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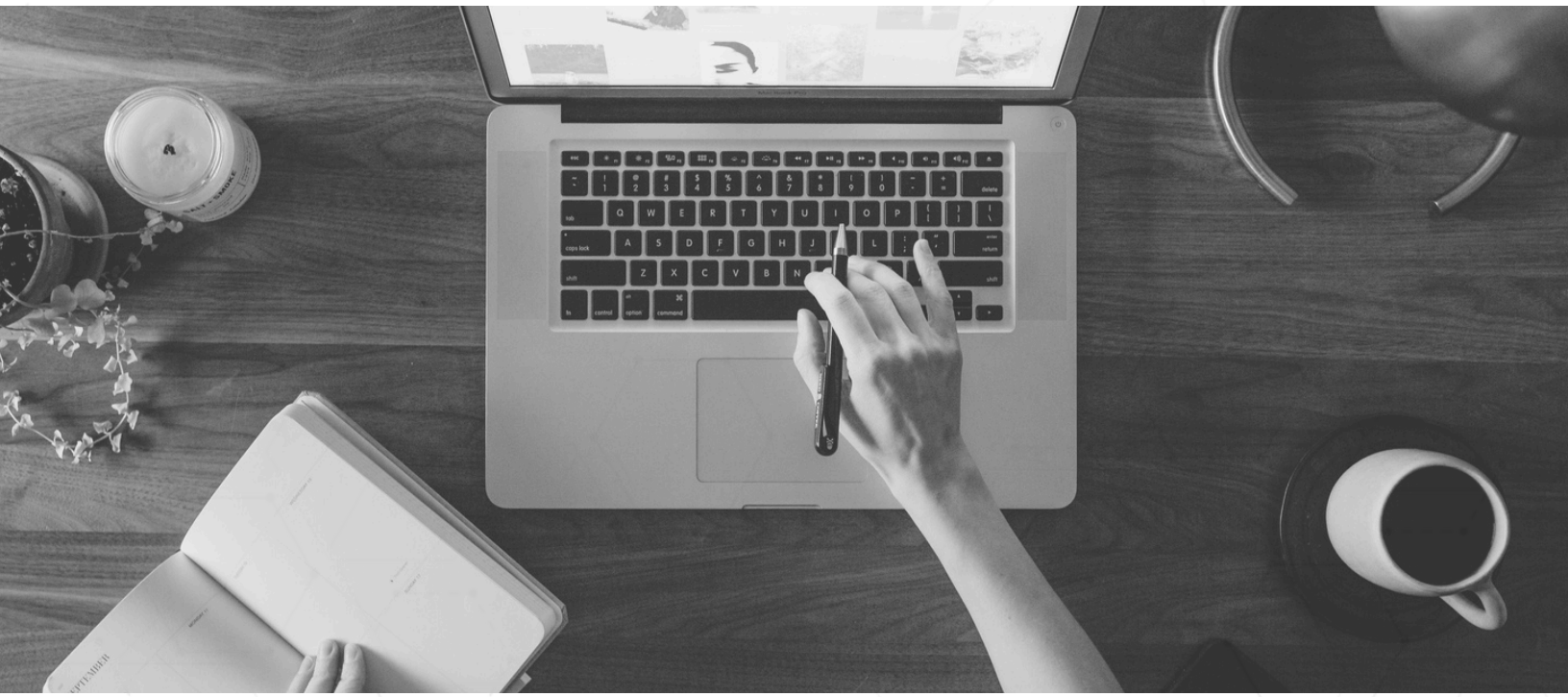
The Identity Management Playbook

A Practical Guide for SMBs Ready to Strengthen Security Without Complicating IT



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THE IDENTITY MANAGEMENT PLAYBOOK

WHY IDENTITY MANAGEMENT MATTERS

In today's workplace, your people, devices, and data are no longer bound by office walls. Employees work from home, contractors need access from remote locations, and business apps live in the cloud.

That means your network perimeter is now defined by identity. And if you don't know who's accessing what—or you can't control it securely—your business is at risk.

Good **identity management** gives you the power to:

- Protect sensitive information from unauthorized access
- Onboard and offboard users efficiently
- Support compliance with HIPAA, SOC 2, and insurance requirements
- Keep employees productive without constant IT help

This guide walks you through the essential building blocks of modern identity protection—explained in clear terms with real-world examples.

SINGLE SIGN-ON (SSO):
One Login, Many Systems

What it is: SSO lets users log in once to access all their work tools—email, cloud apps, file storage, HR portals, and more.

Why it matters:

- Reduces password fatigue (and risky habits like reusing passwords)
- Cuts down on password reset tickets
- Gives IT visibility into which apps are being accessed—and by whom

Example: Without SSO, an employee might need to remember 8+ passwords. With SSO, they log in once to a secure dashboard and access everything from there.

MULTI-FACTOR AUTHENTICATION (MFA):
Security Beyond the Password

What it is: MFA adds an extra layer of protection to logins by requiring a second form of verification—like a phone notification or fingerprint.

Why it matters:

- Blocks over 99% of credential-based attacks
- Protects against phishing, password leaks, and brute force attempts
- Often required for cyber insurance and compliance

Example: An attacker guesses your password—but can't log in without access to your phone. MFA stops the breach before it starts.

CONDITIONAL ACCESS:
Smarter Rules for Access Control

What it is: Conditional Access allows you to set rules based on context—like location, device type, or login behavior.

Why it matters:

- Lets you block or limit risky access attempts automatically
- Reduces unnecessary MFA prompts for trusted users
- Balances security with user convenience

Example: A login from your office on a known device? Allow it. A login from another country at 3 a.m.? Block it or require extra verification.

AUTOMATED OFFBOARDING:
Closing the Door When People Leave

What it is: Offboarding tools ensure that when someone exits the company, all their access is removed—instantly and completely.

Why it matters:

- Prevents former employees from accessing sensitive data
- Reduces the risk of overlooked accounts or licenses
- Helps you stay compliant with audit requirements

Example: With automated offboarding, HR marks an employee as inactive, and their access to email, apps, and shared files is revoked automatically.

BRINGING IT ALL TOGETHER

Strong identity management doesn't have to be complicated. With the right tools and strategy, you can:

- Secure every login
- Make life easier for users
- Keep your business audit-ready

Whether you use Microsoft 365, Google Workspace, or a combination of systems, these identity layers work together to reduce risk and increase efficiency.

And if you're not sure where to start, you're not alone. Many SMBs already have access to these tools—they just need the right guidance to put them to work.

LEARN MORE ABOUT SMARTER IDENTITY MANAGEMENT

Visit NextPerimeter.com to explore how our Identity Management solutions help businesses strengthen security, streamline operations, and simplify compliance. From SSO and MFA to automated offboarding and audit-ready visibility, we help you eliminate access risks and support productivity across your organization.

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We're Here to Help

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About Us

Next Perimeter simplifies IT and security for growing businesses by eliminating complexity, boosting productivity, and ensuring seamless, secure experiences.

We streamline onboarding to get new hires up and running on day one, replace outdated systems with cloud-first, zero-trust solutions, and deliver unified IT and security services that protect your business while enabling smarter work.