reachfive

Connect Smart Companies to Real People

Customer Identity & Access Management
designed for modern experience

Better customer experiences through trust and convenience - without compromise.

Manage identities to deliver
superior experience and trust

Modern customers prioritize trust and convenience. They won't log in if it's too hard or seems unsafe. This makes them less likely to buy, and more likely to head straight for Amazon and other digital giants.
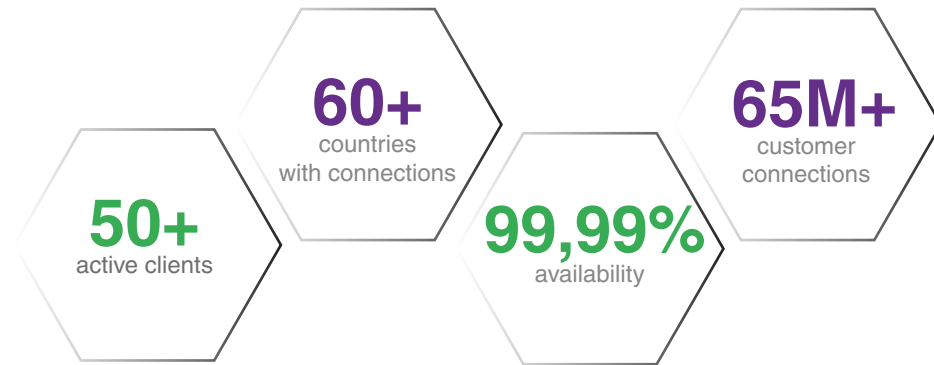
Outdated, legacy systems force most companies to compromise whether on customers' convenience and control or on ease of authentication. Moreover, most lack the agility to adapt to rapidly-changing customer preferences.

Companies also face customer identity silos across multiple systems, preventing a unified view to personalize and engage each customer as an individual.

With ReachFive, companies meet the demands of the modern customer by delivering better experiences through trust and convenience, without making compromises.

Connect customer identities at scale

Whether you judge ReachFive by the numbers, or by the leading brands that choose to work with us, it's easy to see that ReachFive is the right choice for meeting the needs of the modern customer experience.

60+
countries
with connections

65M+
customer
connections

50+
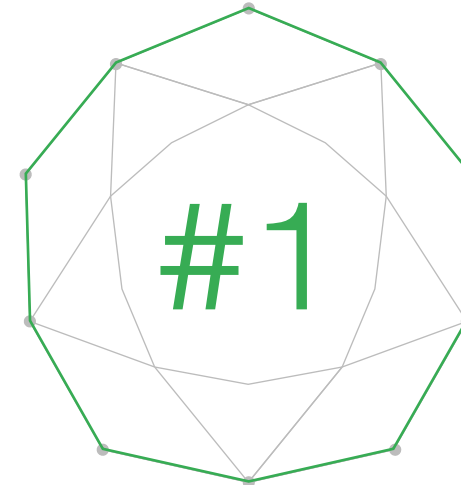active clients

99,99%
availability

"

We will be investing in our data strategy in the two coming years in order to gain a better knowledge of our customers but also of our fans, which are potential customers, with a particular focus on ensuring the unicity of each individuals. In the age of GDPR compliance of course.

To achieve it, we are collaborating with a start-up, which doesn't come from the football universe, but from the retail industry, where the leaders are very strong in addressing personalized marketing messages across the digital and offline channels. We have chosen ReachFive.

Frédéric Cozic, Head of Digital Transformation at Olympique de Marseille

ReachFive is the proven, trusted choice for Customer Identity & Access Management (CIAM)

#1

Retailers Choice
& B2C Choice

#1 Retailers Choice

SHISEIDO   BUT

Etam   MONOPRIX

Hanes   boulanger

La Redoute   LACOSTE

#1 B2C Choice

LAPEYRE   Norauto
LE SAVOIR BIEN FAIRE

MICROMANIA   ZING

Compagnie des Alpes

hachette
BOOK GROUP   ENGIE

The gateway
to modern customer experience

ReachFive provides the only Customer Identity and Access Management (CIAM) platform built from inception for the modern customer experience — omnichannel, mobile-first, and ever-changing, but always driven by trust, convenience and customer control.

