

# 5 IAM TRENDS

## TO WATCH IN 2020

With 2019 being described as one of the worst years in history for security incidents, IT and cybersecurity experts need to look at how they can improve their Identity and Access Management (IAM) capabilities in 2020, to protect sensitive data against an ever-increasing range of security threats.

A number of new IAM trends are emerging in 2020. While some are updates to current IAM best practices, others represent significant changes in the way that identities and access to sensitive data are managed. IT and cybersecurity professionals should consider how these developing and evolving IAM trends could reduce risks and provide better data protection.



### Identity & Access Management for Cloud Services

Fully embrace IAM for public cloud services like AWS, Azure and GCP to ensure only authorized identities have access to critical data.



### IAM and Single Sign-On

Leverage single sign-on (SSO) solutions to provision access to public cloud platforms and resources.



### IAM Analytics

Use analytics to provide better visibility of how access to data is used once granted.



### AI & ML

Use Artificial Intelligence and Machine Learning to alert on changes in user and application behavior.



### Least Privilege

The move towards least privilege access across all identities will continue.

To learn more about identity and data protection for AWS, Azure, and Google Cloud, contact us at [sonraisecurity.com](https://sonraisecurity.com)

\* Source: <https://www.identitymanagementinstitute.org/data-breaches-and-iam-trends/>

\* Source <https://www.techfunnel.com/information-technology/10-trends-coming-up-in-identity-and-access-management-for-2020/>