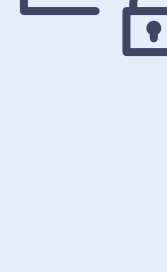
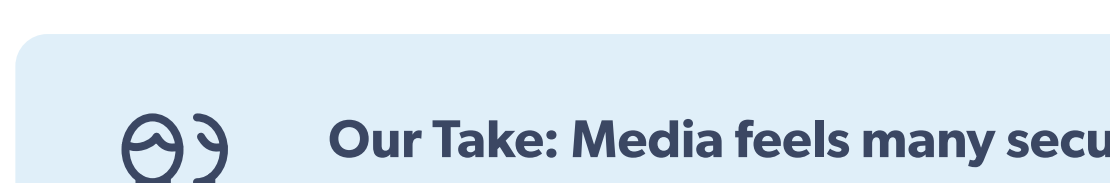


# Media needs a secure, automated way to manage user access



Media is the industry of mass communication: digital, social, print, television. Media works with an array of external consultants to execute their programs, which leads to a wide array of users, both internally and externally, accessing business resources which complicates IAM.

## Quite a lot of improvements are needed in the security behavior of my employees.



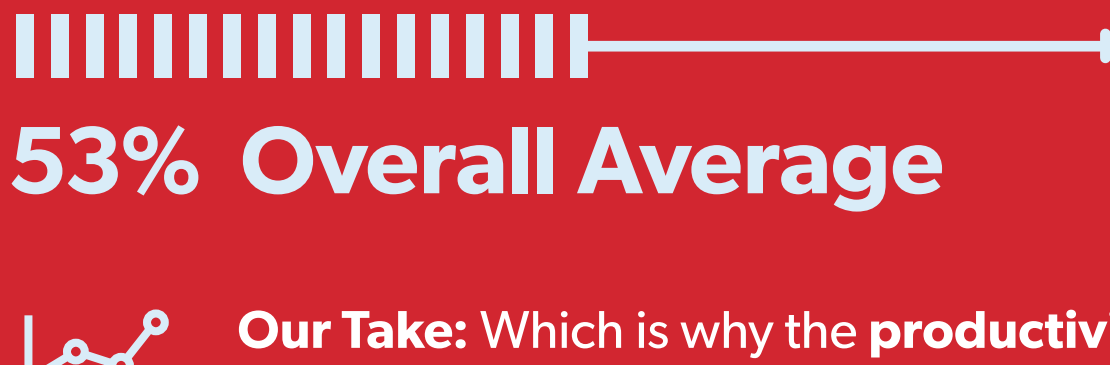
**Our Take:** Media feels many security improvements are needed, likely because they work with many consultants and experience insecure sharing practices on a daily basis. Not to mention, 51% of media firms experienced 3 or more cyberattacks in 1 year.<sup>1</sup>

## Managing user access is important to my organization.



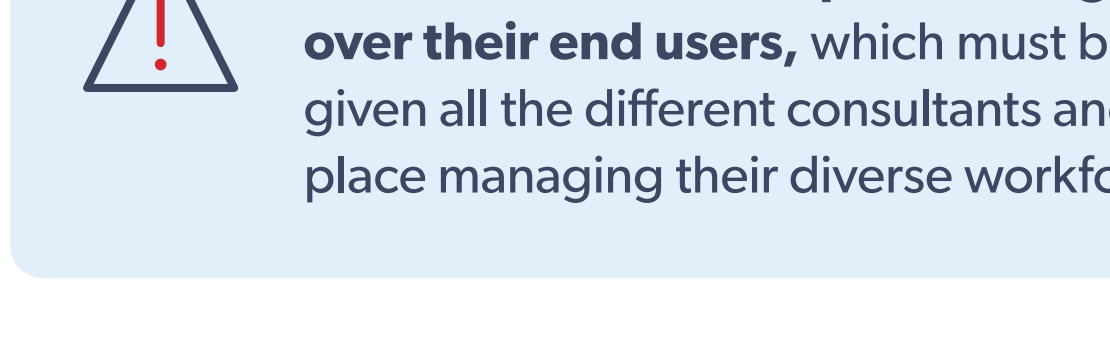
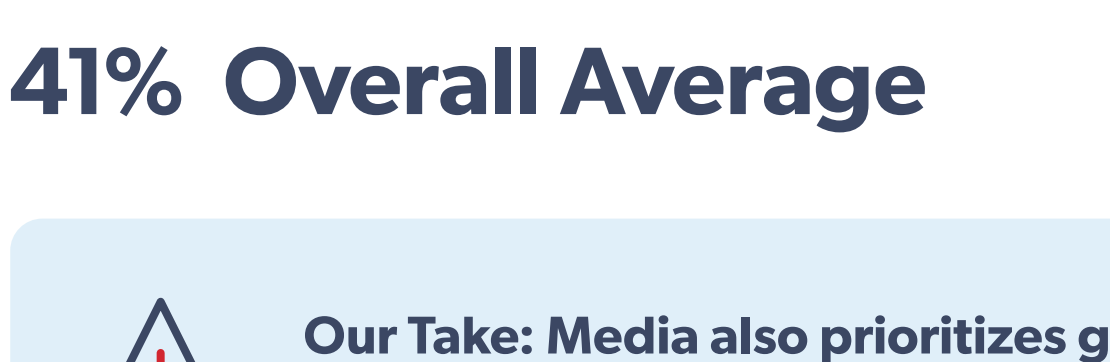
**Our Take:** Managing access is extremely important for media. If they were unable to manage access, external consultants would not be able to access their work and therefore lose productivity.

