

• IDENTITY LEADER · HEAD OF IDENTITY / IAM DIRECTOR.

Take real control of every identity, human and non-human.

Full inventory, cross-system lifecycle and automated cleanup. NHIs already outnumber humans 45 to 1 – Identity Rules brings them into the same model.

60%¹

of breaches start with compromised identity

45 : 1²

non-human to human identities

10x³

faster to deploy than traditional IGA

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

What weighs on your day-to-day

NHI explosion

01

Service accounts, API keys, workload identities and AI agents grow 10x faster than humans. Identity Rules catalogs and monitors them like any other identity.

Orphan and dormant accounts

02

Today's IGA doesn't surface unowned or unused accounts. Identity Rules does – and tells you which to remove first.

Joiner/Mover/Leaver gaps

03

When someone joins, changes role or leaves, access lingers in systems the IdP doesn't control. Cross-source visibility closes the gap.

AI assistant for fast answers

04

Ask in plain language about your identity data – from one user's analysis to bulk audits.

• OUTCOMES

How Identity Rules supports you



Identities under control

Unified human + NHI inventory with owner, last use and risk level.



Automated cleanup

Dormant accounts and orphan privileges flagged and prioritized without manual review.



Fast answers to complex questions

The AI assistant answers queries that used to take days – in seconds.

• 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 : 1²

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.

WHENEVER YOU WANT TO TALK

Book 30 minutes with our team

idrules.ai/en/roles/identity-leader

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