COLLABORATE FOR CUSTOMER IAM SUCCESS

More and more, organizations are looking to customer identity and access management (CIAM) to drive customer engagement and support digital business transformation. But CIAM is a different animal than enterprise IAM. For starters, it can have a huge impact on your organization's top line. And from a technical standpoint, it has distinct requirements for usability, scalability and consistency, plus a few requirements that are brand new to the traditional IAM landscape.

Because of its broad-reaching implications, a CIAM solution decision typically extends beyond IT's purview to include several decision makers, like CMOs, CDOs, CIOs and CTOs. That's a lot of Cs and Os that aren't all typically part of these technology decisions.

The ultimate decision maker may vary, but the business/marketing and technology teams must collaborate to identify the right solution for their organization. This starts with recognizing and understanding the objectives and requirements of both. Aligning these will close the gap between what customers expect and what your organization delivers.

01

Business Drivers of CIAM

The top three business objectives driving customer engagement are largely offensive and centered on top-line growth:

- Grow market share through the launch of customer-facing apps that enhance customer experience.

- Increase average revenue per customer by delivering seamless and personalized multi-channel experiences.

- Build customer loyalty by capturing and enforcing customer privacy settings and preferences.

02

IT Drivers of CIAM

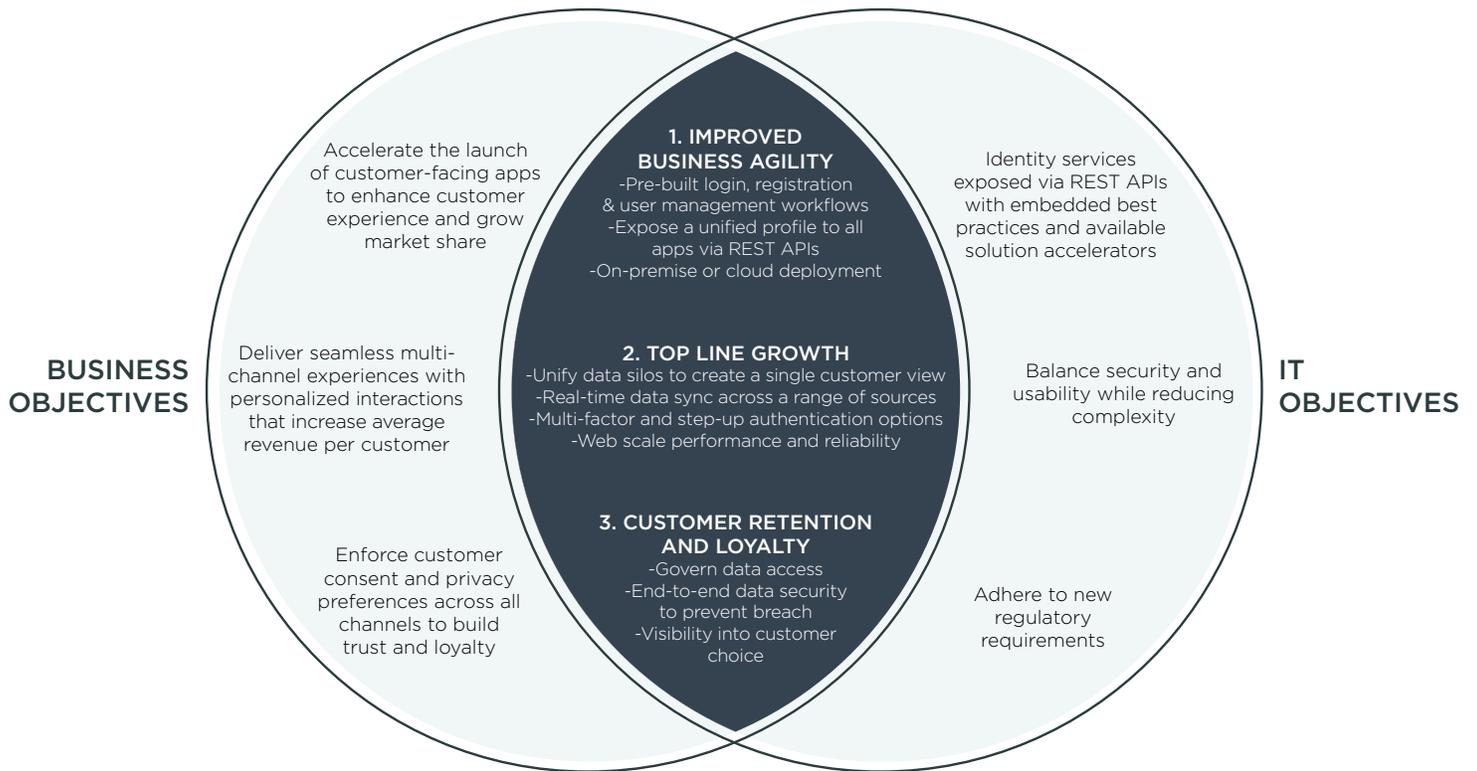IT's goals are a bit more defensive and focused on bottom-line business efficiency and security:

