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Consumer Identity Access Management

Customer Identity Access Management (CIAM) will support you in driving strong customer experience – from easy login over safe clicks to increased acquisitions and better retention. At the same time, you can empower your organization's application developers, digital leads and security teams to accelerate time to market and grow your business.

With CIAM, you can manage customer 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 better understand your customers and provide them with a more personalized experience.

CIAM solutions typically include features such as social login, multi-factor authentication, and self-service account management which improves the experience you to give to customers while at the same time providing enhanced security and insights into customer behavior and preferences.

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The graphic shows some of the key functional areas and features in a CIAM solution:

Identity Adminstration Identity Management PIM Management and Analytics Specialists **Identity Management** Identity Analytics Specialists Consent, Preference and Privacy Management Profile Management **IGA Specialist** Delegated Admin Progressive Profiling Management (CPM) Specialists CIAM **Fraud Detection** Access Management Decentrlised Identity (DCI) Fraud Detection Specialists Identity Analytics AM Specialists ATO Protection **Identity Proofing Specialists** FAM Specialists . 550 Authentication Specialists SIEM UEBA CIAM Capabilities (Core) IAM-Adjacent Tech

Your gains from CIAM

CIAM solutions will help you:

- Avoid identity data breaches.
- Reduce operational and support costs.
- Provide secure storage of customer credentials.
- · Build customer loyalty and membership programs.
- · Create target-marketing campaigns based on accurate and unified customer data.

We deliver your CIAM projects based on a proven methodology, often in a cloud setup allowingus to have a basic implementation ready and bringing value within a few months.

Identity Repository Services Data Aggregation and Integration

Source: Gartner

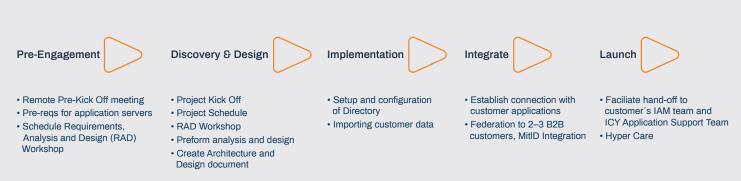
Customer Data Platform (CDP)

Social Media IdPs

Martech, Master Data Management, CRM

LDAP, Legacy and Virtual Directories

CIAM Implementation Example High Level Scope Phase 1



Project Management and Technical Oversight