



Millions of Customer Identities at Risk

Critical Role of CIAM in Securing Them





About Me



- **IAM Domain Expert**
- **Product Lead**
- **Looks at Customer Success, IAM Product Growth**



What is Customer Identity

- **Any individual personal information, such as name, email address, phone number, address, username, password, and any other data points that are used to establish and verify a customer's identity**
- **It helps businesses understand their customers better, enabling personalized experiences, targeted marketing, and improved customer service**



Is Your Personal Information Safe Online?

Identity breaches happen on an almost daily basis, exposing our email, passwords, credit card numbers, and other highly sensitive information.





Few Customer Identity Thefts from the past

| Company | Affected Customers | Type of Data Breached |
|-------------------------------|--------------------|--|
| Samsung | Undisclosed | Customer names, addresses, purchase history |
| Air India | 4.5 million | Passport and credit card details |
| Unacademy | 22 million | Username, email, hashed passwords. This led to potential unauthorized access |
| Marriott International | 5.2 million | Guest records like names, addresses, phone numbers, email, passport numbers |
| Capital One | 106 million | Names, addresses, credit scores, credit limits |



IDENTITY THEFT IS NOT
A JOKE!

MILLIONS OF COMPANIES
SUFFER EVERY YEAR

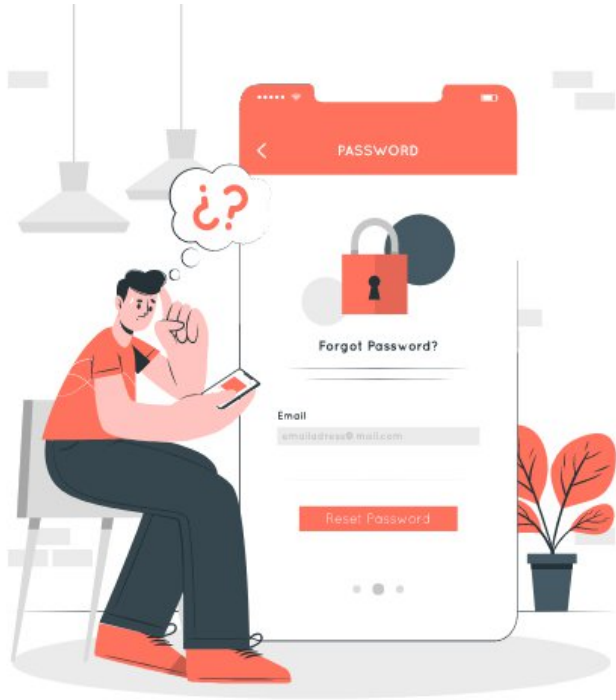


How can I Protect my Identity Online?

- **Use Strong & Unique Passwords**
- **Enable Multi-Factor Authentication (MFA)**
- **Be Cautious with Personal Information**



Forgot Password?



Reset Password





Login into each app with separate MFA can be Time Consuming & Cumbersome.

App 1

Waiting for SMS

The illustration shows a person sitting at a desk with a laptop, holding a smartphone. A speech bubble above them says "Waiting for SMS". In front of them is a laptop screen displaying a login form for "App 1". The form has a red padlock icon, a "YOUR CODE" field with the number "64370", a "Username@mail.com" field, and a password field with "*****". To the right of the laptop is a grey person icon and three asterisks "***". Below the laptop is another screen titled "ENTER CODE" with input fields containing "6", "4", and a dash "_". A potted plant is on the desk to the right.

App 2

The illustration shows the same person at the desk, now holding the smartphone and looking at the laptop screen. The laptop screen displays a login form for "App 2", identical to the one for App 1, with the "YOUR CODE" field showing "64370". The "ENTER CODE" screen below it also shows "64" and a dash "_". The person is still waiting for the SMS code.



