



Why Sentegrity Chose BlackBerry To Help It Revolutionize Authentication

At a Glance



Customers of Partner 40,000

Location Chicago, IL

Partner Product Sentegrity

<https://sentegrity.com/>

Based out of Chicago, Illinois, Sentegrity is a global leader in risk-based behavioral authentication. Originally founded in 2014, the company has been a partner of BlackBerry through Good Technology almost since the beginning. Their product leverages the latest sensory and machine learning technology to create a powerful, non-intrusive security solution that simplifies and streamlines authentication without sacrificing security.



The Product

Based on iOS and Android, Sentegrity is primarily intended for two distinct markets: large enterprises with a BYOD fleet, and regulated organizations in industries like healthcare, government, and financial services. The one thing that unites these clients is that they've critical data to protect. And Sentegrity is designed to help them protect it.

Traditional authentication can be divided into three camps. There's something you **know** (passwords or PINs), something you **possess** (an RSA token or a smartphone), and something you **are** (biometric data). Sentegrity adds a fourth factor – something you **do**.

"What we've found is that it's much more effective for businesses to use behavioral biometrics rather than a PIN or password," explains Sentegrity CEO and co-founder Troy Frost. "If it helps visualize how we work, think of a secure container as a safe. It's really good at protecting what's inside, but once you open it, if there's a bad guy in the room, it's effectively useless."

"How Sentegrity works is that we ensure not only is there not a bad guy in the room when the safe opens, but also that it's you opening it, based on your past behavior," Frost continues.

Perhaps most importantly, Sentegrity's authentication process is invisible to the end user. It eliminates the dichotomy between usability and security. And it does so while providing both preventative and detective security – through behavioral data, it both prevents unauthorized access and ensures IT is aware when a device may be compromised.

"It's not enough to establish that a trusted device is accessing your network, you must ensure that the individual using the device is who they claim to be," says one of Sentegrity's clients, the director of a top US-based insurance organization. "Sentegrity provides a solution that builds a trust relationship between the user, the device, and corporate assets. By validating the secure state of the device and verifying it's in the hands of the authorized user, Sentegrity provides a level of assurance that no other solution on the market can."

"Our brand is rooted in security, as is BlackBerry's. When we were looking for a partner to work with, it just made perfect sense to partner with them. The brand congruency was perfect – almost too good to be true."

Troy Frost
CEO, Sentegrity

The Challenge

When looking for a partner organization to support the launch of its product in the enterprise mobility space, Sentegrity was very clear on what it was looking for. The goal of the solution, at its core, is to help organizations manage risk, protect their data, and increase productivity. The firm thus needed to seek a partner whose values were similarly-aligned.

More importantly, such a partner needed to offer both superior security and a solutions portfolio which was easy to integrate with. Unfortunately, finding someone who ticked all those boxes proved difficult, at first.

"In the enterprise mobility space, we believe that BYOD in particular represents a significant threat," Frost explains. "We were looking for someone to partner with that had a solution for the BYOD problem, but we didn't want to partner with just anyone. We wanted someone that would really benefit from our capabilities."

Before choosing BlackBerry, Sentegrity briefly pursued partnerships with several other organizations – and ran into the same problems every time. Platforms such as Microsoft's and MobileIron's were closed systems, and therefore difficult to integrate with. Further, many prospective partners did not offer the level of security Sentegrity – and its clients – required.

"We've found that organizations are starting to adopt data-at-rest encryption as a predominant control within their organization," says Frost. "But in the enterprise mobility space, the only vendor that really does that right is BlackBerry. From a cryptographic standpoint, their offerings are the most secure."

"It's one thing to enhance the security and usability of an already-secure solution, but another altogether to try to plug a hole in a solution with a partner that isn't exactly keen on integrating with you," he continues. "With BlackBerry, what we found was that between the security-focused nature of the brand and the security present in their solutions, we had a perfect marriage – they provided exactly the capabilities we were looking for in a partner."



