CASE STUDY
Intel® Expressway Cloud Access 360
Cloud Single Sign-on

Beverly Hills Wealth Management – Case Study

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Challenges

- Leverage partner SaaS applications to rapidly create competitive advantage.
- Provide internal users with secure single sign-on (SSO) to SaaS apps from a company Intranet/Internet portal called Maestro*.
- Manage provisioning and automated de-provisioning of SaaS accounts.
- Implement strong authentication, when needed.
- Comply with industry and regulatory security requirements.
- Deliver a branded user experience.
- Ability to scale the system to meet future growth plans.

Solution

Intel® Expressway Cloud Access 360 to provide a branded end user SSO experience to an average of 10-15 SaaS solutions per user, as well as provisioning/de-provisioning and a management console.

Benefits

- Increased end-user convenience and productivity, since users only have to enter credentials once.
- Stronger security by eliminating multiple passwords and using industry-standard SAML for federated SSO.
- Flexibility to add new SaaS solutions quickly and easily to support both organic and acquisition growth.
- Integration with enterprise identity repositories enables automatic provisioning and de-provisioning.
- Management console with alerts, logging and compliance reporting.
- Leverages a cost-effective, hosted hybrid cloud environment.

John Stuart had a problem. The Chief Information Officer of Beverly Hills Wealth Management (BHWM) - a boutique Registered Investment Advisor (RIA) firm – had to find a way to create a sophisticated, flexible and scalable IT infrastructure for his firm, without incurring millions of dollars in capital costs for software licenses and hardware. He developed a phased Master Technology Plan designed to facilitate the business goal of defining a Partner Roadmap including multiple custodians, agency/principle trading partners, trust administration, insurance services, and back office service providers.

Intel® Expressway
Cloud Access 360

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> **CIO, Beverly Hills Wealth Management**

Beverly Hills Wealth Management was founded in 2010 by Margaret Black-Scott, former vice chairman of global wealth management at Morgan Stanley with over 30 years of industry experience, as a firm designed to provide financial services to high net worth individuals.

In order for the firm to remain competitive and provide attractive services to both clients and Wealth Advisors, BHWM needed to establish business relationships with strategic partners delivering a variety of services, including fixed income inventory and strategies, retirement planning, a private trust and banking division, insurance & annuities, and more.

Problem Description

This software-as-a-service (SaaS) strategy provides access to best-of-breed software solutions, which is an essential component in their strategy to compete against larger, more established financial services firms, and reduces the need for BHWM to acquire, install or manage in-house hardware or software systems. To implement this strategy required flexible, secure interfaces that Beverly Hills Wealth Management employees can use to access various partner systems during their daily activities.

According to Stuart, “We are an independent Advisory firm that will grow and thrive with our SaaS application partners. Our Wealth Managers and support teams require access to between 10 to 15 apps, depending on their role.”

Once he defined his application strategy, Stuart was faced with a problem that is common to many companies utilizing the SaaS model: how to effectively manage the accounts of his users on a wide variety of different SaaS solutions – each with its own user interface, management tools, and security model.

He needed a tool that would allow him to manage the CRUD (create, read, update, delete) process for his user accounts on partner systems, enabling his employees to deliver the high levels of service required by their demanding clients. Since various SaaS applications provide differing provisioning/de-provisioning capabilities, whatever solution Stuart selected had to be able to handle a wide variety of varying management interfaces.

Stuart also wanted to make the access experience convenient and seamless for his users by delivering single sign-on (SSO) from a secure internal portal designed and built by BHWM; project name ‘Maestro’. He recognized that SSO had a number of advantages, including:

- Relieving users of the need to remember multiple user ID/password combinations to access their systems.
- Improving the end-user experience by making it easy and convenient to access multiple apps with a mouse click.
- Eliminating help desk calls from users who need to reset a lost or forgotten password.
- The ability to use Security Assertion Markup Language (SAML) technology to establish trusted identity federation relationships with his SaaS provider partners.

What he needed was an identity and access management (IAM) solution that combined provisioning/de-provisioning, account management and secure access control for his users, and which had the ability to scale up as Beverly Hills Wealth Management continued to grow and add both new employees and additional SaaS solution provider partners.

