

Systems Integrator and Managed Service Provider deploying Identity and Access Management Solutions to help Organizations with Risk Management and Identity Management



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“What makes us special is that our people are some of the most recognized in the industry. They are thought leaders and innovators.” - Paul Bedi

Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: Mr. Bedi, would you tell us about IDMWORKS?

Mr. Bedi: At IDMWORKS, we are a systems integrator that starts off with our customers by doing advisory engagements. By advisory, we mean that we come in and look at people, process, and technology and we provide a roadmap for our customers and typically become a trusted advisor. What our customers typically do from there is evaluate vendor products with or without our help and ask then as us to do those implementations for them. Later in the lifecycle we become their Managed Service Provider whereby we manage their infrastructure, applications and integrations for a number of years.

CEOCFO: Is it unusual for an MSP to go with the objective to pay attention and customize what might work for a client?

Mr. Bedi: That is our differentiator in terms of being an MSP. We have a datacenter business unit that sources datacenters given specific requirements from our customers and we are able to put those datacenters in the geographies that they are looking for and then build the applications on top and manage that for them. We give them everything, soup to nuts, customized under single SKU. There are not a lot of MSPs that can do that. Most folks are leveraging systems like Amazon but those are limited in functionality, and they are often limited by the underlying platform which is Amazon in this case.

CEOCFO: When did you realize this was the best offering?

Mr. Bedi: Our datacenter business unit has been around for five years and they have been the true specialists on helping customers evaluate datacenter and datacenter options. When customers started looking at the cloud more deliberately, they wanted flexibility and assurances that were not simple to understand & achieve, that is where this really kicked into high gear and helped our customers evaluate the right options and added identity management to the fold. The result was a complete differentiator from everybody in the industry: best of breed datacenters with identity management expertise while being fully managed by experts.

CEOCFO: What goes into an assessment that the average company could not do by themselves and that many IT companies do not or cannot do?

Mr. Bedi: You have a person that has been in the industry for fifteen years, and has seen four to five hundred implementations from start to finish. Then, you are able to take all of that experience and information and put that together and have very concise conversations with your customers around the business cases that they are trying to solve. Those

business cases are evolving but what we see is that firms are unable to actually see three or four years ahead of the curve and they implement solutions that are then deprecated three or four years down the road.

CEOCFO: *How do you find people that will understand that approach or are people that understand it, finding you?*

Mr. Bedi: It is a little bit of both. What we do is actively blog, and our mantra is innovation which is key to our firm. Once you innovate, you publish and you share that innovation with the community, because we are not curators, and then you continue on that journey of innovation. What we find is that folks read our blog; we have thousands of people reading our blog and then they come and approach us for a job eventually and tell us that we are doing so many great things inventing, blogging, publishing and becoming famous. They tell us they want to do it too. They ask us how to join this club.

CEOCFO: *You just released the IDMWORKS non-employee identity suite. Would you tell us about that and why it is the right time?*

Mr. Bedi: Managing contractors, vendors and essentially anybody that is not an employee of the organization has always been a grey area for organizations. They do not want to put them in their internal systems because you do not want to commingle your employees with your non-employees. They are looking for another repository to house the identities in. It was a pattern that was seeing across all of our customers and there is no vendor in the market today that has solved that problem succinctly. We put together a solution leveraging what we already had it in our portfolio, a consulting product into a product to actually release and have targeted the market to buy that product and host it using our MSP services and house their non-employees with it.

CEOCFO: *How do you help with security?*

Mr. Bedi: The security battle is of many fronts. Where we help our customers is reducing risk in having people that have inappropriate access within the organization as well as securing privileged users and enabling systems to communicate with one another securely. We are looking at many facets of that landscape and it really depends on the use-cases are for a particular customer when they approach us. Some customers have a business customer or a B2C type of scenario and I want to secure the end-to-end process. That use-case in itself has probably fifty use-cases that we need to implement and solve for our customers. We put that together in a roadmap for them to solve that problem and looks at people, process and technology, so it is not just a technology solution. We look at the people that are required internally to manage that and the processes they have to implement to govern that and then the technologies that support that paradigm for them.

