Case Study: DNA Telecom

Single Sign-On and Delegated ID
DNA Plc is a Finnish telecommunications group providing high-quality voice, data and TV services for communication, entertainment and working. DNA is Finland’s largest cable operator and the leading pay TV provider in both the cable and terrestrial networks. DNA offers diverse telecommunication services to consumers, facilitating communication, security and entertainment. For companies, DNA provides easily deployable and secure high-quality communications and network services. As of 2019, Telenor is the majority shareholder of DNA.

To improve customer satisfaction through better user experience, reduce customer churn and enable cost savings through extensive self-service functions.

DNA deployed an innovative Customer Identity and Access Management (CIAM) solution from Ubisecure, built on its Identity Platform, providing DNA with a streamlined way of managing customer identities and their access to DNA services. This has enabled DNA to cut costs and more efficiently and effectively roll out new online services, as follows.

**DNA MYCOMPANY – B2B SELF-SERVICE ACCESS AND DELEGATION**

The first service to adopt Ubisecure CIAM features was a corporate self-service portal, ‘DNA MyCompany’, where DNA corporate customers are able to manage their contracts and invoicing, acquire additional services, and review their usage data.

With this service, Ubisecure Delegated ID technology enables DNA’s business customers to manage their own user identities, including authorisation management. You can watch a short explainer video of Delegated ID [here](#).

In the first full year of operation of MyCompany, DNA recognised a cost saving of €1 million and reduced the time to register a new corporate customer by 95%.

Laura Lätti, Development Manager, DNA
**DNA POUTA – B2B CLOUD BROKERING AND SSO**

Having a common identity server platform as part of the enterprise architecture allows rapid prototyping and releases of new products and services for customers.

In 2015, DNA quickly brought to the market the DNA Pouta B2B cloud brokering service - a marketplace for best-in-class cloud services for SMEs allowing DNA customers to easily acquire cloud services and Single Sign-On (SSO) between them using their existing login credentials and accounts. The Ubisecure Identity Platform’s SSO functionality allows users to log in just once and then transparently authenticate to all the digital services and applications they have been granted rights to – avoiding the issue of multiple passwords in a multi-provider environment.

Ubisecure identity APIs provide convenient access to DNA's corporate customers, enabling DNA to standardise the integration of the selected cloud applications to the CIAM infrastructure.

**SERVICES FOR B2C USERS**

Following the successful integration of Ubisecure's digital identity technology into B2B services in 2014, DNA extended the functionality to cover consumer services in 2015. Now, non-business customers can easily register and move between different online services offered by DNA business units - such as mobile communications and TV services.

If users enrol in DNA services both at work and at home, they can use a single identity to go between these functions. There is no need to register twice, or remember multiple sets of credentials. Access privileges and rights to use a particular service are controlled by assigning roles to the DNA online users, whether they are consumer or corporate.

In 2019, DNA extended these services to release a mobile app - My DNA. The app allows customers to easily manage their interactions with DNA, such as viewing and paying invoices, managing subscriptions, finding physical DNA stores and contacting support over live chat. View service screenshots on page 4, or view the app in the Google Play store.
DNA also integrated the digital identity solution with their webshop, meaning that both individual and business customers can log in during the purchase process to automatically complete their delivery and billing information, or to buy products on credit.

The screenshot to the left shows a prompt to log in to DNA when adding products to an online basket.
**Benefits**

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**IMPROVED SECURITY**
- With just one set of credentials to remember, users are more likely to opt for a stronger authentication method, making it harder for hackers to gain entry.
- Delegation features also provide greatly enhanced security, as credentials are not shared among users and it is easy to see and manage exactly who has access to what.

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**ENHANCED CUSTOMER EXPERIENCE**
- Creating and managing a single identity, rather than several, makes using DNA services much more user friendly.
- Customers are less likely to forget their credentials if they have just one to remember as work and at home, meaning less time spent resetting passwords and logging in multiple times.
- Accessing a wide variety of services across different devices using a unified account gives a consistent customer experience, regardless of how the target application was developed or where it is hosted.

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**COST SAVINGS**
- Streamlined internal customer management processes with self-service and reduction of credential issues, and integration with DNA’s CRM system, means less burden on IT administration.
- DNA also created new revenue streams through the creation of new services with Ubisecure’s technology at their core.

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**Contact us**

If you’re interested in finding out more about the benefits of Ubisecure identity and access management APIs, for your organisation or your client organisations, [get in touch](#).
Ubisecure is a pioneering European b2b and b2c Customer Identity & Access Management (CIAM) software provider and cloud identity services enabler dedicated to helping its customers realise the true potential of digital business. Ubisecure provides a powerful Identity Platform to connect customer digital identities with customer-facing SaaS and enterprise applications in the cloud and on-premise. The platform consists of productised CIAM middleware and API tooling to help connect and enrich strong identity profiles; manage identity usage, authorisation and progressive authentication policies; secure and consolidate identity, privacy and consent data; and streamline identity based workflows and decision delegations. Uniquely, Ubisecure’s Identity Platform connects digital services and Identity Providers, such as social networks, mobile networks, banks and governments, to allow Service Providers to use rich, verified identities to create frictionless login, registration and customer engagement while improving privacy and consent around personal data sharing to meet requirements such as GDPR and PSD2.

Ubisecure is accredited by the Global Legal Entity Identifier Foundation (GLEIF) to issue Legal Entity Identifiers (LEI) under its RapidLEI brand, a cloud-based service that automates the LEI lifecycle to deliver LEIs quickly and easily. The company has offices in London and Finland.