- Deploy common, reusable identity services providing baked-in best practices.

- Reduce complexity, while balancing security and usability.

- Adhere to regulatory requirements around data access and security.

Ping Identity.

Shared Goals & Requirements

Business/marketing and IT might have distinct objectives, but they aren't that disparate from each other. In the delta between them, three shared goals emerge that serve the entire enterprise:

- Improved business agility

- Top-line growth

- Customer retention and loyalty

SHARED STRATEGIC GOALS AND SOLUTION REQUIREMENTS

BUSINESS OBJECTIVES

Accelerate the launch of customer-facing apps to enhance customer experience and grow market share

Deliver seamless multi-channel experiences with personalized interactions that increase average revenue per customer

Enforce customer consent and privacy preferences across all channels to build trust and loyalty

1. IMPROVED BUSINESS AGILITY
-Pre-built login, registration & user management workflows
-Expose a unified profile to all apps via REST APIs
-On-premise or cloud deployment

2. TOP LINE GROWTH
-Unify data silos to create a single customer view
-Real-time data sync across a range of sources
-Multi-factor and step-up authentication options
-Web scale performance and reliability

3. CUSTOMER RETENTION AND LOYALTY
-Govern data access
-End-to-end data security to prevent breach
-Visibility into customer choice

Identity services exposed via REST APIs with embedded best practices and available solution accelerators

Balance security and usability while reducing complexity

Adhere to new regulatory requirements

IT OBJECTIVES

By coming together around these common goals, you can more easily align objectives and requirements to identify the best CIAM solution that meets everyone's needs. Here are the questions from both sides that you'll want to consider during your selection process:

BUSINESS

SHARED STRATEGIC GOALS

IT

1
Improved Business Agility

2
Top Line Growth

3
Customer Retention and Loyalty

Launch Customer-Facing Apps
- Can new apps be easily integrated into the identity infrastructure?
- Can we allow customers to use existing credentials for new apps?
- Can we ensure access to data is fast and reliable?

Seamless Omnichannel Experiences
- What are your growth goals?
- Can we create a unified customer profile accessible to all apps and channels?
- Can customers use a common set of credentials and social login for all apps?

Enforce Customer Privacy and Preferences Across All Channels
- Are there secure, convenient MFA options that don't cause friction for customers?
- Can we secure data without losing usability and performance?
- Are there industry, regional or corporate regulations we need to adhere to?

Common, Reusable Identity Services
- What is your timeline for the new app or service rollouts?
- What social networks are your customers using?
- Are there seasonal or time-specific spikes in traffic?

Balance Security and Usability
- Do we have the scale to handle 100s of millions of Identities?
- How many identity data silos do we have and can we unify them?
- Can we store app-specific, unstructured data?

Adhere to New Regulations
- Can we provide multi-factor authentication from within our own mobile app?
- Can we encrypt data in every state–at rest, in motion, during replication and in use?
- Can we consistently enforce centralized data security and data governance policies across channels?

Cross-functional collaboration is key in the digital enterprise. Understanding and accounting for the goals of business/marketing and IT will yield the best results for your organization as a whole. Implementing a CIAM solution may seem daunting, but it doesn't need to be. Discover how to successfully implement CIAM in your enterprise by reading our white paper.

Ping Identity.