# jamf

# Modern Identity Management

**A shift from legacy to modern IT isn't just about technology - it's how technology is used to unlock end-user productivity and business transformation.**

At the core of modern IT is "identity" — secure and customized access for end-users. Legacy IT relies on directory services as their "source of truth," but as security and deployment needs evolve, businesses must adopt a new approach to identity as part of their enterprise strategy. With a complete identity stack, businesses unify identity across hardware and software to unlock functionality, advanced workflows and ultimately transform business.

## The Identity Stack

### Directory Services

Acts as a centralized record of employee information, such as name and department. Often leveraged when integrating with management platforms like Jamf Pro to deploy customized devices for end users.

**Legacy:** On-premise Active Directory

**Modern:** Cloud Directory

### Cloud SSO

Building on information from directory services, cloud SSO ensures end users enter secure credentials to access company resources.

**Legacy:** Users must authenticate every time they access cloud-based apps or resources.

**Modern:** Users enjoy access to cloud-based apps like Microsoft Outlook and Slack with fewer authentication requests.

### Jamf Connect

With directory services and cloud SSO, adding Jamf Connect unifies identity across all company apps and the user's Mac, without compromising trust. End users leverage a single cloud identity to easily and quickly gain access to resources they need to be productive.

**Modern:**

- Streamline provisioning and authentication out of the box for full support of remote employees.
- Automatically sync user identities and device credentials.
- Ensure IT has full identity management capabilities.

**Directory Services**

**Directory Services + Cloud SSO**

**Directory Services + Cloud SSO + Jamf Connect**

Ready to discuss your organization's identity strategy? **Get in touch at jamf.com.**