



Connecting Identity.
Transforming Digital Business.

Case Study: Metsä forest industry group





— METSÄ GROUP KEY STATS

- Founded in 1934
- Headquarters in Espoo, Finland
- Operates in 30 countries
- Approximately 9,200 employees internationally
- Sales totalled €5.1 billion in 2020
- Owned by 100,000 forest owners
- UbiSecure customer since 2014

ABOUT METSÄ

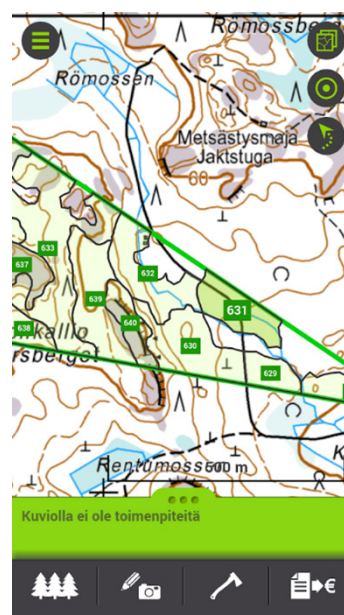
Metsä Group is a forest industry group whose core business consists of tissue and cooking papers, paperboard, pulp, wood products, wood supply and forest services. It is a forerunner in sustainable bioeconomy utilising renewable wood from sustainably managed northern forests.

THE CHALLENGE

Managing the 122,000 owner-member ID entities of the Metsä Group with its previous technology was inefficient and costly. Metsä Group needed a more robust and scalable solution for their Metsäverkko (forestnet) extranet portal, used by their owner-members. Their previous IAM system also did not have support for delegating authorisation.

View [video about Metsäverkko](#) on YouTube.

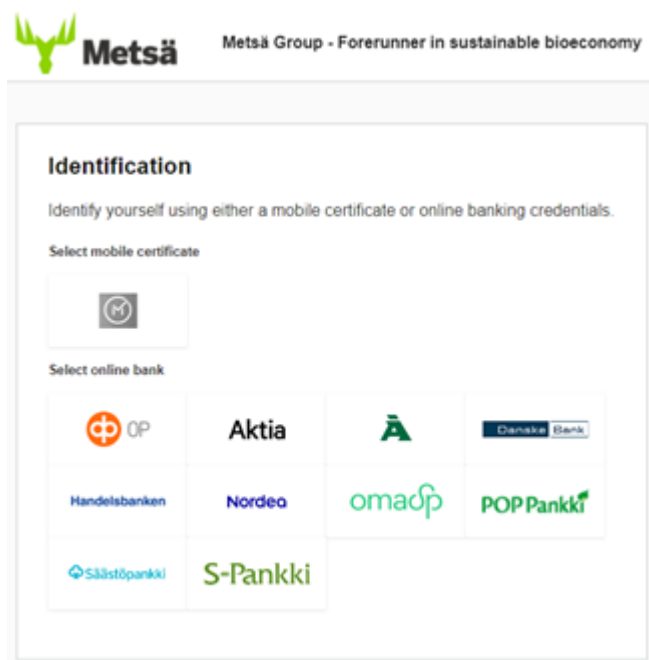
Forest planning on mobile application.



