

SWOT Assessment: BeyondTrust Privileged Identity Management Portfolio

Analyzing the strengths, weaknesses,
opportunities, and threats

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Summary

Catalyst

The BeyondTrust PowerBroker Privileged Identity Management (PIM) product suite consists of five major components: PowerBroker Password Safe, PowerBroker for Unix & Linux, PowerBroker for Windows, PowerBroker Identity Services, and PowerBroker Management Suite. PIM has arrived at the top of the agenda of most security industry experts (CIOs, CISOs, and IT security managers) because business-focused cyber-attacks that steal data and damage reputations by using compromised user credentials are being launched against all types of organization.

Key messages

- BeyondTrust offers a unified platform of privileged identity, account, and user management solutions.
- PowerBroker offers a single platform, but at the same time an identifiable product approach to password management, access control, and for monitoring, auditing, and controlling privileged user access
- User-selectable versions of PowerBroker are also available for the main operating system (OS) environments - Windows, Unix, Linux, and Mac OS
- BeyondTrust targets the complete privileged identity, account, and user management environment, but in some quarters it is still seen as more of a vulnerability management generalist.

Ovum view

PIM is now a top priority for enterprise security. CIOs, CISOs, and security managers recognize the need to deploy the technology and the levels of user and device protection it brings, yet only about 50% of enterprise organizations have some form of PIM protection in place. Those that have protection improve their chances of maintaining control over core business assets, including who can access them and how they are being used.

Deploying the BeyondTrust privileged account management platform, which includes PowerBroker Password Safe, PowerBroker for Unix & Linux, PowerBroker for Windows, PowerBroker Identity Services (the Active Directory bridge), and PowerBroker Management Suite (for auditing and recovery), with the BeyondInsight central management console, provides the potential for an integrated, one-stop approach to privileged account management. This unified approach is a key differentiator for BeyondTrust as it competes in a security sector with PIM specialists that focus on specific elements of privileged identity, account, and user management, as well as all-rounders from the identity and access management (IAM) sector that see privilege management as a natural extension to their identity management interests.

Recommendations for enterprises

Why consider the BeyondTrust Privileged Identity Management Platform?

The PowerBroker privileged account management platform provides technology solutions that can be tailored to meet the specific requirements of each client. A unified and integrated offering that includes all PowerBroker products and is delivered using the BeyondInsight central management console is available. Alternatively, organizations can select and license products separately in order to meet specific user and data protection requirements.

SWOT analysis

Strengths

BeyondTrust is an established PIM provider

For many years privilege management was considered to be the exclusive domain of a small band of security specialists. However, with annual growth rates of around 30%, it is fast becoming the must-have business-protection technology. BeyondTrust, with its unified platform approach, is one of a small number of vendors that offers end-to-end privileged identity, account, and user management protection.

PowerBroker supports all mainstream Windows, Unix, Linux, and Mac OS environments

The PowerBroker privilege management server maintains control over privileged and shared accounts for Unix, Linux, and Windows servers. Its desktop equivalent controls Windows and Mac OS admin privileges and maintains a least-privilege approach to managing usage and access rights. Permissions are rules-based and automated, using access rights that are linked to particular users and their roles, and can be elevated to meet the specific requirements of a particular task or project.

Extensive audit, monitoring, and reporting services are available

PowerBroker Password Safe provides automated password and session management facilities. It delivers real-time privileged session recording and audit using a proxy session monitoring service for secure shell (SSH) and remote desktop protocol (RDP). The solution uses native SSH and RDP as opposed to a Java client, and offers DVR-style playback. Its reporting services help address password protection and audit regulations for SOX, HIPAA, GLBA, PCI DSS, FDCC, FISMA, and other mainstream compliance mandates.

Weaknesses

The company's customer base is mainly located in North America

BeyondTrust has more than 4,000 customers, with North America accounting for close to 80% of company revenues. This imbalance is being addressed with a strong sales pipeline in Europe and Asia-Pacific that has seen double-digit growth achieved when revenues are compared to the previous

year. However, this comes from a low base point and more work is needed if BeyondTrust is to become more of a global player.