Let's look at how CIAM Solution can help Protect Customer Identities

CIAM

Secure
Access



Seamless
User
Experience



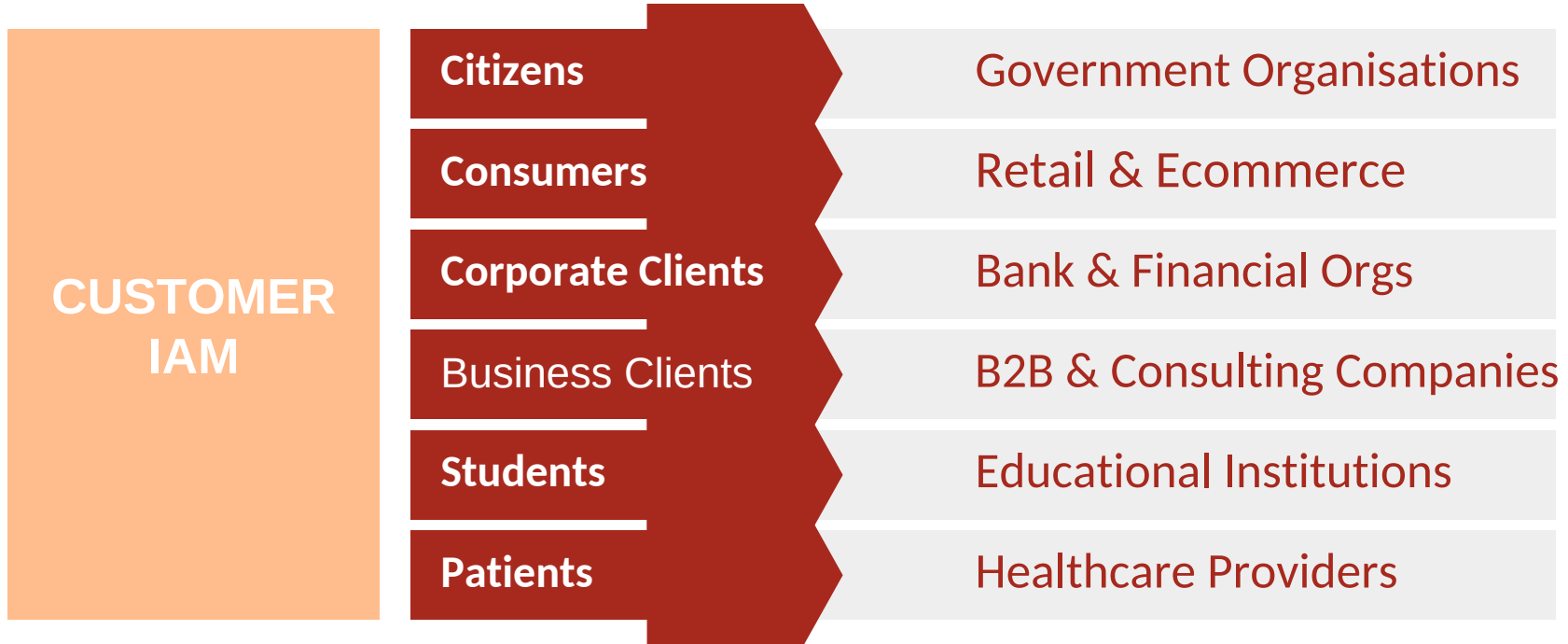
What is CIAM?

- **CIAM = Customer IAM | Non-workforce IAM.**
- **It's a system that securely manages and authenticates customer identities across multiple digital platforms and services for businesses.**
- **CIAM enables streamlined registration, login, and profile management for users while ensuring their data privacy and security.**



CIAM can be implemented for?

