

VERTICAL MARKET BREAKOUT SESSION

EDUCATION

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Powering the trusted identities of
the world's people, places & things

Higher Education Panel – Mobile

Identity & Payments Summit 2024

Feb 26th, 2024

Why Mobile?

Value it delivers to your campuses

Powering the trusted identities of
the world's people, places & things

Why Not Mobile?

Phone always with them

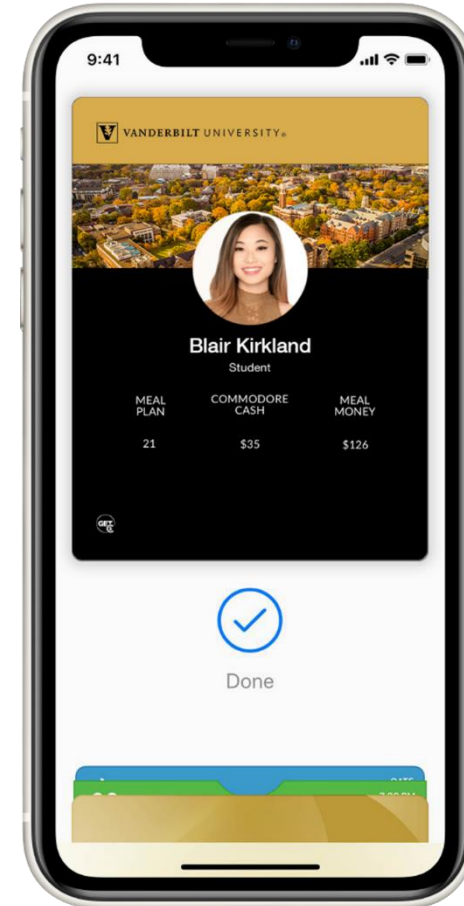
Most secure credential they have

Digital transformation happening

Expectation on User Experience

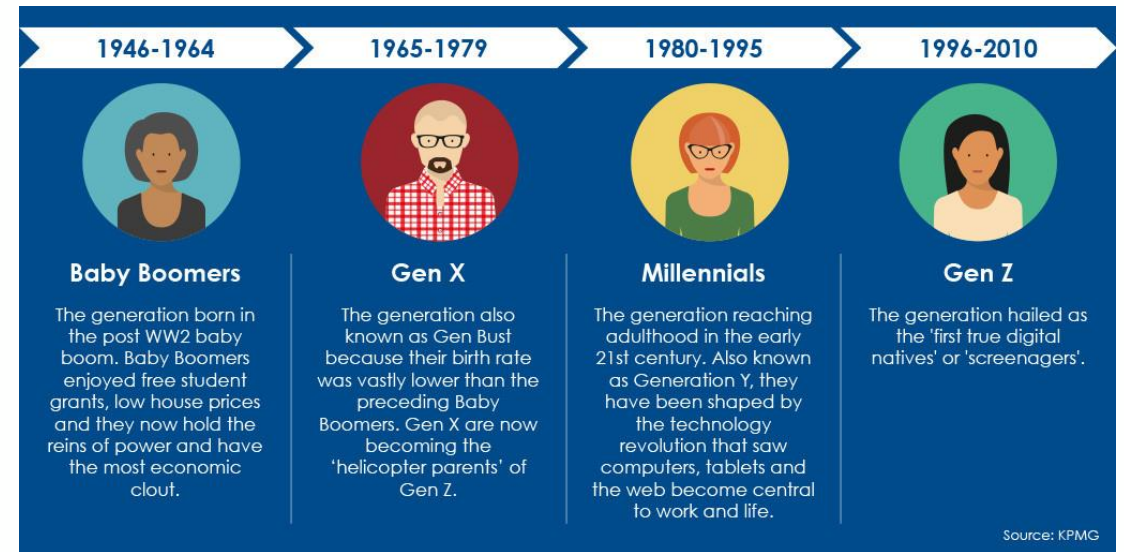
Expectation on Convenience

Gen Z & beyond



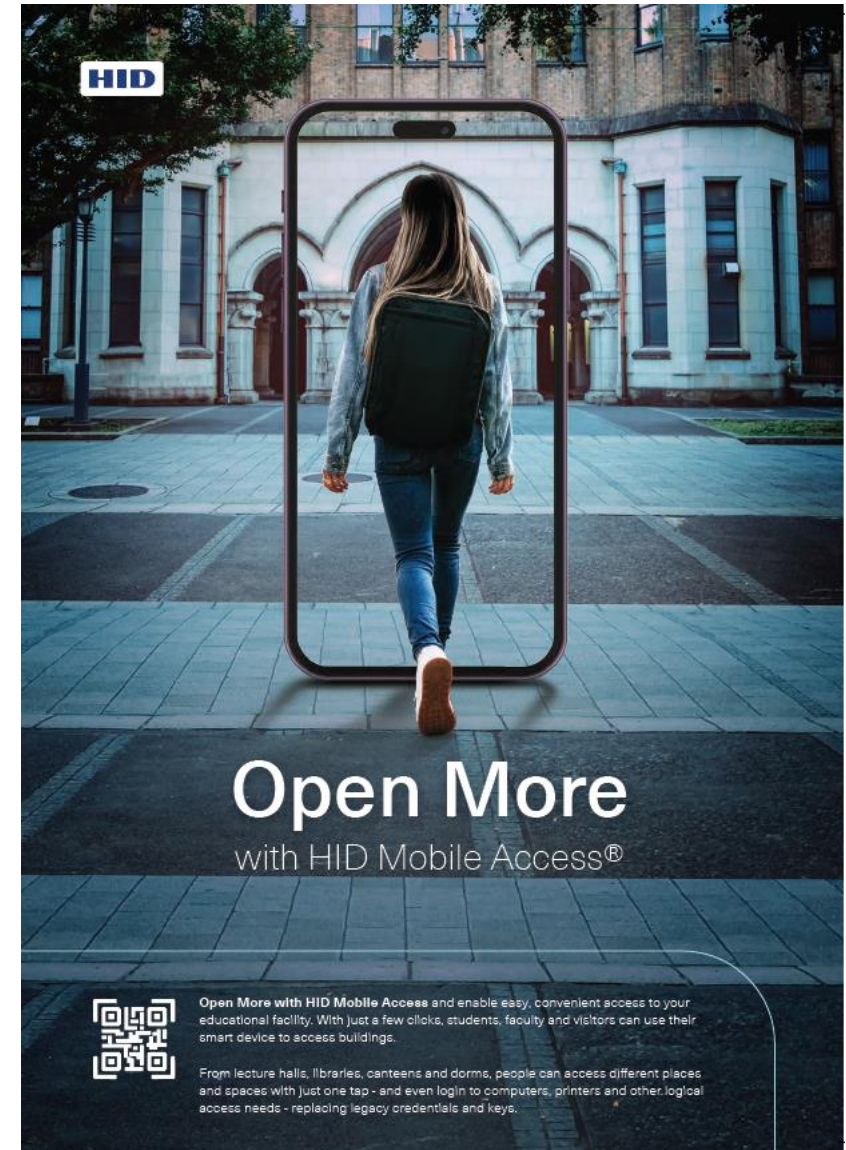
Gen Z and Beyond

- Gen Z will DRIVE demand today
 - Decision makers tomorrow
- Gen Z App World vs Carrying Plastic
 - Immersed in app centric world
- Gen Z much more environmentally focused
 - Gen Z making career choices on ESG initiatives
- Gen “Alpha” next after Gen Z
 - Super Users of Mobile
 - Enter Universities in 5 years



The role of mobile on the digital campus


- A more **convenient, efficient, secure** way of accessing places and spaces
- **Data-based insights** that help secure and optimize facilities
- Contribution to **sustainability objectives** and accreditation
- Support for **lean operations**
- Drive adoption of Apps designed to **attract, retain, and engage**



HID

Open More

with HID Mobile Access®

 Open More with HID Mobile Access and enable easy, convenient access to your educational facility. With just a few clicks, students, faculty and visitors can use their smart device to access buildings.

