

ManageEngine   
AD Solutions

# Real-time auditing and identity management solutions

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# ManageEngine Auditing Portfolio



## Product overview

**Log360** is a comprehensive SIEM (security information and event management) solution that automates the log management process for an enterprise. The solution can collect, correlate, and archive log data generated from different sources, and alert administrators for important security events. In this way, the solution helps in meeting compliance requirements and in detecting and mitigating security threats.

## The solution is an integration of two of our tools:

### EventLog Analyzer

An IT compliance and log management tool.

### ADAudit Plus

A real-time Active Directory change auditing tool.

## Customer problem

As cyber threats have become rampant, businesses need more than just preventive security technology in order to mitigate threats and stay compliant. There is a need to aggregate log data from different log sources and manage security alerts from a centralized console to stay on top of threats. A SIEM solution helps with quick incident detection and response to mitigate threats stemming from both internal as well as external actors. This also helps enterprises implement controls to meet various compliance regulations.

## Market outlook

The SIEM market is valued at nearly 2 billion dollars (as per Gartner's estimates). Vendors provide solutions that cater to both compliance as well as threat mitigation requirements. Other vendors in the market include IBM, LogRhythm, AlienVault, and EventTracker.

## Target customer base

Log360 is ideal for security, IT, and Active Directory administrators alike. Evaluators can broadly be classified under 3 categories. Depending on the evaluator, the sales pitch can be tweaked to cater to their concerns.

### 1. Security managers

They may be CIOs, CISOs, or in other strategic and managerial positions. They will be more interested in our reputation among clients, recognitions by independent analysts, and return on investment.

#### Key points

- We have enterprise customers across different verticals including banking, retail, healthcare, education, government, and more.
- We were mentioned in the Gartner Magic Quadrant for SIEM 2016.
- Our deployments have been credited for being cost-effective.

## 2. Administrators and IT auditors

They are the end users who use our tool to solve their security and compliance challenges. They will relate to the common pain points that we address, including:

### Key points

- Auditing Active Directory changes in real time.
- Monitoring privileged user actions and session activity.
- Tracking logon activity, accesses and modifications made to files/folders.
- Auditing network perimeter devices - firewalls, routers, switches, and IDS/IPS.
- Ensuring continuity of business by auditing databases and web servers.
- Meeting compliance regulations such as PCI DSS, SOX, HIPAA, and more.

## 3. Technical evaluators

They are looking for more details about the back-end workings of the tool, modes of deployment, overheads, configurations, and other technical specifications of the product.

### Key points

- Support for both agent based as well as agent-less log collection modes.
- Wide range of out-of-the-box support for devices.
- Simple, easy to deploy, and can also be installed as a service.
- Our help documentation, best practices guides, and comparison documents can give more relevant details.



[www.manageengine.com/log-management](http://www.manageengine.com/log-management)

# ManageEngine's identity and access management tools for mixed Windows environments.

**ManageEngine** offers two unified IAM solutions, ADManager Plus and ADSelfService Plus, for hybrid Microsoft-based organizations. These solutions help administrators manage user life cycles, group memberships, passwords, and the Office 365 environment.

## Customer problem

Administrators usually have a hard time during onboarding because of all the user accounts they need to provision on different applications. Additionally, they'll also have to perform several routine AD management tasks such as stale accounts cleanup, department changes, and more. Domain password resets are another issue administrators and the help desk face. An increase in password reset requests is accompanied by increased employee downtime and decreased productivity. Certain organizations also require employees to use multiple on-premises and cloud applications, leading to more passwords for users to remember and an increase in password reset tickets.

## Products overview:

### ADManager Plus

helps with AD, Exchange, and Office 365 management and reporting. It simplifies routine tasks such as provisioning users, managing NTFS/share permissions, and more. It also allows admins to build a custom workflow structure for ticketing and compliance, and automate routine AD tasks.

### ADSelfService Plus

is an end user password reset management tool that offers self-service password reset, account unlock, password synchronization, and single-sign on capabilities.

## Market outlook

The identity and access management market is set to be worth 14.82 billion USD by 2021, according to [this](#) Markets and Markets research. IAM vendors provide solutions related to provisioning, password management, single-sign on, audit, and compliance. Some competitors include Hyena, Quest, SolarWinds, and Scriptlogic.

## Target customer base

ADManager Plus and ADSelfService Plus are ideal for IT and Active Directory administrators. Evaluators can be classified into:

### 1. Managers

This includes CIOs, MIS managers, IT and operations managers, and more. They will be more interested in business benefits, reputation among clients, and return on investment.

#### Key points

- Top companies across different verticals including education, banking, governments, and healthcare trust our products.
- Our products have repeatedly been credited for being cost effective and easy to deploy.
- ADManager Plus was conferred the Certificate of Networkiness by the Network Enterprise Technology Command (NETCOM) of the United States Army.

## 2. Administrators

These prospects will be interested entirely in pain points—it will help them relate better. They will be more interested in a pitch that involves use cases and the product features that will help.

### Key points\*

- Allow user onboarding on multiple platforms such as AD, Exchange, Office 365, and G Suite.
- Manage file server rights and AD security group memberships.
- Comply with regulatory mandates such as SOX, HIPAA, PCI DSS, GLBA, and GDPR.
- Allow password self-service and password expiration notifications for end users.
- Set up single-sign on (SSO) for more than 100 cloud applications.
- Synchronize passwords across a variety of on-premises and cloud applications.

\*: The first 3 points are on ADManager Plus and the next 3 are on ADSelfService Plus.

## 3. Technical evaluators

They are looking for more details about the back-end workings of the tool, modes of deployment, overheads, configurations, and other technical specifications of the product.

### Key points

#### Our solutions:

- Allow profile-based access.
- Are easy to deploy and use.
- Include fully functional demo sites and comprehensive help documentation to provide a better understanding of the tools.



[www.admanagerplus.com](http://www.admanagerplus.com)

[www.adselfserviceplus.com](http://www.adselfserviceplus.com)