## Implementing a better approach to IAM could improve employee efficiency.



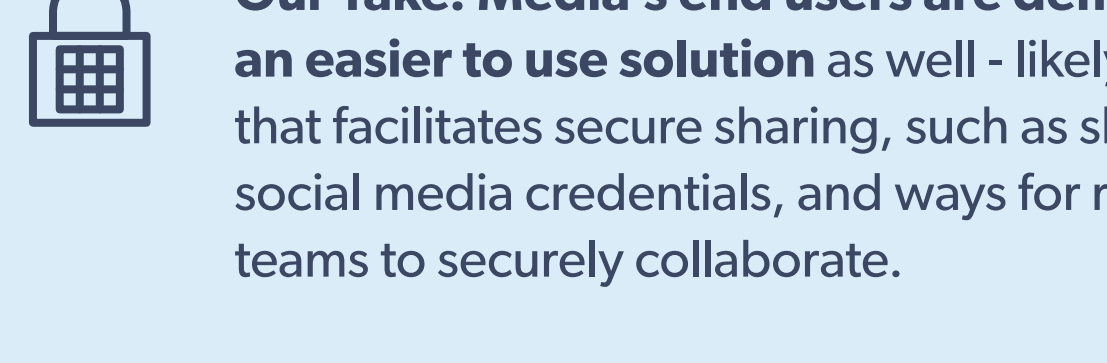
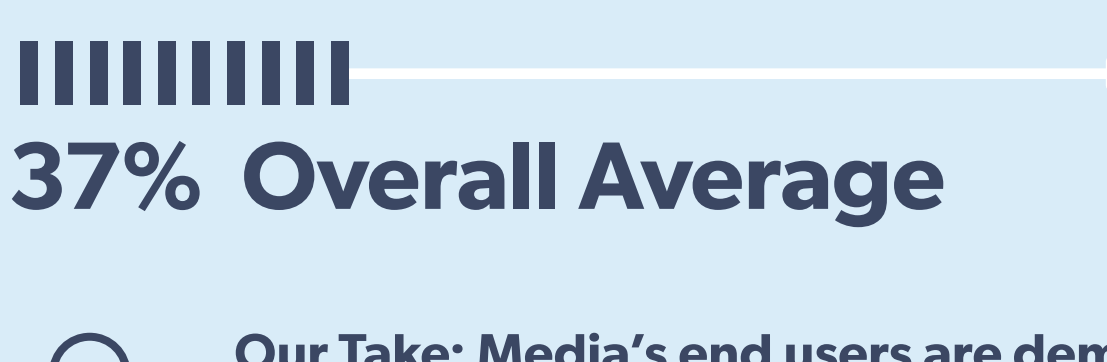
**Our Take:** Which is why the productivity angle of IAM is seen higher in media. If media is regularly working with consultants, a delay in delegating access does not only decrease productivity - it stops productivity.