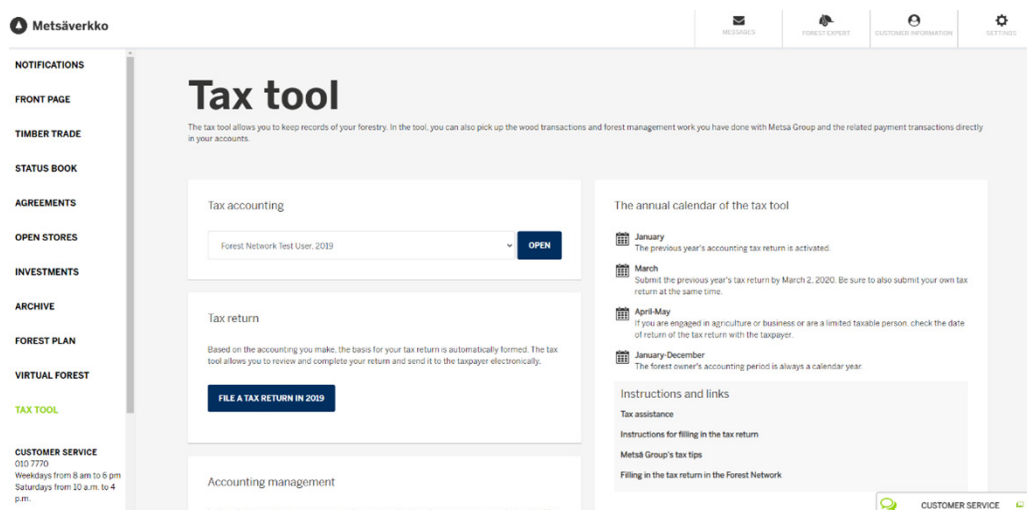
SOLUTION

Metsä integrated UbiSecure's digital identity APIs to enable the following capabilities in its Metsäverkko portal:

- Streamlined workflows for user [registration and login](#).
- Strong authentication using Telia Identification Broker Service (TIBS), which offers several identity providers under one contract and integration. TIBS is also built on UbiSecure's Identity Platform – view [case study here](#).



- [Single sign-on](#) (SSO) across the various services of the extranet – account management, forest plan, tax tool etc. (see screenshot). Only one identity needed for access to all authorised areas, rather than separate logins for each.



Translated to English using
Google Chrome - test account
available in Finnish at
<https://metsaverkkoservices.metsagroup.com/landing/fi/>

- Self-service account management – owner-members have control over their own account settings and data preferences, without needing to contact Metsä's help desk.
- **Delegated Authority** enables owner-members to digitally authorise a single person to sell assets in co-owned plots, without having to call Metsä Group's customer service or manually fill out letters of authorisation.

BENEFITS

- **Enhanced user experience** across channels - seamless registration and access for service users on all of their devices, making it easy for owner-members to use while out in their forests or at their desks.
- **Efficient operations** and customer convenience with self-service functions, taking pressure and cost off Metsä's support desk.
- **Greater security** with strong authentication, increasing trust in who users actually are. With SSO, security is increased through easy revocation of access rights, as access to all services is tied to one identity's permission settings.
- **Simplified regulatory compliance** – giving users control of their own accounts and data settings help Metsä meet regulations like GDPR.

GET IN TOUCH

To find out how UbiSecure can help your organisation with its own identity objectives, contact us or get started with a [**free Identity-as-a-Service \(IDaaS\) trial**](#).

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About Ubisecure

Ubisecure provides feature rich customer identity management software and services to help companies reduce identity data breach risk, improve operational efficiencies, and improve user experience.

The company provides a powerful Identity Platform, deployed as IDaaS, Cloud, or on-premise software. The platform consists of productised Customer Identity & Access Management (CIAM) middleware and API tooling to enable single digital identity benefits across multiple applications. Capabilities include enabling complex authorisation and delegation workflows, single sign-on (SSO), frictionless multi-factor authentication (MFA), user identity management, and pre-established connections to dozens of third-party identity providers (social, mobile, and verified).

Ubisecure's Right to Represent is a representation governance solution offering a fast and easy way to assert and verify an individual's mandated rights to electronically represent their company, including financial, signatory, or other authority. Ubisecure's widely used Delegated Authority solution allows individuals and organisations to manage which users and organisations can act on their behalf to dramatically reduce costly, time consuming and delay-prone manual workflows.

Ubisecure is accredited by the GLEIF to issue Legal Entity Identifiers (LEI) under its RapidLEI brand. RapidLEI is a cloud-based service that automates the issuance and registration of these highly assured organisation identifiers.



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