ReachFive is the gateway to the modern customer experience, authenticating customers anywhere and anytime, giving customers control over their consent, and activating identities together with enabling third-party systems to boost customer engagement.

With a cloud-agnostic, API-first architecture, ReachFive gives brands the agility to adapt to the pace of digital transformation and all the new and changing touchpoints, channels and devices that go with it.
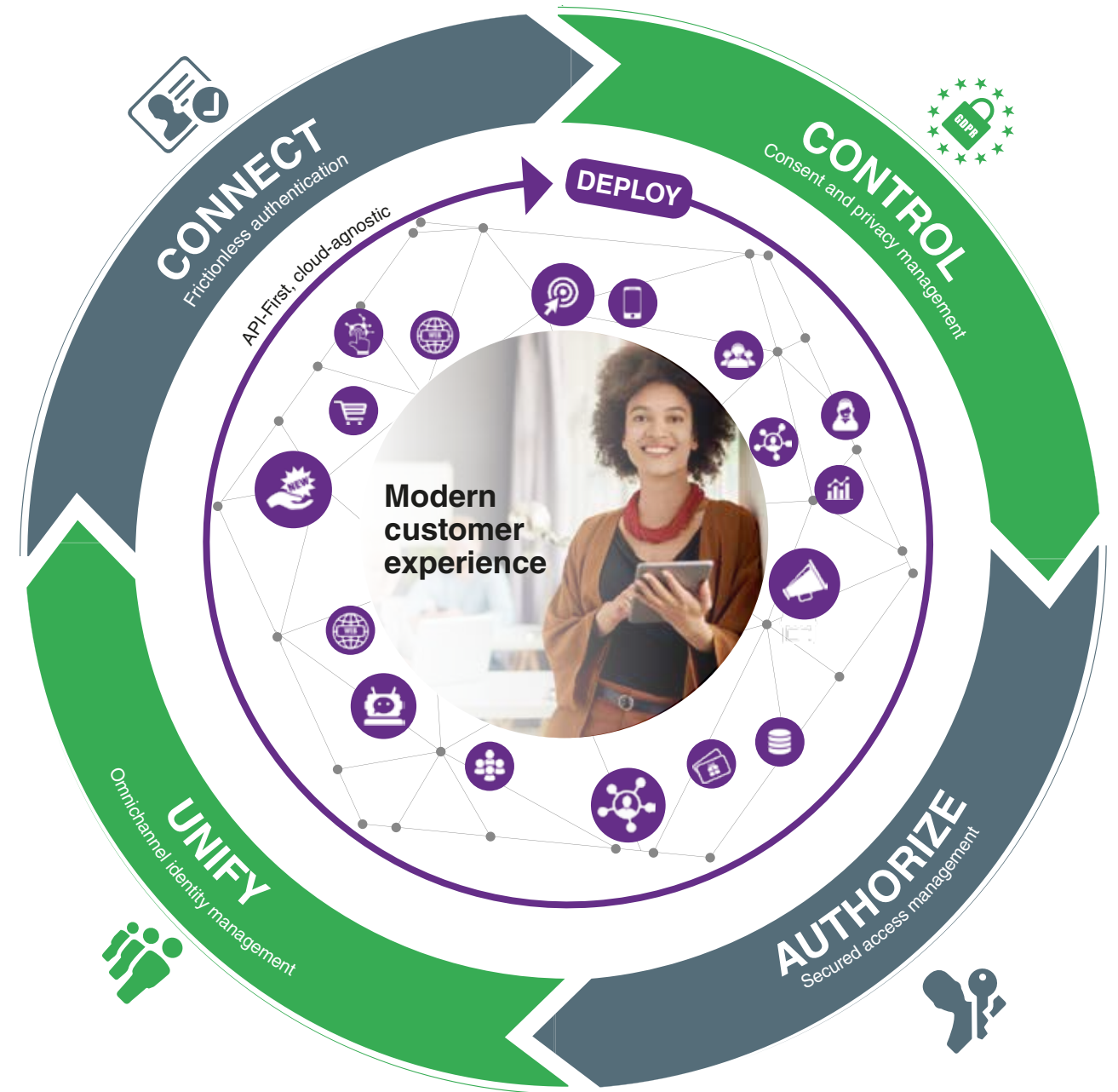
Thanks to ReachFive's expertise and high availability, our project has been a real success. ReachFive is the backbone of our customer knowledge strategy.