CEOCFO: *In general, how do you help a company figure out what they really want?*

Mr. Bedi: We do this through a series of interviews. We interview at all key levels. We will start with C-level to understand the business priorities and then we work our way down the organization to both the business and technical tracks to understand how they are interpreting the C-level business requirements. The next logical step is always a common set of semantics, and getting everybody on the same page saying the same thing and understanding the same message. Once you have the messaging right, then it is about understanding the process of the technology. It is about getting an understanding of the business drivers and then finding the most practical way of implementing these changes for the organization.

CEOCFO: *Would you walk us through a typical engagement?*

Mr. Bedi: One of the most common scenarios that we see is customers telling us that they have hundreds of systems within their organization but they do not know who has access to those systems and if they have appropriate access. They will engage us and we will do our advisory piece, which is a six-week engagement. We come in and look at people, process and technology, build a roadmap for them and we prioritize based on their business priorities and their risk profile of those systems and we do implementations. In the most recent example of the customer that did that for us, we went through an advisory engagement, we helped them do an RFP (Request for Proposal) to procure a product, and once they procured the product, we implemented as a first step we helped rollout a recertification campaign to clean up all of their data and all of their orphaned and unused accounts. That for most businesses is a huge win because they are reclaiming 50% or more of unused accounts within systems or reclaiming 50% or more of entitlements within systems that are not used. When the mailroom guy became the CEO, he kept all those rights and accumulated all those rights that are in his lifecycle and they are no longer appropriate as the CEO to have all those privileges so we help them remediate all of these types of logical access issues. Then we took them down a provisioning path where they could provision faster with better data.

CEOCFO: *How do you ease the trepidation in implementing something new?*

Mr. Bedi: To me it is about putting guard rails in all of your systems and all of your processes so that when somebody goes outside of the guard rails it trips a control and somebody is alerted or notified. Whatever products you implement,

whether it is a privileged access management system or privileged identity management system, when somebody goes outside of what is normal behavior, somebody needs to be alerted and approve that behavior. The other way is after we do advisory work for our customer we like to go in on a holistic basis and take a look at what they did accomplish and update them relative to their peers and industry and what we see as upcoming threats to help evolve their roadmap. It is about constantly evolving your IT strategy or your security strategy, not just set it and then forget it. The last piece is a customer saying this is too complicated and they want to take it to an MSP type of a model and say handle it all for us. We drink our own champagne so we do what we recommend to our customers. We take a look at their deployments quarter over quarter and we suggest improvements and implement improvements and just keep it as the latest and greatest. It is inevitable that everybody is going to have some sort of an issue at some point, it is how quickly you can react to it and we believe we are setting those inner and outer limits and the guard rails that will react a lot faster.

CEOCFO: *What surprises you that we can do with technology today and what are you surprised that we cannot figure out yet?*

Mr. Bedi: What disappoints me is the orchestration between technology platforms; everybody is building in their own silo. You have thermometers and devices within our household that are all trying to build their own paradigm of automation and orchestration but there is not one cohesive standard. We lack a true standard and I think a standard helps unify an industry and bring everybody together and have a common goal. I think it is surprising that we cannot come to a standard. If you take that to cyber, we look at cyber at a federal level. I think every organization today no matter how big or small, once you have an internet connection at your office you are tasked with building a cyber security platform of some sort to protect yourself against external threats. It is a huge burden on organizations and I am surprised that we just do not have something that is at a federal level mandate to help with cyber security.

CEOCFO: *What is next for IDMWORKS?*

Mr. Bedi: We are going to take our managed service offering to new heights only because of the fact that we are recognizing that there is an inability for organizations to provide us highly customized MPS offerings. We will continue to focus and grow that and we think we can grow that by 200% year over year for the next three or four years.

CEOCFO: *Final thoughts, what should readers remember about IDMWORKS?*

Mr. Bedi: What makes us special is that our people are some of the most recognized in the industry. They are thought leaders and innovators. They have proudly published what they have done. Because of that, we want to put the best solutions in place for our customers, the most pragmatic, economical but agile solutions in place. Sometimes we say no to our customers when they want us to do something that is not best practice. We are definitely looking to push the envelope in the evolution of security and we do that by staying true to our goals.

The logo for IDMWORKS is displayed in a bold, sans-serif font. The letters 'I', 'D', 'M', 'R', 'K', and 'S' are in a dark blue color. The letter 'O' is a light blue color and is stylized as a square with a smaller square inside it, creating a window-like effect. The letters are spaced evenly across the line.