements that remain important components of the PAM delivery model.

Pressure from the IAM sector can be disruptive

While the IAM sector offers technology partnership opportunities to leading PAM providers, its incursions into the privilege management space can be disruptive, as IAM platform vendors continually push their own solutions as an alternative to working with a specialist provider.
### Key facts about the solution

<table>
<thead>
<tr>
<th>Product name</th>
<th>BeyondInsight and PowerBroker Platform</th>
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<tr>
<td>Product classification</td>
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<td>Version number</td>
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Source: Ovum

### Appendix

#### Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

#### Further reading

- **SWOT Assessment: Cyber-Ark Software, Privileged Account Security Solution**, IT017-004198 (September 2013)
- **SWOT Assessment: Lieberman Enterprise Random Password Manager**, IT017-004211 (November 2013)

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum’s consulting team may be able to help you. For more information about Ovum’s consulting capabilities, please contact us directly at consulting@ovum.com.

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