

The Optimal Brief | August 2021

How Data Breaches Happen

Two words that are probably only spoken in hushed tones around your office are “data breach.” A data breach can be disastrous for a company. Typically, one that results in the theft of either company data, customers credit card numbers, email addresses or both. Even a data breach that’s caught quickly can require an expensive cleanup, and one that’s allowed to go on for any reasonable length of time can cost companies millions and ruin their reputation. Read how a good IAM strategy can help prevent breaches in our blog, [How Data Breaches Happen](#).



[Read the Blog](#)

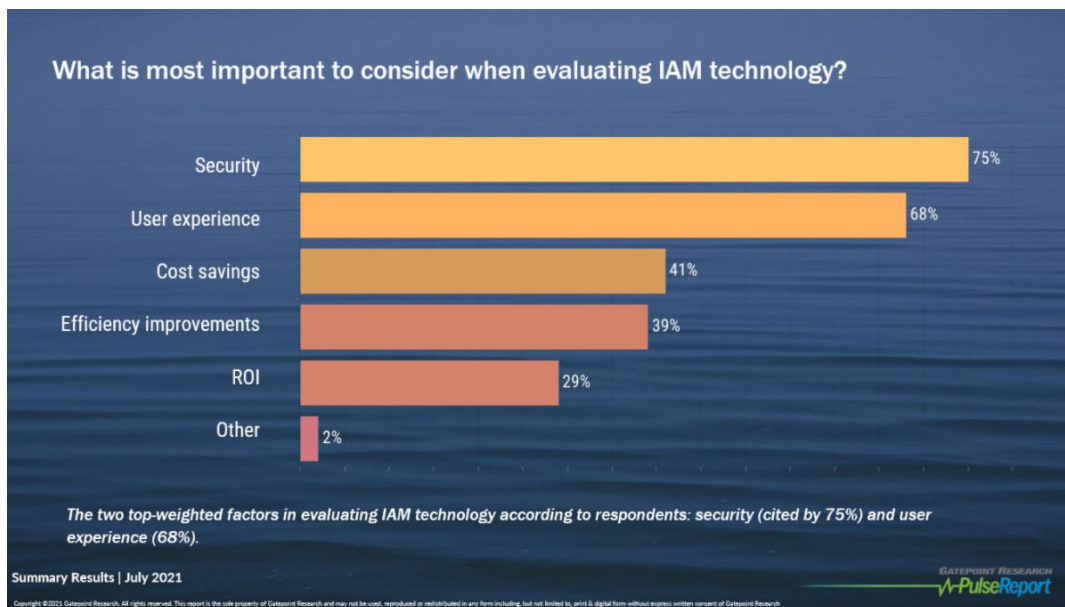


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G2 will send the first 20 reviewers of The OptimalCloud a \$25 Visa.com gift card (or equivalent) as a mark of thanks for contributing a detailed, balanced, complete review.

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IAM Survey Results



Optimal IdM and GatePoint Research recently conducted a survey of IAM leaders. Those surveyed were asked what they consider most when evaluating an IAM technology. Security and UX topped the responses with cost and efficiency a third and fourth response.

We agree security should be first and foremost when choosing an IAM solution. We believe that proper

security shouldn't cost extra. That is why all OptimalCloud packages include MFA. Take a look at [the OptimalCloud](#) and let us know you would like to set up a free 30-day trial.

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IAM FOR ONLY \$2 PER USER AND INCLUDES MFA!
Proper security shouldn't cost extra.
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Small and Mid-Sized Businesses Face Greatest Security Risk

Hackers love SMBs. Secure your business with Identity and Access Management.



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The Future of Authentication

Frictionless authentication by the way you type? Yes it's true. This presentation discusses how Behavioral Biometrics, Tokenless MFA & Adaptive Authentication are changing the login landscape.



[Watch The Webinar](#)

Why You Need Cloud Hosted Virtual Directory Services

This presentation will discuss the benefits of cloud hosted virtual directory services and provide use cases of how the Optimal IdM team deploys, hosts, manages & monitors their signature virtual directory product, the Virtual Identity Server, in a cloud environment.

Optimal IdM, LLC

3959 Van Dyke Rd, Lutz
Florida 33558, US
1-813-425-6351

[Contact Optimal IdM](#)