The Partnership

Since launching Sentegrity for the BlackBerry® Enterprise Mobility Suite last year, Sentegrity has seen significant gains in several key areas:

Simple Integration: According to Frost, Sentegrity was looking for more than just a standard partnership. They were looking for an organization to serve as the flagship partner for their enterprise mobility product release. They were looking for a partner with which they could pursue deep integration of Sentegrity, and one that wouldn't require extensive development legwork – and BlackBerry fit the bill.

"The deeper we're integrated and the closer we are to the application code itself, the more powerful and extensible our solution becomes," says Frost. "Other partners would require a lot of special-case one-off development to reach the level of integration we've achieved with BlackBerry – thanks to BlackBerry® Dynamics, it's sort of a plug and play."

Powerful Infrastructure: Although Sentegrity is a relatively resource-light solution, it has nevertheless benefited from BlackBerry's pre-existing infrastructure. According to Frost, performance gains were particularly pronounced in the enterprise mobility space. At the moment, his firm is working with BlackBerry for deeper integration, bringing additional functions and features of the solution into BlackBerry's portfolio.

Reduced Helpdesk Costs: One of the greatest benefits in combining Sentegrity's authentication tools with BlackBerry's software portfolio involves a reduced load on helpdesk staff. This in turn leads to a considerable reduction in helpdesk costs. According to Frost, this is primarily because with Sentegrity, passwords are no longer necessary; it works on information the user will never forget.

"In our research, we've found that password resets account for 60-80% of helpdesk costs," explains Frost. "With Sentegrity, we can construct an authentication waterfall chain that eliminates the need entirely for passwords. The self-service helpdesk on solutions like BlackBerry® UEM further reduces that load."

"When we see businesses moving into IoT, we're effectively seeing them increase their attack surface by many orders of magnitude. The fact that BlackBerry is really the only organization out there addressing this issue speaks volumes about their core philosophy – that security should be applied where it's needed. You don't get that from other vendors."

Troy Frost
CEO, Sentegrity

Better Risk Avoidance: When your business has 25 million customers, even a single breach can be overwhelming. Fines from regulatory agencies, the cost of cleanup, and the logistics of notifying millions of people can send costs through the roof. Not only that, a breach can create a host of issues associated with brand recognition that linger near-indefinitely.

Better authentication and risk detection goes a long way towards preventing such a scenario.

"If a large agency can instead bundle their security solution with advanced authentication and identity fraud detection, that's huge – and that's what Sentegrity and BlackBerry together can provide," says Frost.

Increased Adoption: BlackBerry is a known quantity in the security space – and that has been a great help in bringing Sentegrity to a larger market.

"It's fair to say that our biggest adoption rates fall into the major financial centers of the world," says Kurt Johnson, Sentegrity's Head of Business Development and Partnerships. "And in those sectors, BlackBerry has done a great deal to drive adoption."

Future Plans: Currently, Sentegrity is looking in the same direction as BlackBerry: towards the Internet of Things. Frost and his colleagues are eventually hoping to extend Sentegrity beyond mobile devices to the desktop. From there, they want to move beyond the desktop to address endpoint security as a whole.

"I think the real threat is on the endpoint – BlackBerry likes to use the term 'enterprise of things,' which I think is a great way to put it," says Frost. "At the end of the day, we're going to see the Internet of Things take over. Every single device will require security controls – authentication, access control, data monitoring, etc."



About BlackBerry Limited

BlackBerry Limited is an enterprise software and services company focused on securing and managing IoT endpoints. The company does this with BlackBerry® Secure™, an end-to-end Enterprise of Things platform, comprised of its enterprise communication and collaboration software and safety-certified embedded solutions.

Based in Waterloo, Ontario, BlackBerry Limited was founded in 1984 and operates in North America, Europe, Asia, Australia, Middle East, Latin America and Africa. The Company trades under the ticker symbol “BB” on the Toronto Stock Exchange and the New York Stock Exchange. For more information visit [BlackBerry.com](https://www.blackberry.com), and follow the company on [LinkedIn](https://www.linkedin.com/company/blackberry), [Twitter](https://twitter.com/blackberry) and [Facebook](https://www.facebook.com/blackberry).