

Authorization:

Centralized Authorization Management in Adverity vs. In-House Authentication

Managing authorizations for multiple data sources can be complex, especially in enterprise environments with numerous accounts, campaigns, and data streams. Adverity's Authorization Center centralizes authentication management, offering a scalable and secure approach compared to handling authorizations in-house.

This document outlines the key benefits of using Adverity's Authorization Center to streamline access control, enhance security, and automate data synchronization.

Benefits of Centralized Authorization in Adverity

Global Visibility and Streamlined Management

A centralized Authorization Center provides a unified view of access rights and credentials across all Workspaces, improving security and efficiency.

- ✓ Available in every Workspace, offering global visibility.
- ✓ Simplifies the management of multiple authorizations across various data sources.
- ✓ Ensures only authorized users can access sensitive credentials.

Workspace Inheritance & Segregation

The Parent-Child Workspace hierarchy allows data access control without exposing authorization management to unauthorized users.

- ✓ Enables Workspaces to use data sources without direct access to authorizations.
- ✓ Ensures the right users access relevant data securely.
- ✓ Restricts administrative tasks to designated users to prevent unauthorized modifications.

Automated Account Synchronization

Automated account synchronization ensures that newly added accounts are included in data collection without manual intervention.

- ✓ A single datastream pulls data from all authorized accounts.
- ✓ Newly added accounts (e.g., campaigns, sub-accounts) are automatically included in the next scheduled fetch.
- ✓ Reduces manual effort in maintaining data consistency.

Real-Time New Account Notifications

Stay informed about new entities added to data sources with automated notification systems.

- ✓ Leverages Web Connect and the Adverity Management API for daily notifications.
- ✓ Sends email alerts about newly added accounts.
- ✓ Helps administrators track new account additions efficiently.

Upcoming Feature: Authorization Notification Topic (Q1 2025 Release)

A new notification feature will extend real-time account tracking for enterprise users.

- ✓ Alerts for both newly added and removed accounts.
- ✓ Enhances compliance monitoring and security tracking.
- ✓ Expected release in Q1 2025.

Conclusion

Adverity's Authorization Center provides a centralized, automated, and secure alternative to managing authorizations in-house. With features such as workspace inheritance, automatic account synchronization, and real-time notifications, organizations can significantly reduce manual overhead, improve security, and ensure seamless data integration. The upcoming Authorization Notification Topic further enhances control over account access changes, making Adverity the ideal solution for enterprise data authorization management.

