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# SAILPOINT'S NEW IDENTITY CLOUD OFFERINGS

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## CONTEXT

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SailPoint [announced](#) enhancements to its identity security offerings by launching a new suite and critical improvements to its existing Business and Business Plus suites. This move underscores SailPoint's commitment to leading the identity security platform market and providing customers with practical solutions.

## BACKGROUND: SAILPOINT IDENTITY SECURITY CLOUD

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The SailPoint Identity Security Cloud is a comprehensive, AI-powered identity security platform developed by SailPoint, a company specializing in enterprise identity management. This cloud-based solution is designed to address the complex challenges of managing and securing identities and access rights across an organization's IT environment.

Key features and functionalities of the SailPoint Identity Security Cloud include:

- **Unified Solution:** It serves as a consolidated platform for managing various aspects of identity security across an organization. This includes managing user access to systems, applications, and data, regardless of whether these resources are on-premises or in the cloud.
- **AI-Powered:** The platform leverages artificial intelligence to enhance identity governance and administration. AI capabilities enable advanced features like predictive identity analytics, risk detection, and automated recommendations for access and security policies.
- **Lifecycle Management:** SailPoint Identity Security Cloud automates and manages the entire identity lifecycle, from onboarding to offboarding, ensuring that access rights are appropriately granted, modified, and revoked as employees' roles change.
- **Compliance Management:** The solution streamlines compliance processes, helping organizations adhere to regulatory requirements by providing robust governance controls and audit trails.

- **Access Modeling:** It allows organizations to create and implement access roles tailored to their needs, enhancing overall security posture.
- **Analytics and Insights:** The platform offers deep visibility into identity data, facilitating better decision-making with comprehensive reporting and analytics tools.
- **Scalability and Flexibility:** Being cloud-based, the SailPoint Identity Security Cloud is scalable to accommodate the growing and evolving identity management needs of organizations of all sizes.
- **Integration Capabilities:** The platform can seamlessly integrate with various IT systems and applications, enhancing its utility and effectiveness in diverse IT environments.

Overall, the SailPoint Identity Security Cloud provides organizations with a robust, intelligent, and integrated approach to managing identity security, which is crucial in today's complex and dynamic digital landscape.

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## NEW & ENHANCED SUITE OPTIONS

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SailPoint designed its Identity Security Cloud offerings to cater to various stages of a company's identity security journey. Each suite builds upon the previous, offering advanced options as the company's identity landscape grows in complexity.

With this set of enhancements, SailPoint introduces a new "Standard Suite" offering:

- **Target Audience:** Ideal for companies early in their identity security journey or those with a less complex identity landscape.
- **Core Features:** Provides essential tools for building a centralized identity security experience across the enterprise.
- **Focus:** Aim to streamline processes and increase visibility into the access of critical applications, thereby aiding regulatory compliance.
- **Deployment Services:** This package includes an optional services package to assist with baseline deployment, ensuring a quick return on investment within 8-12 weeks.

The company also enhanced its existing suites:

- **Business Suite:**
  - **Target Audience:** Suitable for organizations looking to automate tasks and analyze vast amounts of identity data for real-time decision support.
  - **Core Features:** Helps organizations meet compliance requirements and reduce risky access by providing tools and insights for effective identity management.
  - **Enhancements:** Includes additional AI tools to aid in creating, managing, and supporting access roles, including AI functionalities like Role Insights, Create Common Access, and Role Discovery.
- **Business Plus Suite:**

- **Target Audience:** Designed for organizations requiring comprehensive solutions for extended access protection across all applications, data, and cloud resources.
- **Core Features:** Builds on the Business suite by integrating critical activity insights and automation into core identity security capabilities.
- **Focus:** Helps organizations discover, secure, and manage identities across their hybrid infrastructure.

## NEW CUSTOMER SUCCESS PACKAGES

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SailPoint has introduced a new set of customer success packages designed to enhance the effectiveness of its identity security solutions. These packages offer different levels of service and support to customers at various stages of their identity security journey.

The three tiers of its new customer success packages are:

- **Silver Package:**

- **Purpose:** This package is ideal for customers looking for essential support in maintaining their identity program or for foundational use cases.
- **Features:** It offers basic training, configuration support, and foundational advice for successful program maintenance.

- **Gold Package:**

- **Purpose:** Designed for organizations implementing a comprehensive identity security program or dealing with particular use cases.
- **Features:** Includes more in-depth training, enhanced configuration support, adoption workshops, and additional guidance to help implement and manage a broad and complex identity security program.

- **Platinum Package:**

- **Purpose:** Tailored for organizations with an extensive and robust identity program or those with ambitious goals and complex use cases.
- **Features:** This service provides the highest level of support, including comprehensive training, advanced configuration assistance, extensive workshops, and ongoing program oversight. It also offers detailed assessment and guidance to manage and evolve sophisticated identity security strategies.

These packages are structured to ensure that organizations of different sizes and at different stages in their identity security journey can find support that suits their needs. By providing varying degrees of training, support, and expert guidance, SailPoint helps its customers maximize their investment in identity security solutions and achieve their desired outcomes more effectively.

## ANALYSIS

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SailPoint's announcements expand its identity security solutions to cater to broader organizational needs and maturity levels.

Introducing the Standard suite within the SailPoint Identity Security Cloud is well-calculated, targeting organizations at the beginning of their identity security journey. This offering is particularly significant as it addresses a gap in the market for enterprises that require a foundational level of identity security without the complexity and breadth of more advanced solutions.

By providing a streamlined, more accessible entry point, SailPoint will likely capture a new segment of customers who are just starting to recognize the importance of identity security.

Enhancing their Customer Success Portfolio with three distinct tiers – Silver, Gold, and Platinum – demonstrates SailPoint's commitment to customer-centricity. This tiered approach aligns with varying levels of customer sophistication and needs and reflects an understanding of the diverse challenges organizations face in implementing and maintaining identity security programs.

The tiered packages ensure customers receive the proper support and guidance, increasing the likelihood of successful implementation and long-term satisfaction.

Overall, SailPoint's announcements underscore the company's adaptability and responsiveness to market needs. By diversifying their offerings, they are reinforcing their position as leaders in the identity security space and making strategic moves to expand their customer base and deepen engagement with existing clients.



# RESEARCH NOTE

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