Etam

Jean-Bernard Della Chiesa, Innovation Director at Scrambled - Etam Group

CONNECT
Frictionless authentication

CONTROL
Consent and privacy management

DEPLOY

API-First, cloud-agnostic

Modern customer experience

UNIFY
Omnichannel identity management

AUTHORIZE
Secured access management

One platform
with complete CIAM capabilities

Global customer identity management

UNIFY
Omnichannel identity management

ReachFive is the system of record for customer identities, using identity to match data across systems to create unified profiles, and progressive profiling to add customer information over time without generating friction in the customer experience.

CONTROL
Consent and privacy management

ReachFive empowers customers with direct control over how companies use their profile data, via a self-serve preference center where they can give or retract their consent, and be confident that their data is never used against their wishes.

CONNECT
Frictionless authentication

ReachFive builds modern and convenient experiences through state of the art authentication methods. Beyond the traditional email/password which creates friction, ReachFive provides accelerated but secured access via social login, SSO (single sign-on), Biometrics, OTP (one time password), MFA (multi-factor authentication) and more.

Secure, convenient access management

AUTHORIZE
Secured access management

ReachFive controls access by third-party systems to customer identity data. Users can explore, define, and select segments of customers in ReachFive for export to other systems via pre-built integrations or APIs. Platform security measures and cutting-edge authentication methods protect customer accounts and platform data from breaches.

DEPLOY
API-First, cloud-agnostic

Brands benefit from a cloud-native, yet cloud-agnostic platform, providing 99.99% availability for always-on customer experiences and the flexibility to choose from AWS, Azure, Google, Alibaba, or other geography-specific options.

ReachFive accelerates creation of a unique customer identity

A new record is created by ReachFive for each person at the first interaction. New information is added as it's obtained throughout the customer lifecycle - from passwordless registration to first purchase to repeat buying, and across every touchpoint and channel.

ReachFive can also connect, obtain and integrate identity information from other systems while serving as the identity system of record. At the same time, ReachFive safeguards identities with the latest security measures.

If you have multiple branded services or applications, you can use a customer's unique identity to create a seamless experience across all of them. **Single Sign-On (SSO)** and cross-device authentication via **WebAuthn and credential management** enable you to treat customers like the single, unique person they are.

BIOMETRIC
MULTI FACTOR AUTHENTICATION
SOCIAL LOGIN
DEVICE FLOW/IOT
SSO • WebAuthn • Credential management
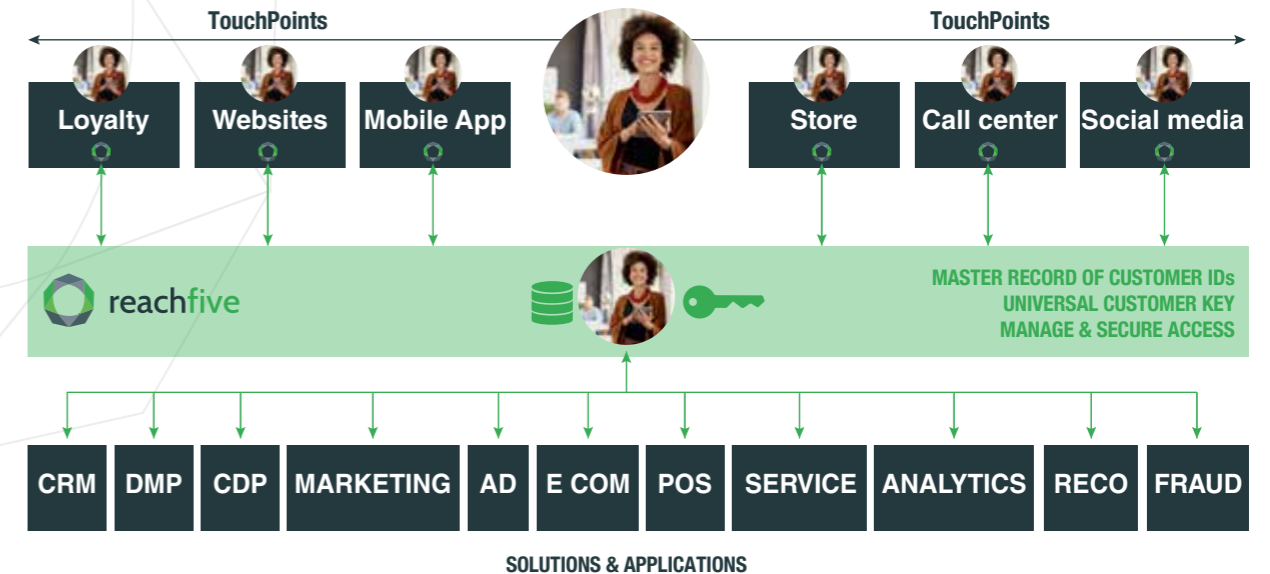OAUTH
ID/PASSWORD
ONE TIME PASSWORD

