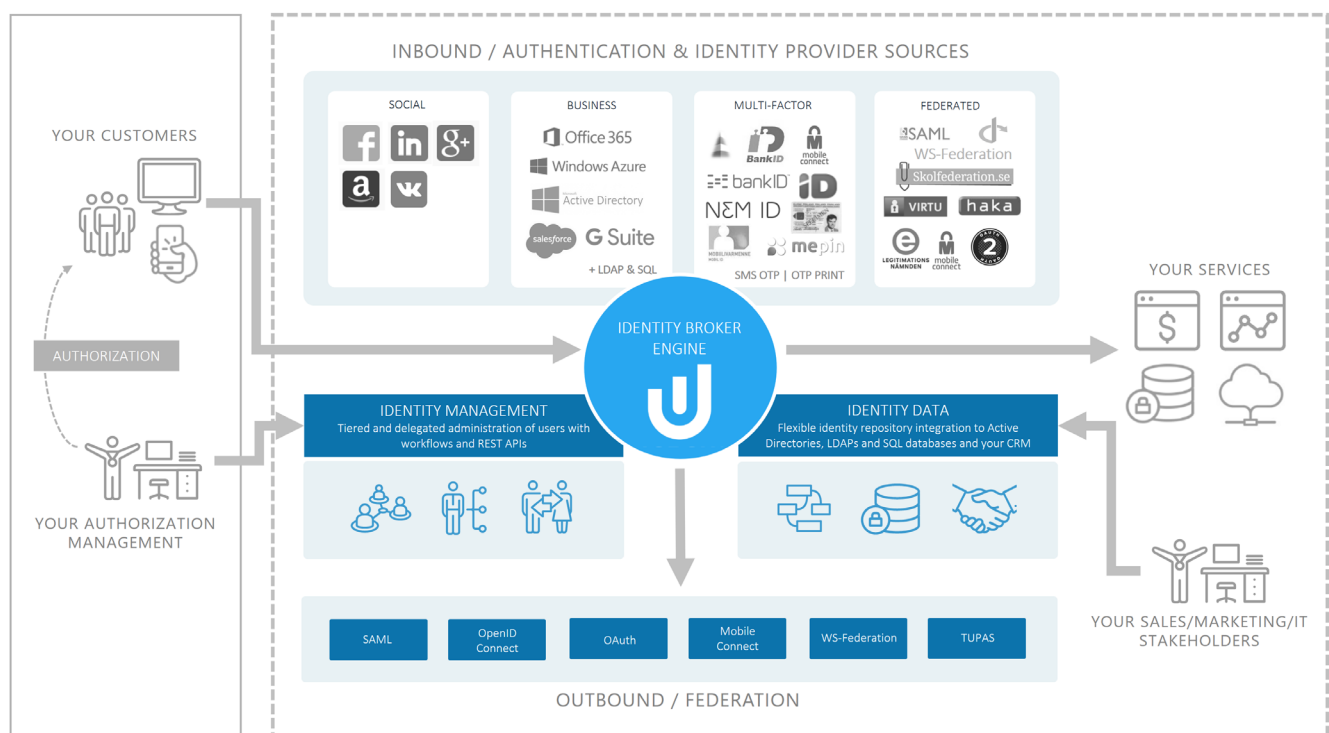# CUSTOMER IDENTITY & ACCESS MANAGEMENT

PRODUCT DATASHEET

Effective identity management is a pre-requisite to a successful digitalization strategy. Customer Identity and Access Management (CIAM) will help you increase customer engagement, provide better services, reduce customer care costs and enable new business models

The Ubisecure Identity Platform is an award-winning Customer Identity and Access Management solution that supports your digitalization strategy to increase efficiency of b2b and b2c sales & marketing, improve customer satisfaction, help you create long-lasting relationships, and increases security without sacrificing convenience. The Platform capabilities are fully brandable and help you convert and interact with customers, with out of the box support for a wide range of Identity Providers (from social to strong) and step-up authentication methods based on your specific business needs.

CUSTOMER IAM FOR BUSINESS-TO-BUSINESS ONLINE SERVICES

- Increase capture, conversion and retention
- Streamlined customer experience and journey
- Properly authorized users
- Out of the box support for wide range of BYOID (Bring Your Own Identity)
- Improved customer data accuracy and 20% – 30% increase in Sales & Marketing effectiveness
- Identity Broker Engine provides out-of-the-box support for workflows, adaptive authentication (PSD2), consent management (GDPR)
- Centralized authentication and authorization keeps your application environment clean and agile and compliant to regulations

SELF-SERVICE AND ROLE BASED ACCESS

Empowering your external users to manage their own identities and access will reduce the burden on your customer service team and improve your user experience. Your customers can make their own changes and gain access to your services based upon roles assigned to them. This functionality will save your organization significant time and money, while also improving your user experience and accuracy of your customer data.

ADAPTIVE AUTHENTICATION FROM SOCIAL TO VERIFIED

With support for over 20 authentication methods out-of-the-box, Ubisecure Identity Platform provides the ability to choose the best authentication method for your users, services, devices and transactions. Access to confidential resources can be protected with stronger methods. Individual transactions can be verified using strong multi-factor (MFA) methods for security and compliance.

WEB SINGLE SIGN-ON (SSO)

Improve customer journeys and retention with one login and one session for all your services. Provide single sign-on capabilities for your external users (consumers, customers and partners) to easily login once with their preferred credentials and authenticate to access all the services and applications they have been given rights to – eliminating the need for multiple logins or credentials.

CRM INTEGRATION

Integrate your CRM system with the Ubisecure Identity Platform to improve conversion rate, data accuracy, and convenience. You can invite your customers or prospects directly from your CRM to the online service they need, and you can tie the access privileges to the contract life-cycle. Automating customer organization and user registrations based on CRM information will increase convenience and ease-of-use.

MANAGING CONSENT

Trust is a basic building block of business. Allow your customers to see, modify and manage the consents to data they've given. By gaining control over their own privacy data, consent management helps meet GDPR requirements and creates a strong trust relationship with the customer.

TIERED DELEGATED ADMINISTRATION

With multiple out-of-the-box self-service workflows, you can outsource the identity and authorization management to your customers, creating considerable cost savings. Customers and partners manage their own organizations' user identities with the ability to create new ones, invite others, authorize employees, delegate roles and more.

GET STARTED WITH CUSTOMER IAM TODAY!

Get demos and more information at www.ubisecure.com or email sales@ubisecure.com

About Ubisecure Inc

Founded in 2002, Ubisecure is a pioneering b2b and b2c Identity Services software and cloud services provider dedicated to enabling the true potential of digital business. Ubisecure's Identity Platform comprises of Customer Identity & Access Management (CIAM) and Identity-as-a-Service (IDaaS) solutions that allow businesses to put the customer's identity at the beginning of their journey to create a seamless, secure experience across digital services and devices. Uniquely, the Identity Platform also connects digital services and Identity Providers such as social networks, mobile networks, banks and Governments, to allow Service Providers to benefit from the rich, verified identities to streamline login, registration and customer engagement while improving privacy and consent around personal data sharing. Ubisecure is headquartered in Finland, with offices in the UK, and works through a network of local and global system integrator partners.

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"We are thrilled to be working with Ubisecure on this exciting customer project, which is demanding a high degree of integrity, multiple methods of strong authentication and federated access. The Ubisecure Identity Platform is a critical component of the eHealth service as its functionality provides Swedish citizens with very easy to use process for accessing their health records."

Greger Wikstrand
CTO and Head of Cloud Services Capgemini Sweden