From lecture halls, libraries, canteens and dorms, people can access different places and spaces with just one tap - and even login to computers, printers and other logical access needs - replacing legacy credentials and keys.

Use Cases for Mobile



Physical Access



Elevator



Smart Lockers



Vending



Turnstiles



Secure Print



EV Charging



Time - Attendance

Alignment with campus initiatives e.g., Climate Action



Reduction of carbon footprint vs plastic cards, which can have a footprint of up to 100 grams CO² equivalent each.



Signo readers use Intelligent Power Mode to reduce building energy consumption.



Reader Environmental Product Declarations support BREEAM and LEED building ratings.



USGBC
MEMBER

HID is a member of the US Green Building Council.



WiredScore

HID Mobile Access is an accredited WiredScore solution.

Sustainability is integrated in everything we do

[Code of Conduct](#)

[Download sustainability report](#)

[Environmental targets](#)

Science Based Targets initiative

On 16 November, 2022 ASSA ABLOY has received validation by the Science Based Targets initiative (SBTi) for the company's emission reduction targets.

We believe that science-based targets will be beneficial for our business on several levels. By setting a net-zero target in line with a 1.5°C future, we are making a critical contribution to limiting the worst impacts of climate change.

- We will halve Scope 1 and Scope 2 emissions in our own operations by 2030
- We will reduce the footprint of our wider value chain, including raw materials, logistics and products by 28% by 2030, thereby addressing our Scope 3 footprint
- We commit to net zero emissions across the whole value chain no later than 2050



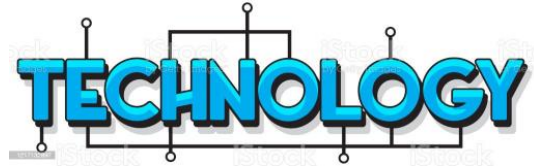
SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

What does your institution value?

PORTRAY

REALITY – CREDENTIAL





Powering
Trusted Identities

Thank You!

Tim Nyblom
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the
STAKES
are **HIGH**

Breaches caused by credential compromise
NEARLY DOUBLED
over past three years

33%
2020

61%
2022

83%

of companies had
two or more data
breaches since 2021

\$4.3M

Average cost of a breach

The Stakes Are Real

euronews.

Data of half of population of France stolen in its largest ever cyberattack

REUTERS

Casino giant MGM expects \$100 million hit from hack that led to data breach

FORTUNE

Microsoft AI researchers accidentally leak 38TB of company data



iMessage with PQ3: The new state of the art in quantum-secure messaging at scale



THREAT LANDSCAPE

Growing number and complexity of threats fueled by compromised credentials, ransomware, and phishing cost businesses \$10T annually by 2025

DIGITAL TRANSFORMATION

AI, cloud strategy, PQ, and observability needs driving CISO top priorities for identity, zero trust, and management solutions to mitigate risks

MARKET TURBULENCE

Cybersecurity market growing despite budgets tightening and sales cycles extending

