

## CUSTOMER SUCCESS STORY

# American Endowment Foundation enhances security and compliance with comprehensive digital identity solutions

How an organization specializing in philanthropic legacy support kept its cyber insurance premiums low while making IT system access easier for its team members



### Challenges

- Implement multifactor authentication so the organization could adhere to expanding cyber insurance provider standards
- Identify a privileged access management solution that offered comprehensive documentation and secure system access controls to reduce ransomware risks

### Solutions

- Imprivata Confirm ID® provides multifactor authentication while Imprivata OneSign® enables more efficient logins to save time, effort, and cost
- Imprivata Privileged Access Management enhances the user experience for system access while mitigating risk of ransomware

### Results

- The addition of multifactor authentication and other security features led to AEF's cyber insurance premium increasing only 3% after a significant rate increase the previous year
- Increased login efficiency leading to savings of over \$40,000 in a year's time

## Organization snapshot



**One of the largest independent donor-advised funds in the U.S., works with nearly 6,000 advisors and 14,000 funds across all 50 states**

Charitable giving can be a tremendously rewarding experience, but what often goes unseen is the organizational work behind the scenes to make it all happen. The American Endowment Foundation (AEF) is a national public charity that serves as one of the largest independent donor-advised fund programs in the US. It offers administration services to charitable foundations across the country.

AEF works primarily with financial advisors and donors – high-wealth individuals. Security is essential to them. One of AEF's principles is that transparency, communication, and accessibility are its clients' core rights. AEF's clients want to know that their personal information is secure.

Because of this, the team at AEF needed a way to secure information to keep the organization safe while also satisfying the rapidly expanding requirements of cyber insurance providers. Additionally, AEF needed to bolster its identity governance program to grant IT system access to its staff without a cumbersome login process.

## **Challenge: Apply multifactor authentication to satisfy cyber insurance requirements while enabling privileged access management**

Cyber insurance is a necessity for any organization conducting business online. The problem is that premiums often depend on the unique security measures put in place by individual organizations. When working with their broker, AEF received a clear message: multifactor authentication was necessary to renew their policy while controlling costs.

“Our insurance provider informed us that multifactor authentication is a critical component required to acquire a comprehensive insurance policy.” said Steve Jones, AEF’s Executive Vice President and Chief Financial Officer.

Due to the nature of the organization’s work, AEF strives to keep the information of its donors and financial advisors safe. “Security is a top priority,” said Nathan Bowers, AEF’s IT Director of Infrastructure and Security. “We are faced with an ever-changing landscape of threats and risks that require our response.”

Faced with the challenge of ramping up security while maintaining secure but convenient access across its systems and applications, AEF found its answer.

## **Solution: Implement solutions that employ multifactor authentication for improved cyber insurance compliance and privileged access management for added layers of security**

The team at AEF partnered with Imprivata to find solutions for their needs. Imprivata Confirm ID helped AEF enable multifactor authentication. Imprivata OneSign created a seamless, streamlined login experience for AEF’s staff. And with Imprivata Privileged Access Management, AEF added another layer to its identity governance program, giving the company a more dynamic security posture.

Bowers noted that Imprivata Confirm ID was a more “user-friendly” alternative than AEF’s previous VPN solution. “The product’s customization capabilities and successful implementation of multifactor authentication with our Firewall and VPN were big wins,” said Bowers. He added that Imprivata OneSign and its ability to integrate with AEF’s current badge access system made the transition “extremely easy.”

**“One of the key reasons we selected Imprivata was their evident commitment to security in the healthcare industry. This alignment resonated with us as we strive to maintain the same high-caliber security standards and scores. Imprivata plays a vital role in helping us achieve that goal.”**

– Nathan Bowers, AEF’s IT Director of Infrastructure and Security

Bowers cited that the platform's screen and keystroke recording capabilities are particularly helpful in AEF understanding user activity on its systems.

The platform's Knowledge Base provided thorough documentation to make troubleshooting for AEF's system administrators a breeze. "It lets me easily find what I need to solve a problem quickly," said Bowers. "That isn't the case with many websites. How the documentation is structured is the gold standard for Knowledge Bases and troubleshooting."

Before deciding on this option, AEF examined six different vendors. Imprivata differentiated itself in two key ways:

- Providing badge-tap access made it simple and easy for team members to access the systems and applications they need securely but conveniently.
- Its reputation as a leading digital identity provider in the healthcare industry, another sector where information security is essential. "We know Imprivata has a strong standing in healthcare," said Jones. "We know how tight information is in that industry. That influenced our decision."

These factors made the choice an easy one for AEF. After a swift implementation, the team was able to see immediate benefits from the new partnership.

## **Results: Major savings on cyber insurance premiums and supercharged efficiency for granting and maintaining secure privileged access**

AEF observed tangible benefits in the form of its cyber insurance rate increase. After undergoing a significant rate increase the previous year, AEF saw its rate go up by only 3% after partnering with Imprivata.

"Most industry numbers show between 30% and 100% in annual rate increases," said Jones. "So, with only a 3% rise, we felt very good."



AEF also observed a considerable ROI from using Imprivata Privileged Access Management. With the time system users saved not having to log in and out of different systems and applications, the organization calculated it saved over \$40,000 over the course of a year.

These successes were preceded by a smooth onboarding period aided by Imprivata and its support team over the course of a few weeks. "Implementation was exceptionally easy on the organization," said Jones. "The results have been exactly what we wanted. We are extremely glad we made the move."

## **Looking to the future: Continuing to reap the benefits of multifactor authentication while getting even more value out of Imprivata Privileged Access Management**

Going forward, AEF aims to examine how it can derive even more value from its partnership with Imprivata to continue improving its security posture.

"There are many features we haven't started down the path with yet," said Bowers. "Limiting users for just-in-time access is one of them. We plan on transitioning to the Imprivata Privileged Access Management password management system. We also plan to maintain and keep recognizing the ROI through Imprivata OneSign and Imprivata Confirm ID. Due to their reliability, we can trust the platform and initiate rollout in the areas we haven't yet."

For other organizations looking to achieve similar results, AEF's successful implementation of Imprivata digital identity solutions emphasizes the importance of the following:

- Prioritizing security without compromising usability
- Implementing multifactor authentication as part of a comprehensive digital identity management strategy to meet industry standards and protect valuable data
- Incorporating privileged access management solutions for a more efficient and secure access management process

By understanding and addressing its users' unique security requirements, AEF has enhanced its security posture, improved the efficiency of privileged access management holistically, and kept its cyber insurance premiums low.



Imprivata is the digital identity company for mission- and life-critical industries, redefining how organizations solve complex workflow, security, and compliance challenges with solutions that protect critical data and applications without workflow disruption. Its platform of interoperable identity, authentication, and access management solutions enables organizations in over 45 countries to fully manage and secure all enterprise and third-party digital identities by establishing trust between people, technology, and information.

For more information, please contact us at 1 781 674 2700  
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