



Connecting Identity.
Transforming Digital Business.



Case Study: Ubisecure's cloud-based identity solution

SSO and more for a leading national energy company

— COMPANY PROFILE

A leading national energy company responsible for critical infrastructure, serving close to a million customers.

Goal

To adopt an Identity and Access Management (IAM) solution to verify and manage identities of the energy company's customers, including:

- **End customers** - both individual and corporate, accessing an online information service to e.g. follow electricity consumption and bills.
- **Partners** - e.g. resellers and installers, to access confidential service and customer information.

internal staff retail electricity customers
installation partners/construction workers
business and commercial customers
electricity resellers property owners and managers
independent entrepreneurs (electricians)

Requirements

With information about critical infrastructure and sensitive data available through the system, **strong initial and ongoing authentication of identities** would be paramount.

Due to a business structure change, the solution would need to be **hosted in the cloud** to support a fast, easy deployment with a subscription pricing model. The IAM solution would also need to support both the **website and mobile app**, with the same access credentials across both channels.

Solution

Ubisecure's IAM APIs meet the energy customer's digital identity requirements and can be deployed on premise, cloud or as an IDaaS solution. A System Integrator (SI) worked with the energy company to deploy Ubisecure's cloud solution - **Identity Cloud** - according to the company's choice, with the following key features.

- Ubisecure **Single Sign-On (SSO)** deployed to allow users to log in just once and then transparently authenticate to all the digital services and applications they have been granted the right to access - eliminating the need for multiple logins or credentials.

- Strong [authentication](#) implemented to verify user identities, with the option to use pre-existing credentials to register and log in through a diverse range of third party [Identity Providers](#) (IdPs).
- 24/7 [self-service account management](#) allows users to manage their own authentication credentials and settings, without needing to contact Support

Benefits

Forrester estimates that each manual password reset request costs a company \$70

[Source](#)

- **Robust security** from compulsory use of strong authentication and proven, expert-built technology.
- **Further enhanced security** with the use of SSO - one set of credentials to manage across all services and channels encourages better credential practices from individuals and easy revocation of access rights when they expire.
- Self-service account management **saves the company time and money** due to less incoming requests to administrative teams, whilst it also **improves customer experience** as customers also save time by managing their own credentials.
- **Simplified identity management** with one solution for many user groups - consumers, B2B and resellers/installers - with a common, extensible login system across web and mobile devices.
- The system is **future-proof** as existing and forthcoming product features can be utilised when needed, for example social login.
- Cloud solution achieved the energy company's goal for:
 - **Easy, fast deployment** - no 'from-scratch' solution or in-house expertise needed, meaning service go-to-market is much faster and simpler.
 - **Expertise on-demand** - making use of an expert-built service rather than reinventing the wheel, ensuring its **employees can focus on their own core business competencies** - energy supply.
 - **Predictable pricing** - no large up-front investment for on-premise technology. Subscription pricing scales with the business.

Your company

Achieve these benefits for your company quickly and easily with Ubisecure IDaaS - simple and effective identity management for web, mobile and desktop applications, built on Ubisecure's proven Identity Platform and managed in the cloud by Ubisecure.

Find out more at ubisecure.com/idaas.

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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