



Connecting Identity.  
Transforming Digital Business.

# Case Study: Energy Industry

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Single Sign-On and Delegated ID

## — COMPANY PROFILE

- Large energy company - provider of electricity and district heating and cooling
- More than 450,000 customers
- Around 1300 employees
- 2018 financials: net sales €930 million; operating profit €131 million

## CHALLENGE

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The company offers multiple digital services for customers, for example, providing visibility on real-time energy consumption. However, every service had a separate login process, meaning customers would need to verify their identity multiple times to access each one.

The company wanted to consolidate their services, with one login screen to access all available areas. The solution would also need to benefit both corporate and private customers.

## SOLUTION

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The company implemented UbiSecure's **Single Sign-On (SSO)** solution, enabling clients to use just one identity for simplified login to all digital services. UbiSecure also introduced a variety of bank authentication methods, giving clients a secure way to verify their identity in addition to username/password **(multifactor authentication/MFA)**. Customers can also choose to link their Facebook account as a method of identity authentication.

Both corporate and private customers are able to self-register to the company's online services, easily managing their own account and data without administrative support.

UbiSecure **Delegated ID** also enables the delegation of access to and authority within accounts for B2B customers. This means that a company administrator can easily assign/revoke permission-based roles to users, so that they can access appropriate areas of the company account. A user who has multiple roles (e.g. a property manager with multiple clients, or an individual with both a private account and corporate representation rights) can select a role before using the service, meaning they still only have one set of credentials to remember.

## BENEFITS

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- More intuitive and satisfying customer experience – a cornerstone of successful business.
- Significant time, and therefore cost, savings in admin/customer services due to increase in self-service and fewer login issues (password resets etc.).
- Enables compliance to regulations like GDPR and The Electricity Market Act, by enhancing data governance and real-time billing transparency respectively.
- Improved system, and therefore data, security.



## About Ubisecure

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.



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