In CIAM, C doesn't only stand for customer but it can be implemented for





Let's Take an Example of an EdTech Company



LMS Portal

Collaboration App

Courses Certification System

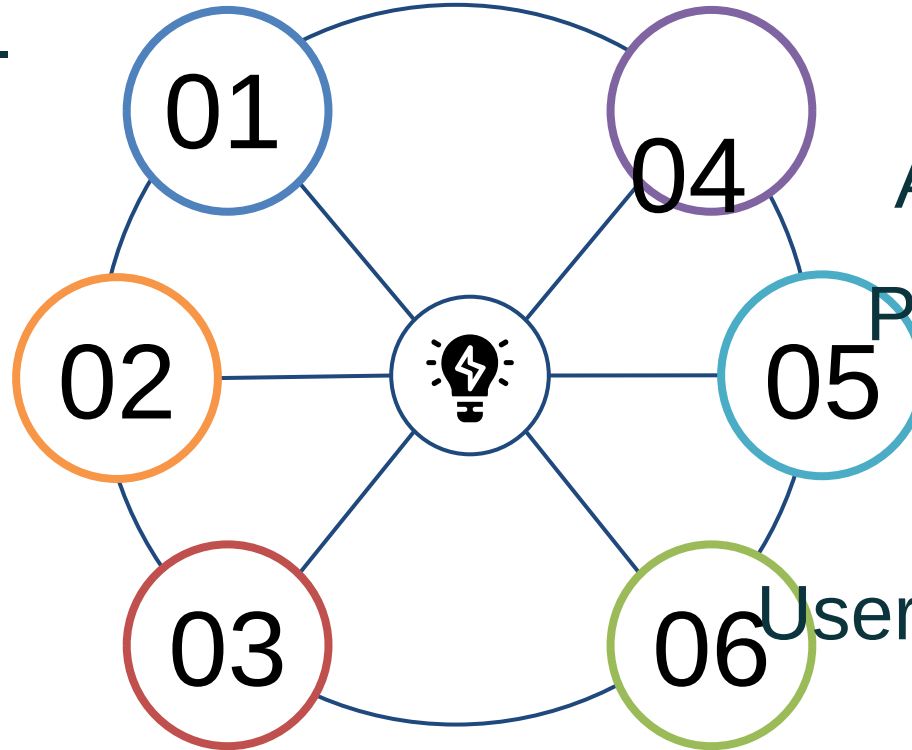


Key CIAM Features

Single Sign-On

Identity Verification

Progressive Profiling



Access Control & Authorization

Passwordless Login

User Sync & API Integration

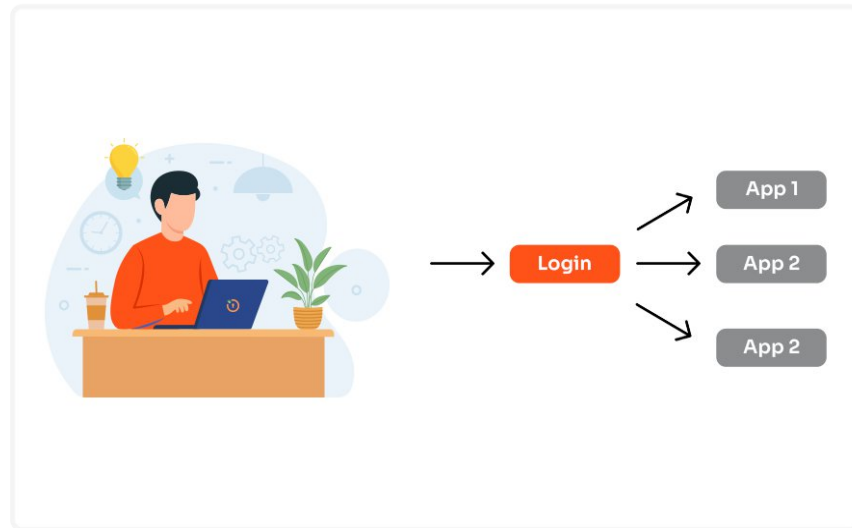
Single Sign-On



Without Single Sign On (SSO)



With Single Sign On (SSO)



Identity Verification

Seamless Registration & Login



LOGIN



Phone Verification



SMS Verification



Email Verification



Log in with Google



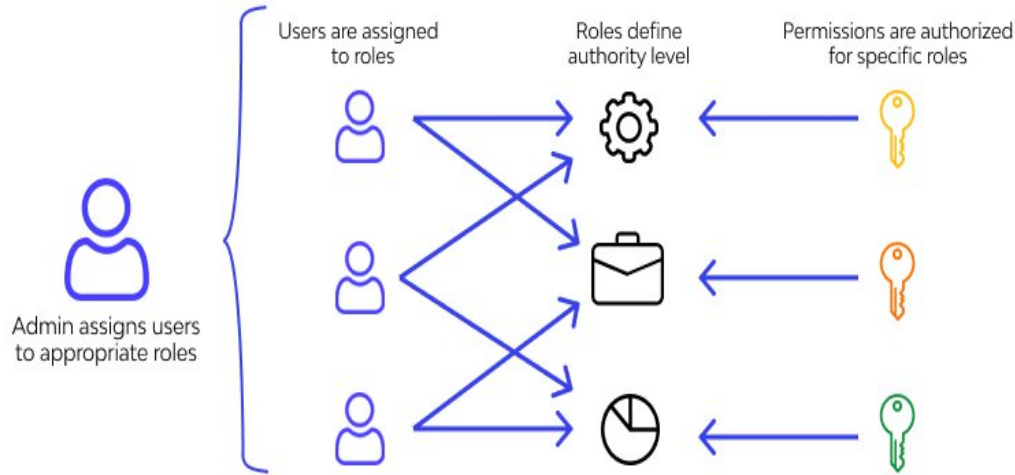
Log in with Facebook

SIGN UP



Access Control & Authorisation

Role-Based Access Control



Role-Based Access Control

Attribute-Based Access Control

Passwordless Login



1

A login form titled "Passwordless Login". At the top, there is a circular profile picture of a woman with glasses. Below the picture, the text "Passwordless Login" is displayed. Underneath, there is a "Username" label and a text input field with a person icon on the left. At the bottom of the form is a large orange "Login" button.