Threats are changing

Disappearing Perimeter



Cloud, digital, work anytime/any device expands attack surface

Inevitable Breaches



It's a matter of when, no longer if

Lateral Movement



Attackers move laterally to maximize impact

Insider Threat



Vulnerabilities exposed by poor cyber hygiene

New Challenges Require New Solutions

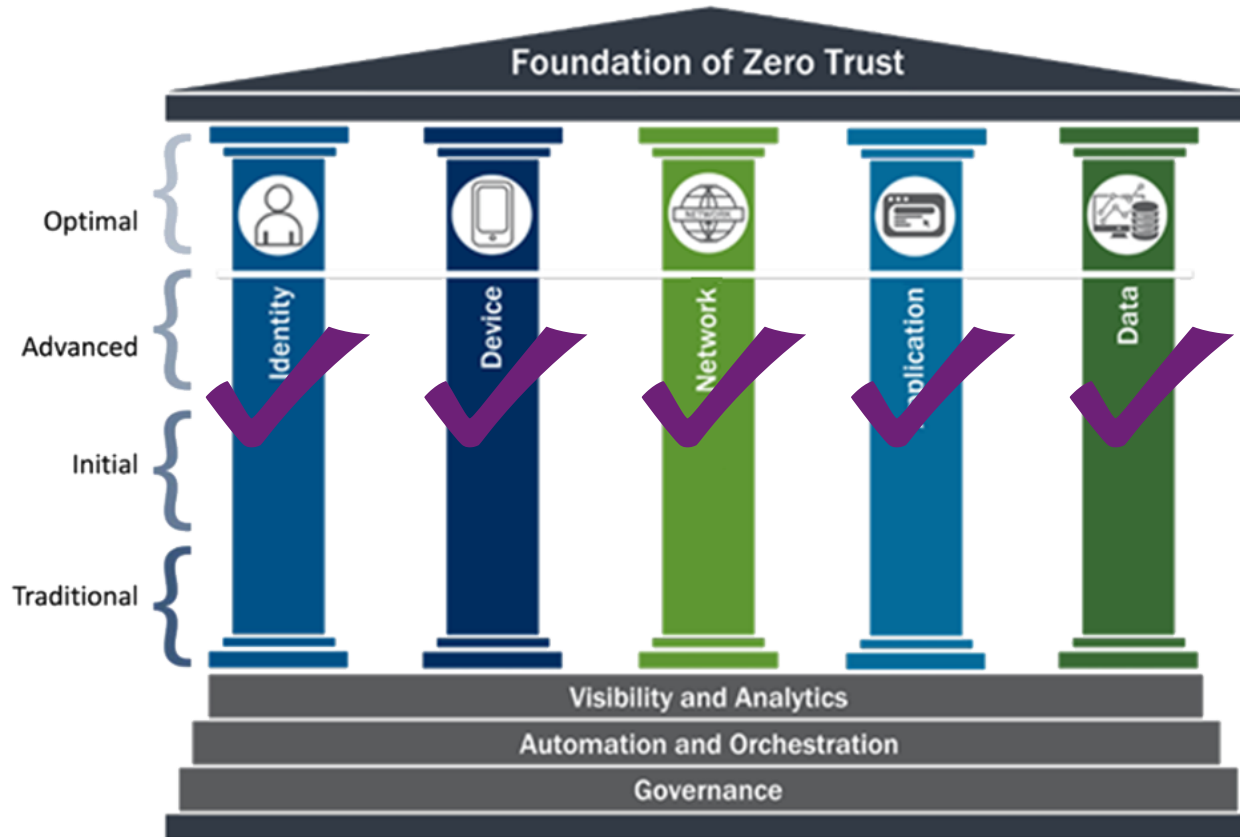
Customer Pains	New Challenges	Entrust Can Help
Disappearing perimeter	Zero Trust Perimeter-less ecosystem driving security investments	A Zero Trust foundation enabling trusted identities across users, devices, apps, & workloads
Inevitable breaches	Multi-Cloud Changing networks, where data resides, and protection	Uniquely supported by strong end-to-end encryption to protect data in-transit, at-rest and in-use
Lack of visibility and governance	Post Quantum Generational security upgrade required to prevent post-quantum threats	Security everywhere – on-premises, public, and private clouds – and backed by an ecosystem of tech partners
Operational inefficiencies		PQ ready solutions and services to mitigate risks and enable crypto agility

Stolen credentials attacks cost more and take 327 days to identify
IBM - Data-breach report

\$5.0M avg cost of data breach in organizations with public clouds
IBM - Data-breach report

By 2025, PQC risk assessment will be the top issue businesses will look for advice on
Gartner - How to make money from Quantum report

ENTRUST COVERAGE



Zero Trust Maturity Model v. 2
Source: Cybersecurity & Infrastructure Security Agency (CISA)

- Zero Trust extends beyond user identity
- Entrust is uniquely positioned to help across each pillar with a broad portfolio of Identity, encryption and data security along with a strong partner ecosystem
- Achieve maturity across each pillar with a roadmap that addresses the most critical areas first

