



## **Business Identity and Access Management Maze is Unraveled in New Book**

For Immediate Release

BELLEVUE, Wash./EWORLDWIRE/March 10, 2008 --- Helping businesses prevent millions of dollars wasted in dealing with the twin pitfalls of snarled information channels and bureaucratic red tape is the goal of Bellevue, Wash., business consultant Corbin Links in his ground-breaking new book, "Identity & Access Management (IAM) Success Tips: Volume 1."

Worldwide, the billions spent by businesses every year trying to make company data both more accessible and secure leaves many firms with little to show for their effort and money. In the United States alone, mergers and government oversight efforts such as the Sarbanes-Oxley Act have exponentially increased complexity and spurred thousands of companies to ramp up efforts to create Identity and Access Management (IAM) systems.

When writing, "Identity & Access Management (IAM) Success Tips: Volume 1," Links set out to identify ways to create exactly the right kind of system to avoid snarled information channels and burdensome government regulation for each company's individual circumstances.

"I've worked with dozens of companies in diverse industries," Links said, "and it was obvious that most organizations approached IAM - and enterprise software - all wrong. Everyone wanted to focus on technology, or on cost or on pleasing the auditors when they should focus on the one thing that really makes a difference: alignment with their business goals. This book is designed to help them get their priorities straight."

Identity & Access Management (IAM) Success Tips: Volume 1, the first part in a five-volume series, is currently available in downloadable form through the Links Business Group LLC Web site at '<http://www.linksbusinessgroup.com>'. A paperback version will be released through Amazon.com after April 1, and an audio version will be available soon.

The IAM Success Tips series is designed to take readers through the steps of creating a successful IAM system in a logical, easy-to-understand and easy-to-implement way. Volume 1 details how to begin the process in ways that will ensure success down the road. It provides a road map for businesses to conceptualize their IAM needs, identify stakeholders and IAM champions within the organization, and create business-wide buy-in.

"This book will help organizations make the right decisions upfront - decisions that can ultimately save thousands of project hours, and thousands or millions of dollars in wasted effort and excess software costs," Links said. He added that it's written to be understood by any business person and designed to be practical and actionable within minutes of picking it up.

Subsequent volumes will take readers through the entire process of development, implementation and fine-tuning the IAM method that's right for their company.

Links Business Group LLC, founded by Corbin and Carmen Links, provides services internationally in the identity management, business consulting, data security, and eCommerce fields. Mr. Links has over 18 years experience in the field of information technology. He is a business and Identity Management industry writer and speaker, and may be contacted for public speaking appearances, seminars, or industry commentary in print and electronic publications. Custom-tailored seminars are also available.

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