

Imprivata product re-naming FAQ



1. What are the new names?

Former name	New name	Acronym
Imprivata OneSign and Imprivata Confirm ID	Imprivata Enterprise Access Management	EAM
Imprivata Identity Governance	Imprivata Identity Governance and Administration	IGA
GroundControl	Imprivata Mobile Access Management	MAM
Imprivata Mobile Device Access	No change	MDA
Imprivata Privileged Access Management	No change	PAM
SecureLink Enterprise Access	Imprivata Vendor Privileged Access Management	VPAM
SecureLink Customer Connect	Imprivata Customer Privileged Access Management	CPAM

2. Why are the names changing?

The Imprivata portfolio has grown immensely over the past several years. As we have integrated new technologies and capabilities, our product portfolio must also reflect this unification to ensure it is easy to find the right solutions to meet customer needs. With new, descriptive names, we create more clarity and simplification for our customers when navigating our portfolio. It reflects our move towards a unified set of cloud-delivered capabilities across our platform.

3. How will the new product names reflect the features and benefits of the products?

The new names more clearly describe the product in a literal sense and remove initial questions about how a specific product meets desired needs.

4. Will the product specifications or capabilities change with the new names?

No, the product capabilities and features will remain the same.

5. Will the pricing of the products remain the same?

Yes, the pricing of products will remain the same.

6. How will Imprivata ensure a smooth transition for existing customers?

We are dedicated to ensuring a deliberate and thoughtful transition with an extended timeline over the next year. That means you can expect to see both old and new names together throughout that period to reduce confusion.

7. Will there be any impact on warranties?

Warranties will not be impacted.

8. When will the new names be officially implemented?

You will begin to see new names implemented across various channels immediately; however, we expect the full naming transition of documentation, products, and systems to take place over several months.

9. Can customers still find information about the old product names for reference?

Yes, old product names will be referenced alongside their new counterparts throughout 2024. For example, we will include “formerly SecureLink Enterprise Access” in reference to Vendor Privileged Access Management on the website and within documentation to ensure a seamless transition. Imprivata will continue to retain legal marks for all of our brand names listed above.

10. Will the new names be reflected in the products immediately?

Yes, in some cases you can expect the new names to be seen in products right away. Other product names will be updated over several months.



Imprivata is the digital identity company for mission- and life-critical industries, redefining how organizations solve complex workflow, security, and compliance challenges with solutions that protect critical data and applications without workflow disruption. Its platform of interoperable identity, authentication, and access management solutions enables organizations in over 45 countries to fully manage and secure all enterprise and third-party digital identities by establishing trust between people, technology, and information.

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