

# FINITY360 Identity



Our Finity360 Identity solution provides robust authentication mechanisms for Salesforce, ensuring secure access to sensitive data and compliance with regulatory requirements such as SEC and FINRA cybersecurity regulations. With a range of features designed to enhance security and user experience, our MFA solution offers seamless integration with Salesforce and customizable authentication policies to meet the unique needs of financial organizations.

## Key Benefits

### 1 Two-Factor Authentication (2FA):

- Utilizes multiple factors for authentication, including passwords and one-time passcodes (OTPs) delivered via SMS, email, or authenticator apps.
- Enhances security by requiring users to provide two independent forms of verification to access Salesforce.

### 2 Customizable Authentication Policies:

- Allows administrators to define authentication policies based on user roles, groups, or IP addresses.
- Enables enforcement of strong authentication measures to comply with SEC and FINRA cybersecurity regulations.

### 3 Adaptive Authentication:

- Utilizes contextual information such as device, location, and user behavior to assess the risk level of authentication attempts.
- Applies adaptive authentication measures to mitigate risks associated with suspicious login attempts or high-risk activities.

### 4 Single Sign-On (SSO) Integration:

- Integrates seamlessly with SSO providers to streamline the authentication process for users.
- Facilitates centralized management of user identities and access controls across multiple applications.

### 5 Multi-Channel Authentication Delivery:

- Supports multiple channels for delivering OTPs, including SMS, email, and authenticator apps.
- Provides flexibility for users to choose their preferred authentication method while maintaining security.

## Key Benefits

### 6 User Provisioning and Management:

- Offers centralized user management capabilities, including user provisioning, deprovisioning, and access revocation.
- Ensures that only authorized individuals have access to Salesforce resources, reducing the risk of unauthorized access.

### 7 Audit Trail and Reporting:

- Generates detailed logs and audit trails of authentication events, including successful and failed login attempts.
- Facilitates compliance reporting by providing evidence of adherence to SEC and FINRA cybersecurity regulations.

### 8 Encryption and Data Protection:

- Implements encryption protocols to protect sensitive information such as OTPs and user credentials.
- Ensures secure transmission of data between users' devices and Salesforce servers, mitigating the risk of interception or unauthorized access.

### 9 Scalability and Reliability:

- Leverages scalable cloud infrastructure to accommodate growing user bases and fluctuating authentication loads.
- Provides reliable authentication services with high availability and uptime, ensuring uninterrupted access to Salesforce resources.

### 10 User-Friendly Experience:

- Offers intuitive user interfaces and streamlined authentication workflows to enhance user experience.
- Minimizes friction during the login process while maintaining strong security controls.

**Compliance with SEC and FINRA Cybersecurity Regulations:** Our MFA solution is designed to help financial organizations comply with SEC and FINRA cybersecurity regulations by implementing robust authentication measures, maintaining secure access controls, and providing comprehensive audit trails and reporting capabilities. By leveraging our solution, organizations can enhance their cybersecurity posture and protect sensitive data in accordance with regulatory requirements.

## About Finity360™

**Finity360™, an innovation of Arcus Inc., is a suite of cloud-based document and data management solutions that gives financial institutions the agility, scale and security they need to gain maximum business value from their traditional documents, digital assets, and operational workflows.**

**Based on more than 30 years of experience in capital markets, securities back-office operations, data aggregation and system integration, Finity360™ helps capital markets and other financial services organizations modernize their operations and revenue models by eliminating technology, process, data and regulatory challenges.**

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