



# THE OPTIMAL BRIEF

An Optimal IdM Newsletter:

January 2017

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## Featured Video



The Optimal Cloud™ is a comprehensive cloud federation and single sign on solution that can serve all of your identity management and password needs.

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## Upcoming Events

RSA Conference  
February 13-17, 2017  
San Francisco, CA

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## Featured Whitepaper: "Understanding Cost Differences Between IDaaS and On Premise Deployments"

The Identity as a Service (IDaaS) market has grown substantially over the last few years. A major reason for cloud adoption is that organizations have started to understand the true costs of maintaining an on premise identity deployment. This whitepaper breakdowns the costs between on premise vs cloud deployments and highlights the differences in up front, maintenance and other costs such as lost revenue due to downtime.



[DOWNLOAD HERE](#)

## Blog of the Month: "How to Evaluate Your Identity Management System"

So you've decided to integrate an identity management system for your business. Congratulations! Now what? This guide looks at some things to consider for choosing the right service partner, what to look for in a platform, questions you should ask to make sure there are no loose ends and a few extra attributes that can signal that you've found a company who is a good fit for your brand, culture and size.



[READ THE COMPLETE POST](#)

## In The News

[Evaluating SSO Systems](#)

As seen on eSecurity Planet  
By Drew Robb | Posted December 21, 2016



Deploying a single sign-on system can improve productivity and lead to better password hygiene, but it also carries some risks. Optimal IdM listed with top SSO vendors.

OptimalCloud and find out why  
Optimal IdM is the best fit for your  
organization!

About Optimal IdM

Optimal IdM is a leading global provider of innovative and affordable identity management software. We partner with our clients to provide a comprehensive, fully customizable enterprise level solutions that meet the specific identity management needs of their organization. Contact us at [sales@optimalidm.com](mailto:sales@optimalidm.com).