

INFOBRIEF

Overcoming user efficiency, productivity, and security challenges in the transportation industry



Getting goods, services, and people from point A to point B on a timely basis may seem simple to many consumers. But for those in transportation sectors such as warehousing, commercial airlines, cruise lines, and aviation, it's anything but routine. And it's brimming with significant challenges.

Pivotal to solving these challenges is the ability to improve efficiency in an increasingly complex operational environment. That includes achieving a skillful balance between optimizing technology to enhance productivity and ensuring strong security.

Challenges impacting efficiency and security

Here's a look at the pain points that come into play in striking this crucial balance:

- **Increased cyberattacks** | Ransomware attacks are at an all-time high, particularly in the transportation industry: the U.S. saw a **186% increase** in ransomware attacks between June 2020 and June 2021, and in Europe, ransomware attacks **nearly doubled** in 2022
- **Tougher cyber insurance requirements** | Cyberattacks have led to dramatically higher premiums as insurers want to see proof of strong security controls; cyberattacks have made it harder to even qualify for coverage, too
- **Shared workstations** | Security challenges arise in many shared workstation environments, driven by risky password practices including credential sharing, which make identity management and auditing especially taxing for IT teams
- **Shared mobile devices** | As with shared workstations, security concerns arise as users need to authenticate and gain access without encountering workflow barriers that hamper productivity and efficiency

Strategic solutions

Solving these complex workflow, security, and compliance challenges without overburdening IT teams is no easy feat. It involves streamlining workflow access to help keep staff productively engaged, while at the same time reducing risk and safeguarding organizational data. That balancing act can be accomplished by:

- **Mitigating cyberattack risk** | Protecting against operational disruption, financial loss, and reputational damage by leveraging multifactor authentication and protecting privileged accounts from both inside and outside threats

- **Meeting cyber insurance requirements** | Qualifying for and maintaining coverage by implementing identity-centric security controls that don't compromise user workflow efficiency
- **Improving user access workflows** | Enabling fast, simple, secure user access for shared workstations, plus the availability of self-service workflows (such as credential reset)
- **Unlocking the power of mobile** | Providing quick, efficient, secure workflows on shared mobile devices that deliver consistent user access experiences

The Imprivata difference

Driven by our extensive experience and expertise, Imprivata is uniquely positioned to help the transportation industry overcome security, workflow efficiency, and compliance challenges. Our unique value includes:

- **User-friendly workflow on shared endpoints**, helping to eliminate the risk of generic user accounts without sacrificing efficiency
- **Unique solutions for managing and simplifying user access to shared mobile devices**, enabling fast provisioning and secure, seamless workflow access
- **Quick, flexible, user-friendly authentication** to satisfy multifactor authentication requirements, while providing users with options to best meet their workflow needs
- **Single sign-on for both legacy and cloud applications**, resulting in a fast, secure, consistent authentication experience



[Request demo](#)



Imprivata is the digital identity company for mission- and life-critical industries, redefining how organizations solve complex workflow, security, and compliance challenges with solutions that protect critical data and applications without workflow disruption. Its platform of interoperable identity, authentication, and access management solutions enables organizations in over 45 countries to fully manage and secure all enterprise and third-party digital identities by establishing trust between people, technology, and information.

For more information, please contact us at:

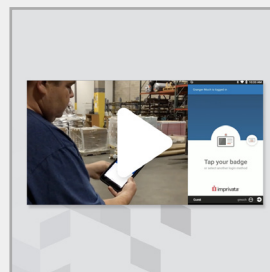
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Check out this brief video to get a real-world look at how Imprivata helps transportation and logistics companies solve security and user productivity challenges:



Simplifying warehouse employee access to workstations, mobile devices, and applications