



Acting on Digital Transformation



# Modern Customer Identity and Access Management Solution to Bring Secure, Seamless Customer Experience to Market Faster

Improving customer experience is at the center of every digital transformation. Customer requirements are changing with the explosion of modern channels, platforms, devices, and high expectation for security and privacy. For this reason, secure experience with these interactions is paramount.

This is where customer identity and access management (CIAM) comes in. CIAM is the foundation of technology that covers identity and access management functions for customers. It enables companies to securely capture and manage customer profile data, customer identity, and control their access to applications and services.

Finance and telecommunication industries can take advantage of these digital platforms to improve customer experience and increase brand loyalty

Finance entities can use CIAM to increase trust, reduce risk, and improve customer experiences, while telecommunication companies provide easy and safe access for users and make sure that all the systems and data are secure through effective business modeling and technical strategy. CIAM can also be used in businesses that provide customers with secure online access to systems, those in need of a digital infrastructure to support different processes and applications, and those require a frictionless user experience.

The latest studies on CIAM indicated that 64% of the North America market, 67% of the Asia Pacific market, and 54% Europe market have adopted CIAM.

Strong CIAM solutions offer a myriad of features including self-service account management, customer registration, single sign-on (SSO), access management, integration capabilities, consent and preference management, directory services, multi-factor authentication, and data access governance. They enable organizations to deliver secure, seamless digital experiences. These concepts and technologies are implemented into two basic ways: on-premises or in private clouds, or through a dedicated solution from a trusted vendor specialized in CIAM like PTG.

This paper will explore the benefits of CIAM for banking and telecommunication industry, including CIAM feature-set, a key aspect for seamless customer experiences, and more on security and privacy. The main goals are to help companies improve customer experience

## Major Trends in CIAM

A basic CIAM system offers some essential features for business and its customers. Here are the major trends business should be aware of when designing a CIAM solution to meet their customer needs.

### Customer Experience

Customer access is no longer about web applications, but it also includes mobile, partner applications, IoT, and other channels. CIAM allows for easy access to customer profiles to ensure organizations can engage their customers with frictionless Omni channel experiences and personalized interactions.

Customer experience in the process of registration, login, account creation, and preference management can easily make or break the user experience. It can also determine the ability of customers to try out more of the digital offerings. Research indicates that slow load times and poor user experience have a negative impact on conversion rates. To improve customer experience, Gartner recommends making available a unified single sign-on (SSO) service across all digital identity platforms. Having an SSO that allows easier access to the entire consumer system reduces friction that may lead to customer churn and provide an easy way to provide services to customers

### Customer Support

Issues related to the user experience can occur at any stage even after successfully creating an account. Similar accounts and forgotten passwords may affect customer satisfaction and lead to account abandonment, the decline in brand loyalty, and eventually loss of business

## Scalability

As the digital landscape continues to grow, and new demographic cohorts enter the consumer space, data collected for each customer continues to increase exponentially. This requires businesses to keep up with new customer expectations such as password logins,

and increased demand due to seasonality. This poses unique scalability challenges that can be solved by a robust CIAM solution. The system allows each customer to have instant access anytime, from anywhere, and on any device. They also enjoy similar navigation flows and personalization even during peak usage times.

## Privacy, Compliance and Security Analytics

The increased frequency of data breaches has left many companies unsure of their ability to safeguard their most valuable customer data. When this occurs, it can have a great impact on an organization's viability and the user's view of a company.

Regulatory compliance and security elements are major factors that determine the criticality and complexity of identity management. As the company grows, more and more customer identity data are gathered to make more personalized, context-based decisions. This information contains personally identifiable information (PII) that is subject to rules and regulations enforced by respective governments and different industrial bodies. Examples include the European Union's General Data Protection Regulation (GDPR), California Consumer Privacy Act of 2018 (CCPA), Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), and other industry bodies regulations.

A CIAM infrastructure can help in fraud detection by feeding the fraud detection engine with security events and listen and enforce the feedback from it. This allows for a smooth journey for the customer anywhere with a guarantee of a reliable and automated approach as per the common requirements of that area.

## Selecting a CIAM Solution for your Industry

A modern CIAM system should meet the compliance and security standards, and also take into account the factors needed to build seamless customer experiences. PTG Identity system offers all that and much more. It features the industry's most powerful, high speed, and secure CIAM architecture to provide clients with the best end-to-end solutions that enable them to optimize their performance while providing a range of improved developer features and tools to help fulfill the customer demands.

PTG aligns itself with key developments in CIAM solution design by offering several products and features as outlined below:

### Ease of Access

- SSO
- Mobile Access
- Self Service
- Social Identity Integration

### Leverage Customer Data

- Collect unique data
- Centralized customer view
- Personalized experience
- Real time

### Security & Governance

- Supports Out-of-the-Box encryption
- Identity Protection through MFA and risk based authentication
- Granular access rights
- Secure APIs
- Compliance and consent management

### Automation and Integration

- Automate user lifecycle management in integrated applications
- Provide APIs for accessing centralized data
- Out of the box integration with large number of applications

# CIAM and Microsoft Azure

PTG CIAM experience is built on Azure Active Directory providing a scalable and secure store for storing identities and authenticating users. Building on services around Azure AD like SSO, MFA, behavioral analytics and relying on the wide integration capabilities that Azure AD comes with, we are able to deliver and end to end customer IAM supporting cloud, hybrid, or private applications.

## Microsoft + PTG CIAM Security

Microsoft Cloud is uniquely positioned to help organizations meet compliance obligations. The offered solution offers encryption in transit and at rest.



## Microsoft + PTG CIAM Fast integration

In relying on Azure storage, backup requirements will be more cost effective and ensure long term retention is with capacity scalable to the size of Azure.



## Microsoft + PTG CIAM Scalability

Anticipate and Microsoft Azure ensures data optimization and storage in cloud repository and can help increase data transfer performance.



## How to get started with your CIAM journey?

- **Step 1: Assessment**
  - What are the needs, the wants?
  - Identify the gaps and issues: sign up for your service and notice where you get stuck
  - What are the requirements to mitigate the issues?
- **Step 2: Involve stakeholders**
  - Don't think it is just about IT people
  - Take input from everyone
- **Step 3: Produce a blueprint**
  - Create the ideal state by taking Time, Resources, & \$ constraints off the table
  - Produce desired architecture
- **Step 4: Set a roadmap**
  - Reconsider Time, resources, & \$ and create a roadmap
  - Phase your deliveries
  - Put action plan