

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

etsä 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.



Identify yourself us	ing either a mobile	certificate or online	banking credentia
Select mobile certifica	ste		
6			
Select online bank			
😳 OP	Aktia	À	Danske Bank
Handelsbanken	Nordea	omaပဉ	POP Pankki
	S-Pankki		

→ 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.

Metsäverkko			MESSAGES	FOREST EXPERT		Ç SETTINOS
NOTIFICATIONS						
FRONT PAGE	Tax tool					
TIMBER TRADE	The tax tool allows you to keep records of your forestry. In the tool, you can also pick up the wood transactions in your accounts.	s and forest management wo	irk you have done with M	etsa Group and the rela	ted payment transactions di	rectly
STATUS BOOK						
AGREEMENTS	Tax accounting	The annual cal	endar of the tax to	loc		
OPEN STORES	Forest Network Test User, 2019 OPEN	January The previous y	rear's accounting tax retu	m is activated.		
INVESTMENTS		March Submit the pre-		y March 2, 2020. Be sur	e to also submit your own ta	x
ARCHIVE	Tax return				xable person, check the date	
FOREST PLAN	Based on the accounting you make, the basis for your tax return is automatically formed. The tax tool allows you to review and complete your return and send it to the taxpayer electronically.	January-Decer				
VIRTUAL FOREST		Instructions a	er's accounting period is	always a calendar year		
TAX TOOL	FILE A TAX RETURN IN 2019	Tax assistance				
CUSTOMER SERVICE 010 7770 Weekdays from 8 am to 6 pm Saturdays from 10 a.m. to 4	Accounting management	Metsä Group's tax	ling in the tax return tips turn in the Forest Networ	k		
p.m.	In the administration view, you can see the tax records related to your customer relationship. You				Q CUSTOMER	

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.

ubisecure.com/contact sales@ubisecure.com

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.

UUBISECURE[®]

www.ubisecure.com sales@ubisecure.com

UBISECURE UK

The Granary, Hermitage Court Vaisalantie 2 Hermitage Lane, Maidstone Kent, ME16 9NT, UK

UBISECURE FINLAND

FI- Espoo, 02130 Finland

UBISECURE SWEDEN Blekholmstorget 30 F 111 64 Stockholm Sweden

UBISECURE DACH

Franz-Joseph-Str. 11 80801 Munich Germany