



CONVENIENT, MULTIFACTOR AUTHENTICATION SECURITY FOR LIFE SCIENCES

ENSURING THAT TRADE SECRETS AND PROPRIETARY INFORMATION
ARE SECURE WITH SYNCHRONOSS UNIVERSAL ID



SYNCHRONOSS UNIVERSAL ID: SCALABLE MULTIFACTOR AUTHENTICATION

One of the life sciences industry's greatest challenges is ensuring that only the right people can securely access the right information. The industry relies heavily on collaboration—between pharmaceutical, biotech, and medical-device companies, as well as external researchers, providers, and patients.

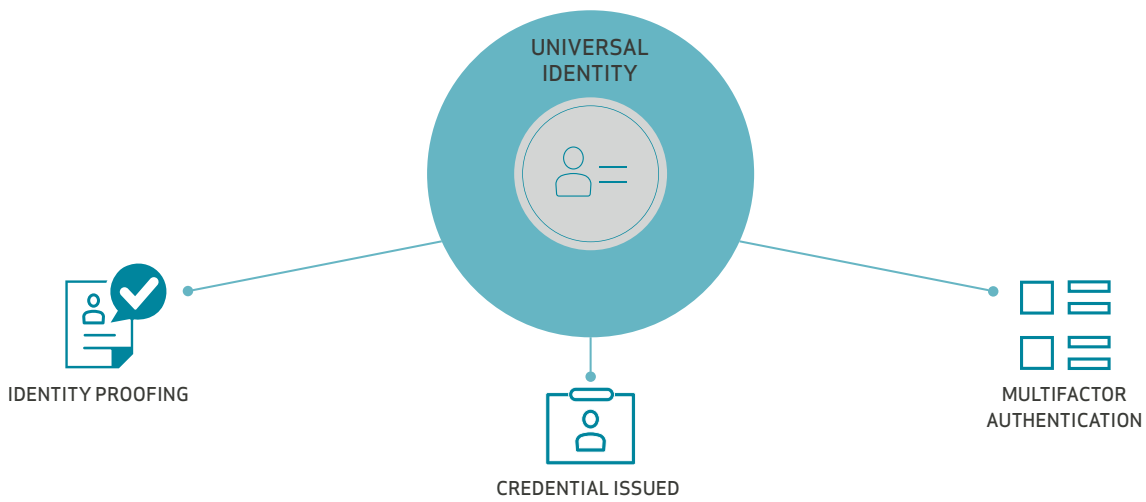
With so many people accessing or adding to the body of highly sensitive and valuable data, identity authentication is a necessity. Proprietary intellectual property and protected health information (PHI) about study participants can be worth billions of dollars. This makes life sciences organizations both a complex security environment and a lucrative target for cybercriminals. Experts consistently put manufacturing, which includes big pharma, in the top five most-attacked industries—currently in second place after healthcare.¹

Synchronoss Universal ID delivers convenient multifactor authentication that meets the needs of the multifaceted life sciences industry. Universal ID provides cloud-based identity proofing and authentication services that are scalable, flexible, and cost-effective. They are designed to meet life sciences security requirements between diverse participants including regulatory agencies by balancing strong data protection with convenience so productivity and outcomes aren't compromised.

SYNCHRONOSS UNIVERSAL ID DELIVERS IDENTITY PROOFING AND AUTHENTICATION SERVICES THAT ENABLE LIFE SCIENCES ORGANIZATIONS TO PROTECT PROPRIETARY DATA AND INCREASE PRODUCTIVITY

BENEFITS

- Ensures only the right people have access, across multiple participating organizations and teams
- Multifactor authentication dramatically increases security
- User options for utilizing personal smart devices and authentication methods increase satisfaction
- Cloud-based subscription service reduces costs, easier to budget
- No on-premises specialized infrastructure makes collaboration cost-effective
- Scalability to grow with your business as projects or organizations evolve
- Managed by Synchronoss security experts in HIPAA-compliant data centers
- Reduces support, help-desk, and other IT costs with an end-user self-service portal
- A single integrated platform for identity proofing, secure authentication, and digital signing and approval



SECURE, COMPLIANT, COST-EFFECTIVE

SECURE, CONVENIENT AUTHENTICATION FOR LIFE SCIENCES

A life sciences project typically brings together people from a variety of organizations. Each organization has systems with varying levels of security, which can make identity management difficult to maintain across the entire ecosystem. The challenge is further exacerbated when a project reaches the stage involving providers and patients, who may have no pertinent information systems at all, let alone ones likely to feature appropriate identity and authentication capabilities.

Synchronoss Universal ID sits at the heart of secure life sciences collaboration, regardless of other systems used by participants, to gather, analyze, and report on data. Universal ID combines security identity proofing and convenient multifactor authentication to create an extremely secure and frictionless authentication.

DELIVERING CHOICE AND EASE OF USE

Recognizing the diverse range of information technology capabilities and experience across project participants, Synchronoss Universal ID enables life sciences leaders to offer choices in how participants receive second-factor authentication notifications, what types those are, and what devices are “tied” to their identity. Users can choose from a variety of authentication methods based on their location or the devices they have access to, giving the flexibility and security to work securely anytime and from any location. Universal ID offers several convenient authentication methods, such as SMS text message, hard or soft tokens, interactive voice response (IVR), QR code, proximity-based authentication, and others.

All users have these choices as provided by the managing organization, including the ability to change from their default authentication choice to another option if their location or situation requires it.

