CIAM
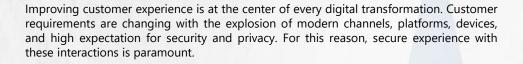
Customer Identity and Access Management

A completed journey for managing customer identities and access to applications

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.

What is CIAM?

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.

Why customers use CIAM?

- Secure
- Compliant
- Modern
- Seamless customer experience

Ease of Access

- SSO
- Mobile Access
- Self service
- Social identity integration

Positive client feedback and increase utilization of services

Leverage Customer Data

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

360 view of customer profile and preferences

Security and Governance

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

Protection of customer data and customer identity

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Built on Azure services, CIAM offers enterprises the foundation of a secure platform providing their customers with a frictionless experience

CIAM

- Simplify access to digital applications from any device
- Secure access to applications with risk evaluation
- Provides comprehensive view of customer profile and interactions

Azure + CIAM

- Built on Azure Active Directory secure and scalable platform
- Benefits of Azure AD wide integration capabilities with third party applications and vendors
- Utilizes secure APIs

CIAM

Our promise to you

We are committed to help you provide your customers with a flawless experience while granting you control over customer data

An offer to get you started

- Our engagement includes a roadmap for CIAM journey
- Our offer covers all components but you can pick to start from any module and build on it
- Benefit from existing licenses and investments

Tangible Benefits / Desired Outcomes

- No complex infrastructure requirements
- Optimized user experience
- Personalized user offerings and rich customer profile to support integrations

Why Elevate?

- **Certified CSP and LSP partner offering a single source of purchasing, billing, deploying, managing and supporting Microsoft Cloud solutions**
- **24x7 support option with escalation to Microsoft Support**
- **More than 18 years of experience in security and Microsoft Solutions**

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