PHISHING-RESISTANT PASSWORDLESS MFA

CRITICAL PART OF ZERO TRUST ARCHITECTURE

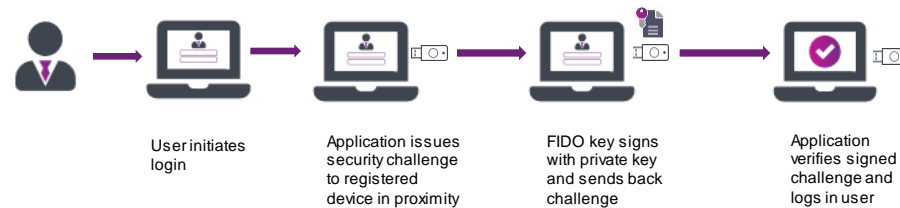
Best

Entrust mobile smart login (PKI mobile smart credential + Bluetooth proximity)



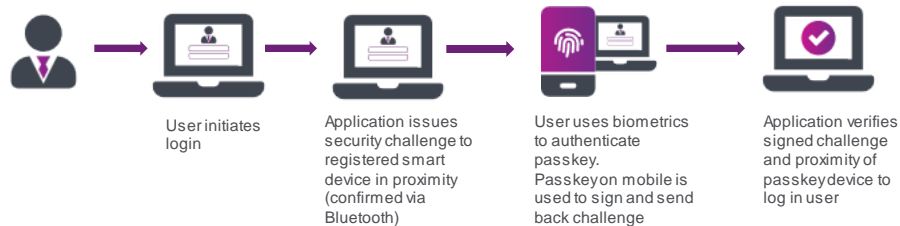
Better

FIDO2 Key



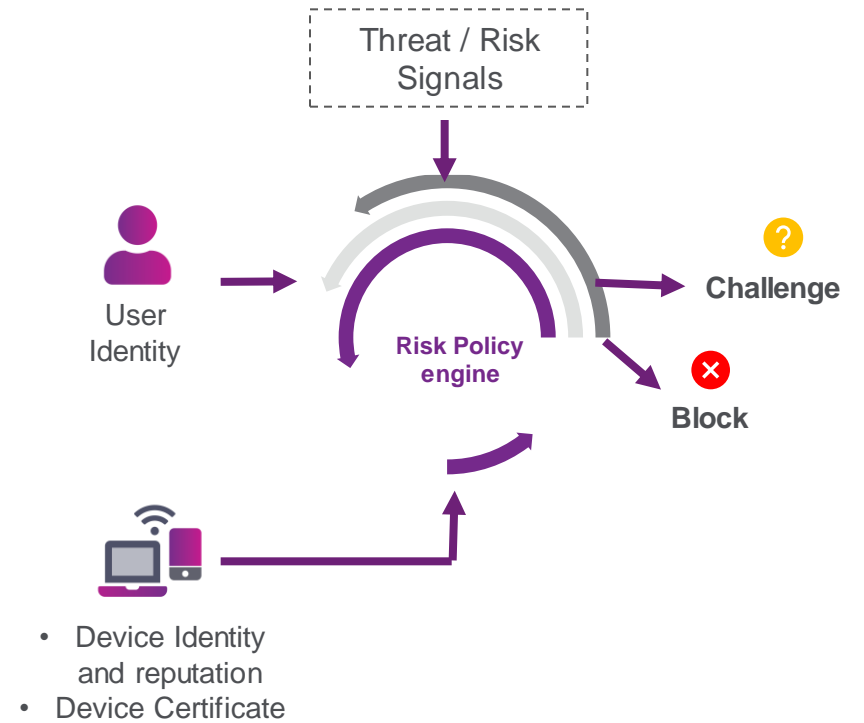
Good

FIDO2 Credentials (aka "passkeys")



High Assurance Identities

Device certificate + User Certificate + RBA



ZERO TRUST MATURITY MODEL COVERAGE

