

# Consumer Identity Access Management

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**Enhance your ability to secure, personalize and optimize your B2B and B2C interactions with Customer Identity and Access Management (CIAM)**

Customers today demand a consistent and seamless experience across all touchpoints and a more proactive and efficient customer self-service. They want to be engaged, inspired and recognized across channels.

This means that companies are facing extreme pressure to improve their digital maturity and meet ever-evolving customer expectations.

The challenge doesn't just lie in mapping the full customer journey; it's about personalization and effectively engaging with customers at all touchpoints, while keeping their (digital) identities and data safe.



Attention is constantly being fought over by competing offerings, whether it is to attract and retain customers or partners. In this competitive landscape, it's a requirement to design compelling and engaging user experiences in your digital commerce interactions. To do so, your business needs to know your partners and your customers, what services they consume, what they like, how they interact with your business, and across all channels.

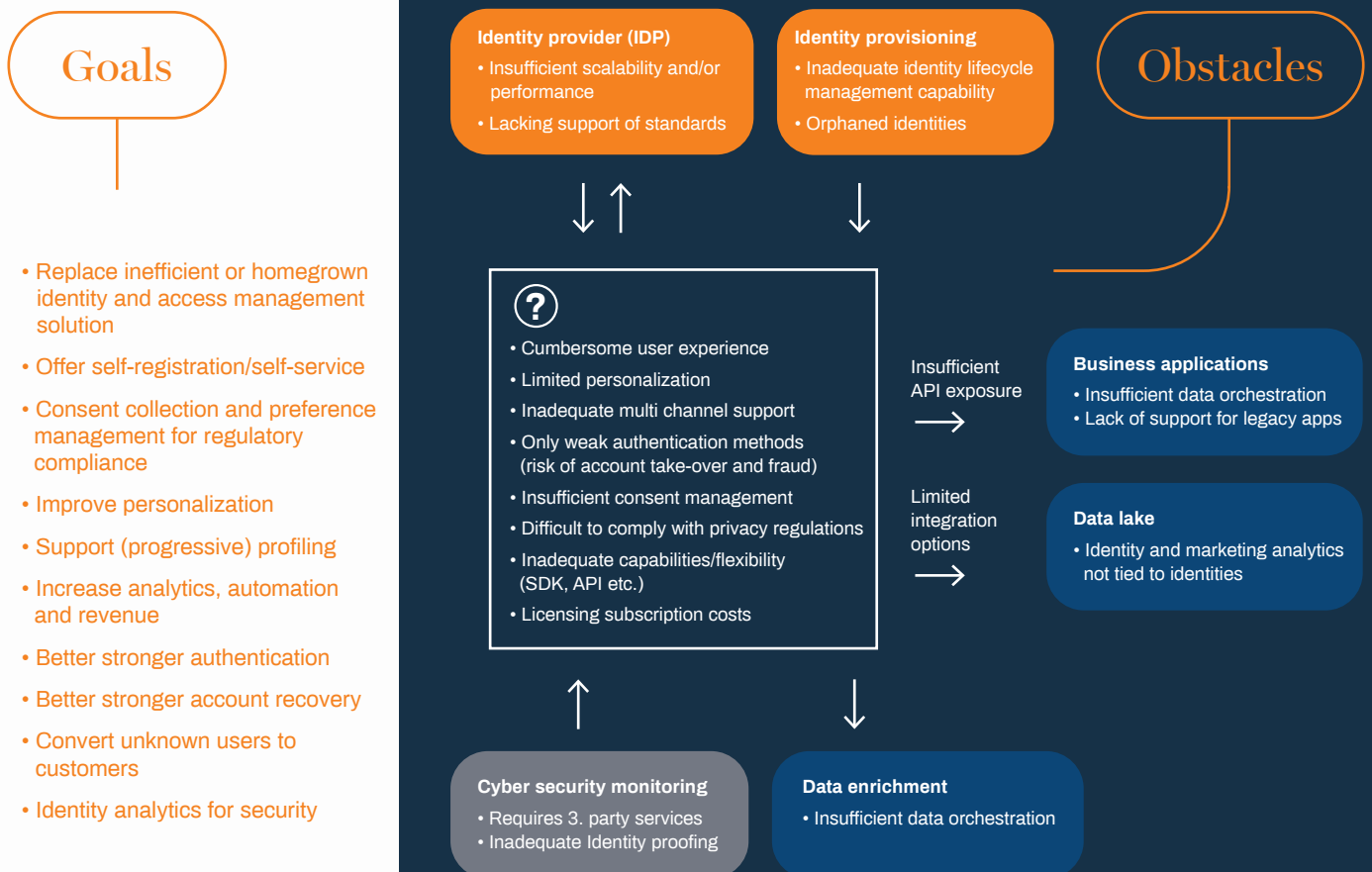
It's likely that you already own the data points you need to build this knowledge, but they may be scattered across different systems, more or less well-integrated and not consolidated in a single view. You most probably also have registered identities, but they may or may not be sufficiently verified, universally used across applications and channels, or employed to enhance the user experience and customer/partner journey.

But as you set yourself goals to remedy this situation, you will most probably be met by a number of obstacles, of which quite a few will be related to secure identity and access management, content and preference management and improving personalization.



# Obstacles and goals

## Solving the conundrum of an effective digital commerce infrastructure



Digital identities are not only the key to reaching the level of personalization that can address the above, they are also the key to safeguarding access and data. However, while cyber security, governance and compliance are business imperatives, the value of getting personalization right is a multiplier.

