



Connecting Identity.
Transforming Digital Business.



Case Study - DNA Telecom

Single Sign-On and Identity Relationship

Management for seamless Zero Trust security



DNA Telecom



[DNA](#) 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.

- Founded in 2001
- >3.6 million mobile and fixed-network subscribers
- Employs approx. 1,700 staff
- Finnish public limited company with bonds listed on NASDAQ Helsinki Stock Exchange

Challenges

To increase customer satisfaction through better user experiences, decrease customer churn, and enable cost savings through reduced manual support requests.

To achieve the correct balance of customer experience and security, with a Zero Trust architecture.

Solution

— HOW DNA SOLVED THESE CHALLENGES FOR BOTH B2B AND B2C CUSTOMERS.

To meet these challenges, DNA deployed Ubisecure's Customer Identity and Access Management (CIAM) solution, providing a streamlined way of managing user 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 IDENTITY RELATIONSHIP MANAGEMENT

DNA's first service to embed Ubisecure's Identity Platform was a corporate self-service portal called 'DNA MyCompany', where DNA corporate customers are able to manage their contracts and invoicing, acquire additional services, and review their usage data.

— WATCH A [SHORT EXPLAINER VIDEO](#) OF UBISECURE'S DELEGATION CAPABILITIES.

With this service, Ubisecure's advanced [Identity Relationship Management](#) capabilities enable DNA's business customers to manage their own user identities, including authorisation management. This enables Zero Trust through granular control of individual identities' access to, and authorisation within, areas of DNA's system - without additional work for DNA's IT Support team. Trust is earned through delegated rights and verification of each user, rather than blanket permissions for all users within an organisation.

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%.

“ WITH UBISECURE'S IDENTITY PLATFORM OUR CUSTOMERS CAN USE A SINGLE IDENTITY TO ACQUIRE AND USE OUR BROKERED CLOUD APPLICATIONS. EXTENSIVE SUPPORT FOR IAM STANDARDS IN THE UBISECURE IDENTITY PLATFORM HELPED US STANDARDISE THE INTEGRATION BETWEEN OUR IAM SOLUTION AND THE CLOUD SERVICES.

Paula Al-Soufi, Business Development Manager, DNA

DNA POUTA – B2B CLOUD BROKERING AND SSO

Having a common identity platform as part of the enterprise architecture allows rapid prototyping and releases of new products and services for customers. In 2015, DNA quickly brought the DNA Pouta B2B cloud brokering service to market - 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.

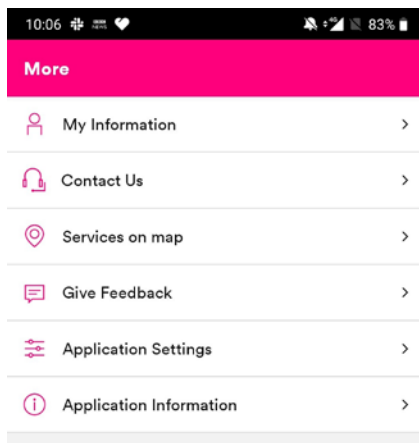
SSO is a crucial tool needed to achieve Zero Trust. The Ubisecure Identity Platform's SSO functionality allows users to log in just once and then transparently authenticate to all the digital services and applications they have been granted rights to – avoiding the issue of multiple passwords in a multi-provider 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



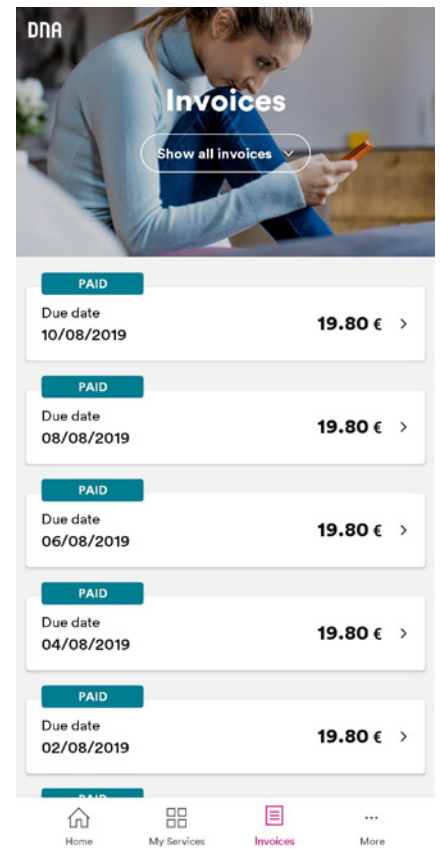
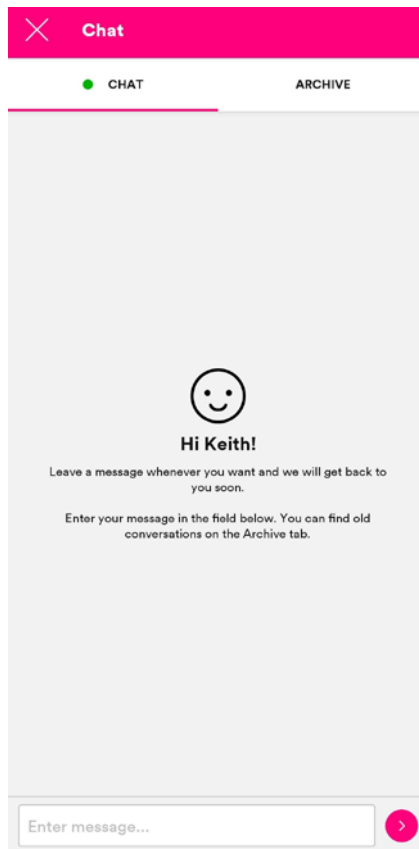
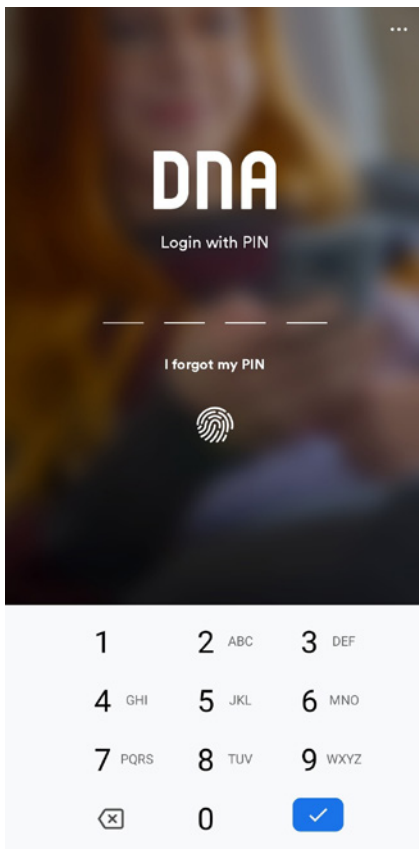
MyDNA app - services overview