Messaging and product positioning should avoid confusion

BeyondTrust is one of only a small number of vendors that is able to offer end-to-end privileged identity, account, and user protection. Yet its competitors still distract attention away from its privileged account management capabilities by positioning it as a generalist in vulnerability management.

Opportunities

The unified platform approach provides potential

Because of its unified platform approach to the delivery of privileged identity, account, and user management services, BeyondTrust has the opportunity to offer its clients a consolidated view of user actions, highlighting privileged activity that bears further investigation. BeyondTrust has the monitoring, management, and access control technology and the behavioral and predictive analysis capabilities to detect, analyze, and report on the misuse of privilege. Integration of data from its vulnerability management products provides additional insights into threats and helps make decisions on privilege elevation.

The market is opening up and growth is strong

BeyondTrust is an established provider of privileged account management technology. It has the opportunity to build on its existing position and work with enterprise organizations that increasingly recognize the need for its privileged user and access control services. There are further opportunities to partner with identity management providers that are looking to add privilege management facilities to their existing offerings, and prefer to work with an established expert rather than develop their own solutions.

Threats

External as well as insider threat activity causes problems

New IT security threats constantly appear on the radar. Vendors need to have the flexibility to adapt to the evolving threat landscape. BeyondTrust, along with its mainstream privileged management competitors, will need to continue to deal with new external threats and an insider threat market that is now focusing on privileged users and the overarching need to control their access rights. However, with its integration of privileged account management and vulnerability management, BeyondTrust may be well positioned to address these risks.

The IAM sector brings additional competitive pressures

The IAM sector offers technology partnership opportunities to leading privileged management providers such as BeyondTrust, but at the same time IAM platform vendors add an extra level of competition into what is rapidly becoming a crowded and highly competitive marketplace.

Data sheet

Key facts about the solution

Table 1: BeyondTrust

Product name	PowerBroker Privileged Identity Management Portfolio	Product classification	Privileged account management
Version number	PowerBroker Password Safe, 5.5; PowerBroker for Unix & Linux, 9.0; PowerBroker for Windows, 6.7; PowerBroker Identity Services, 8.2; PowerBroker Management Suite, 4.0	Release date	PowerBroker Password Safe, March 15; PowerBroker for Unix & Linux, May 15; PowerBroker for Windows, January 15; PowerBroker Identity Services, November 14; PowerBroker Management Suite, Jun 15
Industries covered	All, but with particular focus on financial services, retail, healthcare, and the government sector	Geographies covered	All
Relevant company sizes	All	Platforms supported	Operating Systems: AIX IBMi (AS400), HP-UX, Linux, MAC OSX, Solaris, Windows Desktop, Windows Server Active Directory: Databases: Oracle, SQL Server, Sybase; Mainframes: RACF; Hypervisors: VMware vSphere API, VMware vSphere SSH; Hardware (routers, switches, networking, firewalls): Checkpoint, Cisco, Dell iDRAC, BIG-IP (F5), HP iLo, HP Comware, Juniper, Palo Alto Networks
Languages supported	English	Licensing options	Perpetual by users or devices and appliances
Deployment options	Physical or virtual appliances	Routes to market	Direct and via channel partners
URL	http://www.beyondtrust.com/Home/AllProducts/	Company headquarters	Phoenix, AZ, US
European headquarters	Leeds, UK	Asia-Pacific headquarters	Singapore

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: Lieberman Enterprise Random Password Manager 4.83.8 SR3, Product code IT0022-000349 (April 2015)

SWOT Assessment: BalaBit Shell Control Box, Version 4 F1, Product code IT0022-000368 (May 2015)

SWOT Assessment: Hitachi ID Privileged Access Manager v9.0, Product code IT0022-000359 (May 2015)

SWOT Assessment: CA Technologies – Privileged Identity Manager Product Suite, Product code IT0022-000348 (May 2015)

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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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