While the system is primarily intended for internal users today, at some point Stuart envisions providing self-service capabilities for BHWM clients to SaaS partners that provide end-client sites for reporting and portfolio analysis. He also needed a solution that could be easily branded with the BHWM logo and look-and-feel, and could scale up to support much larger numbers of users as the company expanded. And, because BHWM is in a regulated industry where they are responsible for handling their client’s financial assets, they needed a solution that was secure from end-to-end.

Finally, in line with his strategic outsourcing strategy, the system, along with other systems such as the Maestro project portal, all needed to be able to run in a hybrid cloud on a variety of virtual machines hosted at a third-party service provider.

Evaluation

Stuart immediately embarked on a market search, using a variety of tools, such as industry relationships, onsite vendor demos, and internet search engines, to identify potential solution providers that would meet his criteria. He evaluated a variety of options, such as competing Virtual Desktop environments with password management tools but determined that they were either too expensive, or lacked key functionality that he required.

Eventually, after a comprehensive evaluation process, he selected Intel® Expressway Cloud Access 360 (Intel ECA 360) from the Application Security and Identity Products Group at Intel.

According to Stuart, ECA 360 delivered the flexibility, security and scalability he was looking for, along with the ability to deliver a BHWM-branded experience to his users. The system can be tailored to meet the needs of both internal and external users and combines provisioning/de-provisioning and standards-based SSO capabilities.

For target systems that don't support the SAML standard for federated SSO, ECA 360 provides the ability to create custom connectors that support HTTP forms. Using the custom connecter, ECA 360 captures the user's credentials the first time they log on to the target application, stores them encrypted in a secure database, replays them whenever the user attempts to log on to the SaaS application – creating a seamless experience for the user.

The ECA 360 solution also runs as a Credential Interface to the Maestro portal front end. Users log onto the portal using their internal credentials and, once authenticated, are shown a personalized page with icons organized by application function or the SaaS application itself. Any SaaS app that is injected into the portal through an Iframe is rebranded and tailored to work in their environment. The users never leave Maestro – everything is at their fingertips – and they never even see the applications they are not allowed to run. To run the app, all the user has to do is click on the icon and they immediately are logged onto the application without needing to reenter any additional credentials. ECA 360 also has a strong authentication feature based on out-of-band delivery of a one-time password (OTP) that BHWM has the option to implement in the future.

Conclusion

Beverly Hills Wealth Management is currently in the process of building their web infrastructure, starting with an externally facing customer portal powered by Maestro, and then moving to deliver Intel ECA 360 to internal users. They are building custom connectors for those SaaS partners who use HTTP forms for user authentication & authorization, and expect to begin deploying the system early in 2012.

ECA 360's logging and reporting capabilities will enable BHWM to rapidly develop compliance reports that can be used to address regulatory requirements concerning access to sensitive, personal customer data.

BHWM anticipates growing rapidly in 2012, organically as well as through mergers and acquisitions. Stuart anticipates the Intel ECA 360's flexibility will enable them to seek out existing RIAs that don't have the technology infrastructure, capital investment, or resources to keep pace with technology trends, innovative ideas, and client-driven consumerization. Firms that operate in a legacy RIA environment, but want to leverage the Maestro service, are provisioned with the pre-designed efficiencies and partner relationships built by BHWM along with integrating their existing partners and services that continue to provide a competitive advantage. Maestro and the Intel ECA 360 combination will soon have a license opportunity for existing RIAs as an all-in-one RIA SaaS solution. The greatest benefits are to internal BHWM users that are offered the entire Maestro suite with single sign-on, internet sites, and more. According to Stuart, "The flexibility, security and other capabilities provided by Intel Expressway Cloud Access 360 will enable BHWM to leapfrog legacy RIA environments and offer an architecture to harness the entire financial services Rolodex* in a seamless, connected experience."

"The flexibility, security and other capabilities provided by Intel Expressway Cloud Access 360 will enable BHWM to leapfrog other RIAs in the industry…"

CIO, Beverly Hills Wealth Management

More Information

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