“UBISECURE'S IDENTITY PLATFORM HAS HELPED US REALISE A UNIFIED CIAM SOLUTION FOR BOTH CONSUMERS AND CORPORATE CUSTOMERS, CREATING AN ENVIRONMENT WHERE YOU ONLY NEED ONE IDENTITY.”

Taneli Ropponen, Director of IT-production, DNA

remember multiple sets of credentials. Access privileges and rights to use a particular service are controlled by assigning (and revoking when necessary) roles to the DNA online users, whether they are consumer or corporate. Zero Trust principles here mean that authorisation is context-based; where a user may have permission to purchase something on their own behalf, they may not on behalf of their company.

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 – again, using the same account.



✕

Kirjaudu DNA Tunnuksella

Sähköpostiosoite:

Salasana:

KIRJAUDU

DNA WEBSHOP - B2B AND B2C ECOMMERCE

DNA also integrated the Identity Platform with its 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

“ UBISECURE SOLUTIONS PROVED TO BE SCALABLE AND RELIABLE IN OUR CORPORATE ONLINE USE CASES, AND WE WANTED TO EXTEND THE SINGLE SIGN-ON AND DELEGATED IDENTITY MANAGEMENT FOR ALL OUR 3 MILLION CUSTOMERS.

Taneli Ropponen, Director of IT-production, DNA

“ THE CONFIGURABLE AND HIGHLY ADAPTABLE WORKFLOWS IN THE UBISECURE IDENTITY PLATFORM ENABLED US TO REALISE OUR BUSINESS REQUIREMENTS FOR DELEGATED IDENTITY MANAGEMENT, EMPOWERING OUR CUSTOMERS TO TAKE CONTROL OF THEIR IDENTITIES. THE ROBUST REST APIS HELPED US MASS IMPORT CLOSE TO A MILLION ENTRIES TO THE IDENTITY PLATFORM AND INTEGRATE THE IAM SOLUTION TO OUR CRM SYSTEMS.

Laura Lähti, Development Manager, DNA

— IMPROVED SECURITY

- With just one set of credentials to remember (SSO), users are more likely to opt for a stronger authentication method, making Zero Trust achievable with uniform and persistent identity verification, authentication and authorisation across all applications.
- B2B relationship-based access control features also provide greatly enhanced Zero Trust security, as credentials are not shared among users and it is easy to see and manage exactly who has access to what.

— 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 at 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.
- Correct balance of customer experience and Zero Trust achieved, keeping customers (and regulators) satisfied with security measures whilst maintaining seamless user journeys.

— COST SAVINGS/INCREASED REVENUE

- 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.

“ AS THE UBISECURE IDENTITY PLATFORM CAN CONNECT TO A MULTITUDE OF EXTERNAL IDENTITY REPOSITORIES, IT MADE IT POSSIBLE FOR US TO CONSOLIDATE OUR SYSTEMS AND SHUT DOWN SEVERAL OF OUR LEGACY IDENTITY SILOS.

Ismo Pietikänen, Group Manager, DNA

Contact us

If you're interested in finding out more about the benefits of Ubisecure identity and access management APIs for your organisation, [get in touch](#).



About Ubisecure

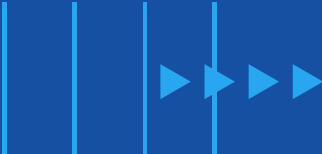




Ubisecure is a Europe-based Identity & Access Management (IAM) specialist and offers a comprehensive identity management platform deployed as IDaaS (Identity-as-a-Service) or on-premises software. The company is also GLEIF-accredited to issue Legal Entity Identifiers (LEI) via its RapidLEI service and has quickly become the global #1 LEI Issuer both in terms of volume and data quality.

As well as managing risk against data breaches, Ubisecure enables Zero Trust to greatly improve the security and experience of how users authenticate, register, access, engage and use the organisation's application, whether it's a web, mobile or a legacy service.

Enterprises use the Identity Platform to quickly implement use cases like single sign-on (SSO), multi-factor authentication (MFA), access management, authorisation and consent policies, advanced identity relationship management, login-as-a-service, and KYC/onboarding.

The platform has native support for a wide range of digital identities to enable real time identity verification and proofing, including Bank IDs, EU eIDs, mobile IDs, enterprise and social identities. Additionally, the RapidLEI service helps banks and FIs to manage and issue large volumes of LEIs to improve organisation-based authentication, meet compliance regulations, and provide better KYC/onboarding experiences for clients.



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