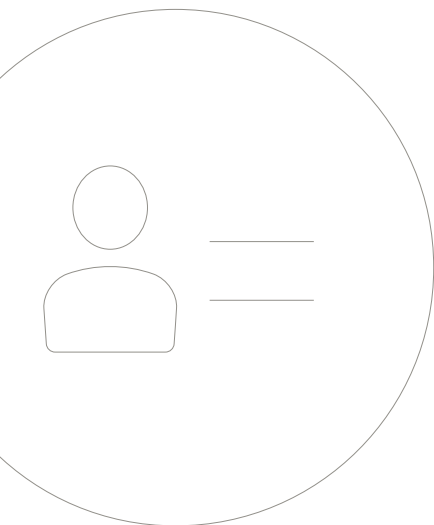
These choices ensure strong security without the hassles associated with stringent, narrow requirements that include sluggish workflows and complex logins. It improves user compliance and satisfaction—reducing the temptation to engage in riskier behavior for project collaboration, such as using unapproved devices, applications, or networks without proper authentication.

DIGITAL SIGNING: TRACKABLE, LEGAL, EFFICIENT

A life sciences project’s many phases—ultimately securing FDA approval for bringing a drug or device to market, for instance—require a careful audit trail showing appropriate authorizations at many steps of the process.

Universal ID’s digital signature capabilities make that easy through strict identity verification to provide a digital signature that is legally recognized as a “wet” signature. This reduces time and costs while heightening security and productivity versus sending faxed or mailed paper documents between participants or to regulatory agencies.

63% OF CONFIRMED DATA BREACHES INVOLVED WEAK, DEFAULT, OR STOLEN PASSWORDS²



THE MANUFACTURING
INDUSTRY, WHICH
INCLUDES BIG PHARMA,
RANKS AMONG THE TOP
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INDUSTRIES¹

INTUITIVE AUTHENTICATION TO IMPROVE PRODUCTIVITY AND COMPLIANCE

FLEXIBLE, CONVENIENT MULTIFACTOR AUTHENTICATION

Synchronoss Universal ID makes multifactor authentication user friendly by enabling users to leverage their own devices in the identity-credentialing and authenticating process.

Key features:

- Online and inherited identity proofing
- Issuance of identity and digital signing credentials
- Secure, multifactor authentication
- End-user profile and credential self-service
- Flexible passcode delivery options
- High-availability cloud-based infrastructure
- Out-of-the-box configurations for popular VPN applications
- High-value mobility services like digital signing and approval as a service

SELF-SERVICE CONVENIENCE

Synchronoss Universal ID features online, easy-to-use, self-service identity verification and transparent administrative service tracking, allowing life science organizations to improve productivity while still ensuring security for project stakeholders, regardless of size, technical expertise, or complexity.

Key features:

- Support for automated online knowledge-based assessments
- Support for self-service notary via secure e-fax
- Administrative dashboard for tracking use



ADDRESS COMPLIANCE REQUIREMENTS

- FICAM Level 3 certification
- Cross-certified Federal Bridge Certification Authority (FBCA)
- Federal privacy regulations contained in the 1996 HIPAA legislation
- Federal meaningful-use requirements contained in the 2009 HITECH Act

SYNCHRONOSS UNIVERSAL ID MOBILE APPLICATION AND ID MESSAGE CENTER

FLEXIBILITY AND EASE-OF-USE ACCESS CONTRIBUTE TO CONTINUED PARTICIPATION

With the Synchronoss Universal ID mobile application and ID Message Center, authorized life sciences project stakeholders can access data from virtually anywhere, anytime, using their preferred device. No more untraceable and time-consuming paper sharing or approvals as projects proceed through their phases.

Universal ID can also strengthen satisfaction and continued participation, especially for patients in their home environment, by making it simple for them to add their pertinent data being tracked in a clinical trial—without the process being complex, cumbersome, and time-consuming. This makes them more likely to adhere to trial requirements and less likely to discontinue their participation due to perceived login hassles.

LIFE SCIENCES WAS ALSO IN THE TOP FIVE FOR HAVING AN ABNORMAL CHURN—THE LOSS OF CUSTOMERS (PARTICIPANTS) DUE TO HACKING¹

USE CASES



Synchronoss (NASDAQ: SNCR) is the leader in mobile cloud innovation delivering security, mobility, identity, and analytic solutions for enterprises, mobile carriers, and retailers around the globe. Synchronoss enterprise solutions enable employee productivity without compromising security, allowing enterprises to realize the true power of mobility. For more information, visit us at www.synchronoss.com/identity.

REALIZE THE PROMISE OF ENTERPRISE MOBILITY

Uncompromised productivity and security. Our Secure Mobility Platform meets today's needs and can help make tomorrow's possibilities a reality. It is designed to enhance and complement existing mobility investments, so you get a better ROI—and can finally realize the true power of mobility.

Synchronoss Enterprise delivers real mobility for enterprises with the most stringent security requirements. The Secure Mobility Platform enables highly regulated businesses to build toward modern mobility in a way that complements existing investments.

Synchronoss Enterprise, in a joint venture with Goldman Sachs and Verizon, is extending deeper into the enterprise to bridge the gap and solve the inherent complexity associated with mobility and identity.

Since 2000, we've provided cloud solutions and software-based activation to communication service providers across the globe. Companies such as AT&T, Verizon Wireless, Comcast, Time Warner Cable, Apple, and Microsoft have used our scalable technology solutions to allow their customers to connect, synchronize, and activate connected devices and services that power the connected world.

We know mobility. We know security. We can help your organization do secure business—everywhere.

1. 2016 Cost of Data Breach Study: Global Analysis, Ponemon Institute, June 2016
2. 2016 Data Breach Investigations Report, Verizon, 2016