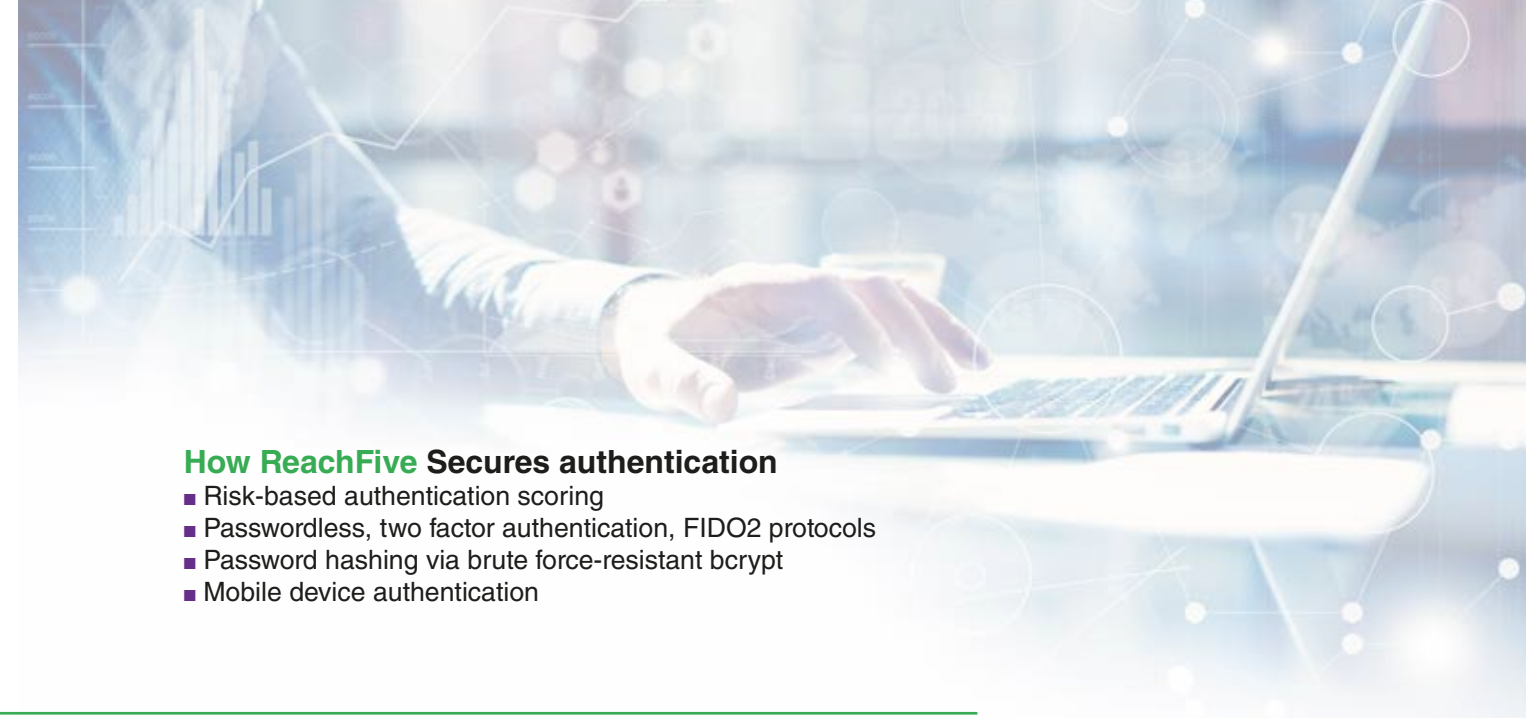# ReachFive enables a virtual unified customer profile

