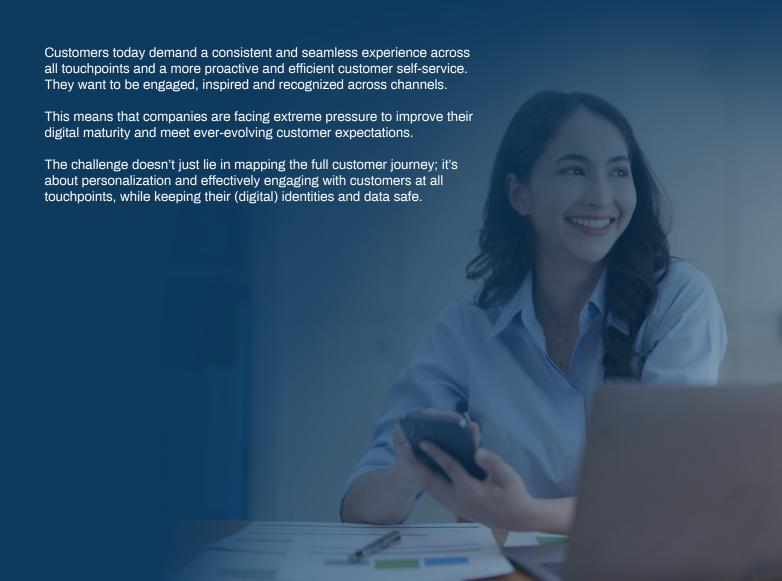
Consumer Identity Access Management

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



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 conumdrum of an effective digital commerce infrastructure



- Replace inefficient or homegrown identity and access management
- · Offer self-registration/self-service
- · Consent collection and preference management for regulatory compliance
- Improve personalization
- · Support (progressive) profiling
- Increase analytics, automation and revenue
- · Better stronger authentication
- Better stronger account recovery
- · Convert unknown users to customers
- · Identity analytics for security

Identity provider (IDP)

- Insufficient scalability and/or

Identity provisioning

- Inadequate identity lifecycle

Obstacles





- Cumbersome user experience
- Limited personalization
- Inadequate multi channel support
- Only weak authentication methods (risk of account take-over and fraud)
- Insufficient consent management
- Difficult to comply with privacy regulations
- · Inadequate capabilities/flexibility (SDK, API etc.)
- · Licensing subscription costs

Insufficient API exposure



Insufficient data orchestration

Business applications

· Lack of support for legacy apps





Limited

integration

• Identity and marketing analytics not tied to identities



Cyber security monitoring

- Requires 3. party servicesInadequate Identity proofing

Data enrichment

· Insufficient data orchestration

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%

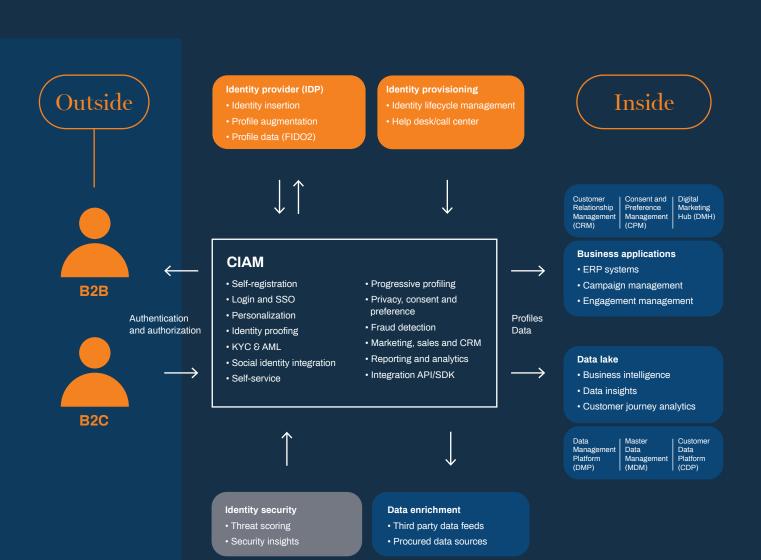
of consumers are more likely to make <u>repeat</u> purchases from and <u>recommend</u> companies that personalize The challenge doesn't just lie in mapping the full customer journey; it's about personalization and effectively engaging with customers at all touchpoints, while keeping their (digital) identities and data safe."



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 **INSIGHT EVOLVE STRATEGY RUN & SUPPORT** We (re)align We define the We provide IAM We provide your IAM strategy, help support and insights and understanding choose supplier/ manage services to technology, align IAM with and how IAM your supplier's support obligations build roadmap your business relates to your business and budget imperatives STRATEGY & CHANGE **EXPLORE OPERATION CHANGE IMPLEMENTATION GROW & ADAPT PREPARE** We implement IAM We offer iam services We assess your iam maturity, We build iam programs help you get organized and and target operating model, based on experience, that matches cybersecurity ensuring alignment and proven/mature and business requiremnts prepare you for change and outcomes methods/best practices **BASED ON THE BEST-PRACTICE METHODOLOGIES** ADAPTABLE SECURE FIT FOR PURPOSE



Columbus