2



Two overlapping windows from a Windows operating system. The left window is titled "Use Windows Hello" and features the ACME logo. It says "Waiting for you to use your face, fingerprint, or PIN..." and shows a smiley face and a fingerprint icon. At the bottom, it says "Secured by miniOrange". The right window is titled "Windows Security" and says "Making sure it's you". It contains the text "Please sign in as winhello to duosecurity.com." and "This request comes from Msedge, published by Microsoft Corporation." Below this is a fingerprint scanner icon and the instruction "Scan your finger on the fingerprint reader." There is a "More choices" link and a "Cancel" button.

Progressive Profiling



ONLINE LEARNING PLATFORM

FREE SIGNUP

REGISTER FOR THE LIVE CLASS

PAYMENT PAGE

1

First form submission



2

Second form submission

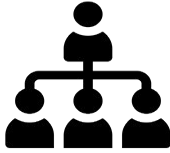
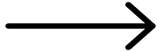


3

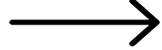
Third form submission



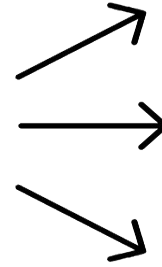
User Data Sync & API Integration



User created in HRM



User Active in miniOrange



User Provisioned into multiple apps



How CIAM Impacts Business

- Improved User Engagement and conversion rates
- Protection of Personal Information
- Personalised Experience & Data Privacy
- Secure storage of customer credentials
- Frictionless Customer Experience



Closing Thoughts

**Better cyber safe
than sorry: Don't wait
till you're hacked**



Checkout
CIAM Demo

at

Booth No

#2 - Access 360



Thank You!

Please scan this QR & share your valuable feedback on the content



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IAM vs Customer IAM (CIAM)

- ✦ Which type of identities are you managing?
- ✦ How scalable does your system need to be?
- ✦ Is manual management realistic?
- ✦ How important is User Experience (UX)?
- ✦ How are you verifying digital identities?
- ✦ How are you controlling access to the systems





Key CIAM Features

- **Single Sign-On (SSO)**
- **Self-Service Registration & Progressive Profiling**
- **Passwordless Login & Identity Verification**
- **Access Control and Authorization**



Key CIAM Features

- **API Integration Capabilities**
- **Scalable User Authentication System**
- **Consent Management**
- **User Analytics & Insights**

Scalability



- ✦ User Base from hundred thousands to millions.
- ✦ Considerable difference between average load and peak load.
- ✦ Multi-regional deployments globally
- ✦ High Availability
- ✦ If a website takes more than 3 seconds to load, it is very likely users will abandon.





APIs and Integration

- ✦ 60% of digital transformation projects start with integration.
- ✦ A CIAM system should know how to integrate with multiple systems like CRM, CMS, Customer Data Platforms, Data Management Platforms, Fraud Detection systems and many more.

Security & Privacy



- ✦ Privacy is mostly about how much control you have over your own personal identifiable information.
- ✦ GDPR is making a global impact in privacy
- ✦ Privacy by design & by default.
- ✦ Consent Management





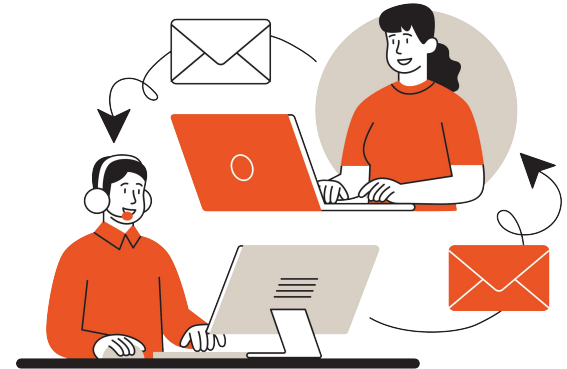
CIAM Implementation Challenges

- ★ Data Security and Privacy Compliance
- ★ User Experience and Adoption
- ★ Integration Complexity
- ★ Scalability and Performance



Strong & Adaptive Authentication

- ✦ Any strong form of authentication like Biometric Passwordless login or MFA could reduce the account compromise by 99%.
- ✦ Continuous & Adaptive Authentication are next phase of MFA
- ✦ Demand for passwordless authentication has gone up in the market.





Analytics

- ✦ Basic reporting for administrative & Access Events
- ✦ Customer Segmentation, customer attributes & other business characteristics.
- ✦ Integration with SIEM / UEBA systems.
- ✦ Integration with marketing & sales system.