Personalization is important to shoppers



75 %

of consumers **tried a new shopping behavior** during the pandemic



40 %

more revenue growth goes to companies that **prioritize personalization**, compared to those who don't



71 %

of consumers **expect companies to deliver personalized interactions**



76 %

of consumers are more **likely to consider purchasing** from companies that personalize



76 %

get **frustrated** when this doesn't happen



78 %

of consumers are more **likely to make repeat purchases from and recommend** companies that personalize



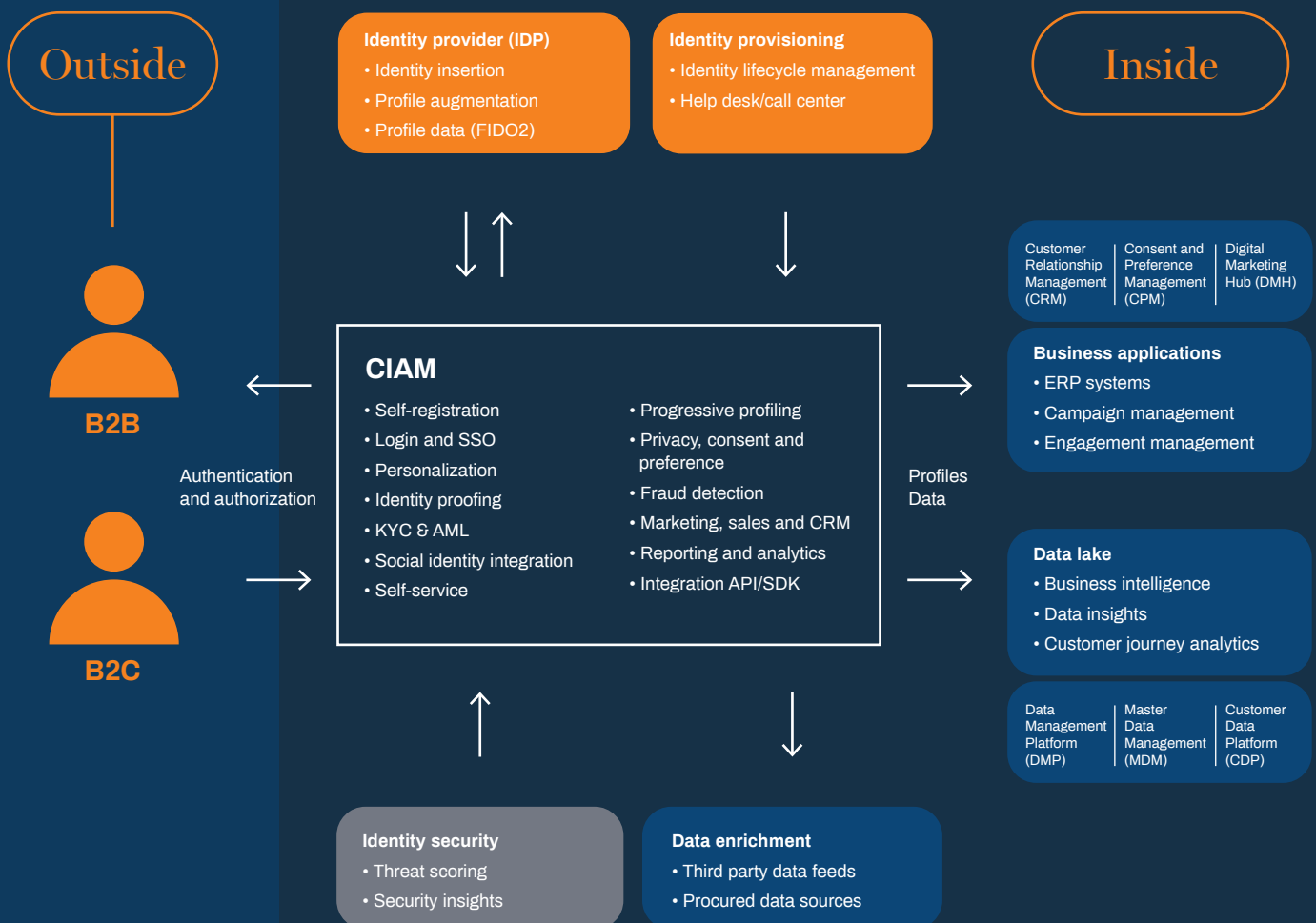
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**Customer Identity Access Management (CIAM)** sits at the front door of your digital commerce infrastructure and manages your customer and partner identities and their access to your digital resources and services. CIAM provides you with a unique unified view of customer data across multiple applications and services and allows you to provide a higher level of identity security and personalized experience, that will help you drive a strong user/customer experience – from easy login over safe clicks - to increased acquisition and retention levels. At the same time, you empower your organization's application developers, digital leads and security teams to accelerate time to market and grow your business.

# CIAM

## How does it work?



# About Columbus

What is your next step? How do you start making changes and how does the transformation process look?

It all depends on where you are today, and what you already have in place in terms of people, processes, technology, data and content, and on your level of ambition, company culture and leadership mindset.

We find that most companies are already on one form of journey or another, regardless of level of maturity. Depending on where you are right now, we have approaches to help move you forwards.

Columbus offers you a full range of digital services and advisors that can help you create trailblazing customer experiences with 360° Digital Commerce.

## We deliver business value