## Achieving greater visibility over my end users is a priority.



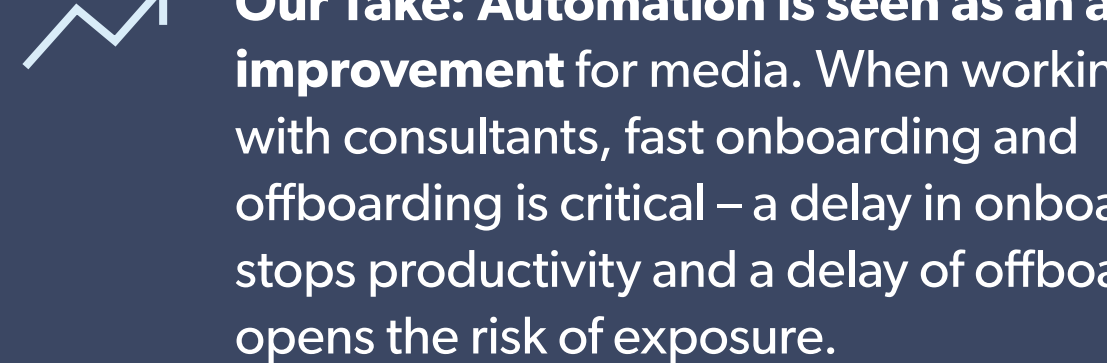
**Our Take:** Media also prioritizes greater visibility over their end users, which must be challenging given all the different consultants and solutions in place managing their diverse workforce.

## Demand for an easy to use solution is a challenge.



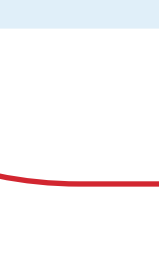
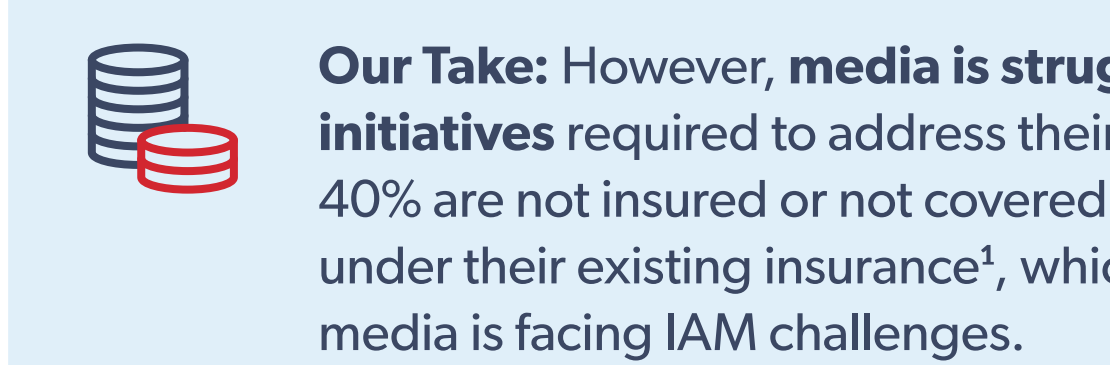
**Our Take:** Media's end users are demanding an easier to use solution as well - likely a solution that facilitates secure sharing, such as sharing social media credentials, and ways for remote teams to securely collaborate.

## Automating IAM processes is an area for improvement.



**Our Take:** Automation is seen as an area of improvement for media. When working with consultants, fast onboarding and offboarding is critical - a delay in onboarding stops productivity and a delay of offboarding opens the risk of exposure.

## Lack of budget is a challenge for IAM.



**Our Take:** However, media is struggling to fund all the initiatives required to address their IAM challenges and 40% are not insured or not covered for cyber incidents under their existing insurance<sup>1</sup>, which can explain why media is facing IAM challenges.

## OUR RECOMMENDATIONS FOR MEDIA:



**Consider single sign-on and password management.**  
To address access challenges, evaluate solutions that include both single sign-on and password management as they are easier for employees to adopt and better on budget.



**Increase efficiency through automation.**  
Media should work to automate IAM processes, so employees gain access to get their work done quickly.



**Gain a unified view of end user behavior.**  
Unified visibility into end user behavior will offer insight into credential sharing and will also help facilitate secure behavior amongst employees.

Learn more: <https://www.lastpass.com/products/identity>

Sources:  
1. <https://www.securitymagazine.com/articles/89404-media-and-entertainment-industry-unprepared-for-cyber-risks>  
2. LastPass survey data