Each customer identity in ReachFive is associated with a universal key. When authentication or registration occurs at a new touchpoint or through a new channel, that system receives the universal key along with verification of the customer's identity.

This means every customer record in every system is effectively linked via the universal key, creating a virtual unified profile.

There is no need for guesswork or algorithmic analysis of customer records to try to create a match.

Unique identities and unified profiles are activated and used to engage customers by leveraging ReachFive's pre-built integrations with leading customer engagement platforms and tools. Custom integrations can be built using ReachFive REST API, SDKs and webhooks support.

TouchPoints

Loyalty | Websites | Mobile App | Store | Call center | Social media

TouchPoints

reachfive

MASTER RECORD OF CUSTOMER IDs
UNIVERSAL CUSTOMER KEY
MANAGE & SECURE ACCESS

CRM | DMP | CDP | MARKETING | AD | E COM | POS | SERVICE | ANALYTICS | RECO | FRAUD

SOLUTIONS & APPLICATIONS

Security
for customer identities

The modern customer experience has trust as its core. But even when your customers trust you and your own behavior, can you earn their trust by also keeping their identity safe from hackers, cyber criminals and those with malicious intentions?

ReachFive has you covered. ReachFive has built the most modern and sophisticated security protocols and best practices into the platform. As a result, ReachFive secures authentication, access and the platform itself.

Secure authentication
ReachFive ensures that every authentication is executed safely. Registrations and logins follow the most strict protocols to prevent any customer information from leaking out. Suspicious authentication attempts are detected and shut down.

How ReachFive Secures authentication
- Risk-based authentication scoring
- Passwordless, two factor authentication, FIDO2 protocols
- Password hashing via brute force-resistant bcrypt
- Mobile device authentication

Secure access
ReachFive prevents unauthorized systems from gaining access to customer identity data. Even authorized systems are limited in which data they have access to. With ReachFive, only the right systems systems get only the right data.

How ReachFive Secures access
- API access via authorization server
- Identification of client applications via client ID and client secret
- Definition of scopes to limit access to data
- Whitelisting of IP addresses that initiated the calls
- Https encryption
- OAuth2 and JWT compliance

Secure platform
Safe authentications and secure third-party access is meaningless if the platform itself is vulnerable. ReachFive undertakes rigorous protection of its platform using the most advanced and aggressive methods available. ReachFive also complies with the most stringent industry standards and security best practices.

How ReachFive Secures the platform

Protection:
- RBAC (user right management)
- Brute Force Protection
- Intrusion Tests by ANSSI-certified vendors
- Monitoring & Alerting: log analysis, user activities

Compliance:
- OpenID Connect & RFC
- ISO 27001, PCI DSS, SOC 1 and SOC 2 Type II
- GDPR, PSD2
- OWASP
- DDOS

The modern customer experience
won't wait

ReachFive's mission is to help organizations create superior experiences by leveraging trusted consumer identities.

ReachFive's Customer Identity & Access Management (Customer IAM) was built from inception for the modern customer experience - omnichannel, multi-device, distribute, driven by trust, convenience and customer control. ReachFive's cloud-based, API-first platform provides the speed to deploy consumer identity and access management at global scale, while maximizing agility to keep up with the pace of digital change.

Leading companies such as L'Occitane, Boulanger, Etam Group, Hachette Group, La Compagnie des Alpes, Monoprix and ENGIE use ReachFive to drive higher lifetime customer value, and improve marketing, commerce and customer service results.

For more information, please contact us at +33 1 76 44 06 01
or visit www.reachfive.com

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