



BlueChip Introduces BlueVault Identity Manager & BlueVault Account Manager Giving Application Control Back to the Business

Blue Chip Consulting Group introduces BlueVault Identity Manager (BIM) and BlueVault Account Manager (BAM); low-cost account (identity) provisioning toolsets built with Microsoft® technologies, allowing easy management of applications (resources) without compromising corporate security.

Cleveland, OH ([PRWEB](#)) July 27, 2009 -- Blue Chip Consulting Group ([BlueChip](#)), a [Microsoft® Gold Certified Partner](#), announces the immediate availability of their latest *Identity and Access Mgmt* solutions. [BlueVault Identity Manager & BlueVault Account Manager](#) both are **low-cost** solutions that meet the unique requirements of Marketing, Human Resources, Procurement, other business units, as well as the IT organization. [BIM & BAM](#) are cost effective solutions that delegate account administration of **business applications** back to where they belong, the **Line of Business** owner, while assuring corporate security models.

Visit [BlueChip's](#) Extranet Portal, [BlueZone](#). (<http://www.bluechip-llc.com/solutions/Pages/IAM.aspx>) to experience first-hand how [BlueVault](#) Enterprise Security solutions securely protect THEIR Extranet. You are immediately provisioned an identity granting access to their **Zone of Product demonstrations, 'how-to' documentation** on account delegated administration and an opportunity to **register for a series of Webinars**. Participants will quickly see the value of governing ANY and ALL internal & external line of business applications via [BlueVault- High-Value, Low-Cost Enterprise Security](#) solutions.



LOW-COST, BUSINESS UNIT DELEGATION WITHOUT COMPROMIZING CORPORATE SECURITY

Mark Creekmore is a [BlueChip](#) Solution Architect and has been an active contributor within the Identity & Access Management industry since the late 90's. Mark envisioned a solution that would allow **Delegation** of unique Line of Business Application **Control** to the '**Resource Owners**' at a **Low Cost**; quickly achieving ROI. Naturally, corporate security models must ultimately govern this potentially risky proposition.

“ Over the last several years it has become apparent that for all of the technical brilliance incorporated into these multi-million dollar *Enterprise Identity and Access Mgmt* solutions, a primary ingredient related to business user adoption was overlooked; *'Why must my IT organization be in the business of HR credential administration, or unique line-of-business application management?'* ”

- Mark Creekmore, BlueChip Solution Architect

"The immense effort and expenditures required to implement, automate and administrate **Business Applications** and their related **Identity and Access** requirements, while maintaining corporate security compliance, have never been more complex. [BIM & BAM](#) are effective extensions of the 'Glass House' security models deployed by global IT organizations. Both grant Resource Owners, Site Admins, Portal Admins, managers and supervisors, as well as the employees themselves, a vehicle to 'self-manage' the environment in which they are responsible. "

Mark and the [BlueChip](#) team were able to leverage their *Digital Identity Infrastructure* and *Identity Management Architecture (IMA)* design expertise to create **cost-effective, user-friendly, web-enabled portals** that can easily adhere to existing organizational security models.

COMPREHENSIVE, CORPORATE ACCOUNT ADMINISTRATION



BlueVault Identity Manager (BIM) governs access to ALL global Digital Identity stores and associated applications that use these Identities.

BIM is a strategic, enterprise-wide, web-based, automated Identity and Access Mgmt solution that leverages policies via workflow management activities, helping enforce corporate standards compliance.

SECURELY MANAGE EXTERNAL FACING APPLICATIONS

BlueVault Account Manager (BAM) is a light-weight version of BIM, specifically tailored to the supplier / vendor / distributor environments of their clients. Its objective is to **delegate the administration of external facing applications** to the application owners at **a fraction of the cost of other enterprise solutions**.

BlueChip had a recent win in the Identity and Access Management space with a Chemical Manufacturer in Akron. Their primary objectives addressing their unique **Sales Force** programs were '**Speed-to-Market**' and '**Corporate Security Compliance Assurance**'. Their Channel Marketing Director is responsible for the process mapping of systems and requirements for their *Seller* community. "Our 3rd party seller program must be positioned to convey go-to-market programs and strategy information in a timely fashion. *BlueChip* was able to quickly meet our stringent objectives!"

Built upon *Microsoft SharePoint®* and *SQL Server®* technologies, and governed by *BlueChip's BlueVault Account Manager (BAM)*, their program demonstrated immediate benefits to their external community. "Ironically, as soon as we launched our program {their seller application}, a market incident occurred requiring immediate execution in the field. Instead of a lengthy process impacting our time-to-market objectives and causing significant revenue losses, the *BAM* workflow rules built for our 3rd party seller application (providing self-service capabilities for several thousand partners), allowed my team to address this situation in 3 hours."

Their IT Director of Collaborative Services added, "This project was truly revolutionary for us. With the *BlueChip* partnership, **IT and Business once again worked together toward common goals!** *BAM* allowed our Channel Marketing team 'Resource Owner' access. Coupled with comprehensive reporting and ease-of-use features and functionality, they were able to administrate their own program, a task normally completed by my team."

He admitted some initial trepidation with setting a new distributed-control precedent. "Requests for similar services are already beginning to line up. However, because all applications and resources are governed by our corporate Active Directory policies and centrally managed via *BAM*, we are comfortable granting this level of autonomy."

Jim Filicko is a managing partner of *BlueChip*. "Since Mark has brought this incredible toolset to the forefront, *BlueChip* has successfully positioned *BlueVault Identity Manager (BIM)* & *BlueVault Account Manager (BAM)* with several of our clients. These solution offerings are strategic differentiators assisting our core business of **Infrastructure Optimization (IO)** and **Platform Migration**."

About Blue Chip Consulting Group

Blue Chip is an Information Technology Professional Services company headquartered in Cleveland, Ohio. As a Microsoft® Managed Gold Partner, they specialize in eBusiness and Enterprise Architecture solutions.

Their consultants average 10-14 years of experience with a strong balance of professional and technical skills that allow them to identify and design comprehensive solutions to the most difficult eBusiness and IT challenges.

For more information, visit <http://www.bluechip-llc.com/solutions/pages/iam.aspx/>



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