

• FINANCIAL SERVICES · BANKS, FINTECHS, REGULATED INSTITUTIONS.

## Identity in control across every branch, every microservice, every auditor.

Banks, fintechs and insurers face growing regulatory pressure and attackers chasing privileges. Identity Rules delivers continuous visibility and audit-ready evidence – without replacing your IGA if you already have one.

SOX

PCI-DSS

ISO 27001

CNBV

**60%**<sup>1</sup>

of breaches start with compromised identity

**45 : 1**<sup>2</sup>

non-human to human identities

**10x**<sup>3</sup>

faster to deploy than traditional IGA

Sources: 1) IDSA 2024. 2) CyberArk 2024. 3) Internal customer pilot data, 2025.

### Typical blind spots in this sector

#### Privileges in core banking

01

DBAs, engineers and vendors with access to the transaction engine, FX or settlement. Detect grants outside change windows and abuse of privileged accounts.

#### Service accounts in payment engines

02

PCI-scope pipelines, SWIFT/SPEI connectors, anti-fraud hooks. Full NHI inventory with owner and last use.

#### Lateral movement detected

03

Maps MITRE ATT&CK techniques tied to identity (T1078, T1098, T1136). Alerts when a compromised account tries to escalate to application admin.

#### SOX, ISO and regulator audits

04

Per-auditor reporting of who accessed what, since when, with what justification. Cuts audit-prep weeks down to hours.

## • OUTCOMES

### What improves with Identity Rules



#### Reduced IAM attack surface

Dormant accounts, orphan privileges and obsolete service accounts cleaned up month over month.



#### Shorter audit cycles

Evidence ready for SOX, PCI-DSS, ISO 27001 and CNBV without chasing admins.



#### Early internal-fraud detection

Anomalous access patterns flag insider behavior or compromised accounts before they escalate.

## • WHY IDENTITY RULES

01

#### Speed to Value

Up to 10x faster to deploy. No long IGA projects, no months of integration, no new infrastructure stack.

02

#### Lower Cost & Complexity

Cuts TCO by avoiding the operational overhead of traditional IGA. Same engine for SaaS or on-prem.

03

#### AI-Driven Identity Intelligence

Turns identity data into actionable insights. Accelerate detection, investigation and response with a conversational copilot.

04

#### SOC-Ready

Immediate context on identities, accounts and privileges to speed up incident detection and response.

## NHI COVERAGE

# 45 : 1<sup>2</sup>

NHIs already outnumber humans 45 to 1 – and they're where modern attacks start.

#### Service accounts

AD, Linux, DB, applications – who created them and who uses them today.

#### API keys & tokens

Inventory, owner, last used and rotation status.

#### Bots and CI/CD

Pipelines, automations and scripts that hold credentials.

#### Workload identities

IAM roles in AWS/Azure/GCP, Kubernetes service accounts.

#### AI agents

Anthropic, OpenAI and other LLM keys – what they can touch and with which privileges.

#### OAuth applications

Third-party apps with delegated access to your tenants.

READY TO DIG DEEPER

## Book your Identity Risk Assessment

[idrules.ai/en/industries/financial-services](https://idrules.ai/en/industries/financial-services)

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