



Connecting Identity.  
Transforming Digital Business.



# Protect & Accelerate Digital Business in Today's Identity-Centric World

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INTRODUCING UBISECURE'S CIAM SOLUTION

# Customer IAM enables secure, seamless, & simplified digital experiences.

## What is CIAM?

Customer Identity and Access Management (CIAM) technology connects customer digital identities with customer-facing applications in the cloud and on-premises. It creates a seamless, secure experience across digital services and devices, by putting the customer's identity at the beginning of their journey with you.

A CIAM system is an organisation's way of capturing and managing customer identities and controlling their access to applications and services. It enables businesses to know who a customer is and to make their lives as easy and convenient as possible, without sacrificing security, when they move through a business's online ecosystem.

## Why effective CIAM matters today

### Customer Experience

- From initial registration to login, increase conversion, engagement and loyalty with a consistent and frictionless experience across all channels and devices.

### Data Security

- Keep your customers' data secure by employing strong, multi-factor authentication practices and building in 'privacy by design' to ensure you know exactly who is accessing your systems.

### Operational Efficiency

- Reduce costs by digitising even the most complex manual workflows.
- Embrace scalable self-service credential management to improve customer experience and reduce the workload for support desks.

### Regulation Compliance

- Meet privacy and identity regulations such as GDPR, eIDAS and PSD2 where tight controls around authentication, data collection, handling, sharing and consent control require a robust and proven identity solution.

### Keep your Development Team Focused

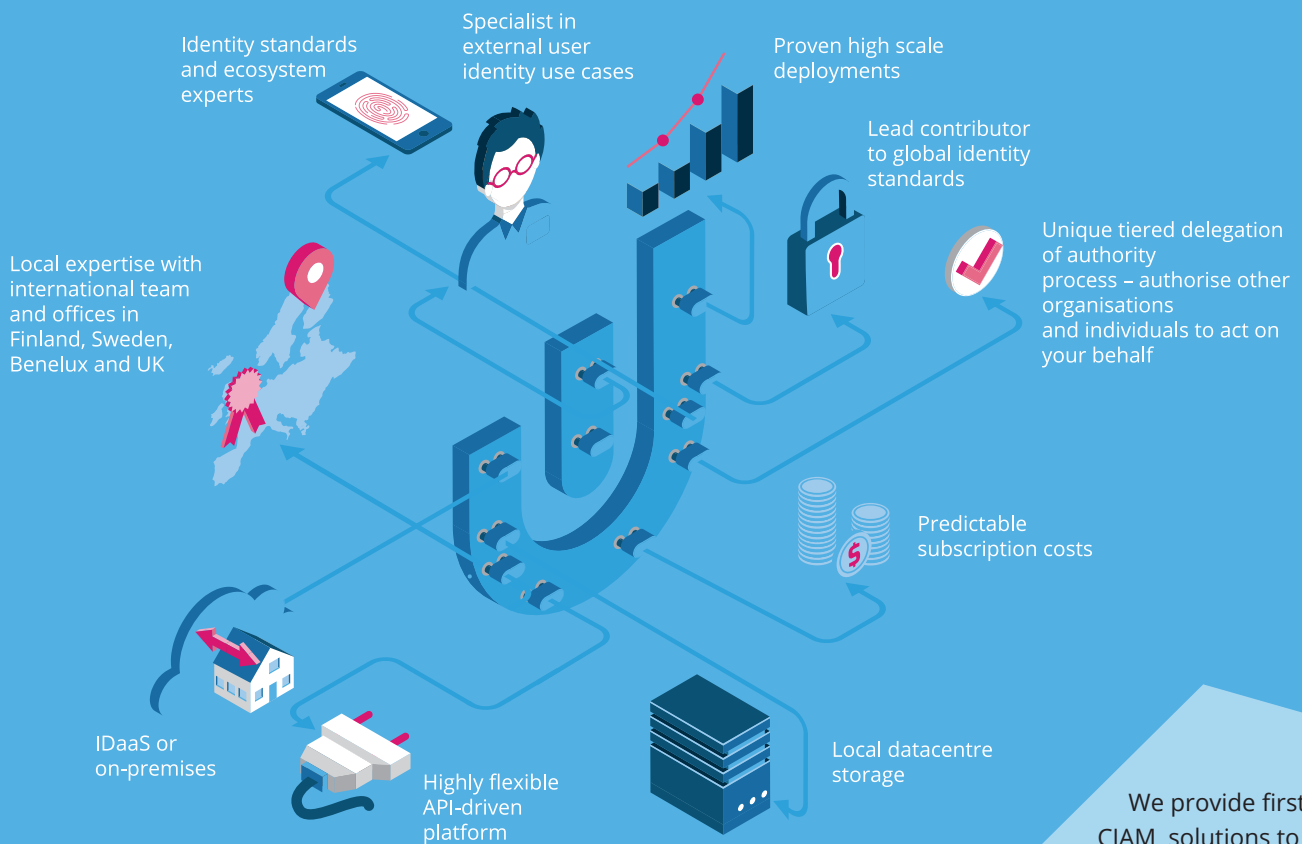
- Building CIAM solutions in-house is complex and resource-heavy. Let your development team focus on your core business by selecting a proven CIAM solution from an established vendor.

Growing trends in mobility and cloud bring new opportunities for digital identity. But these trends also bring new threats. Customer identity data is a target and must be protected, but at the same time identity management is the key to good user experience – especially for external users like customers and partners.

# Why UbiSecure?

UbiSecure has been helping enterprises securely and effectively manage digital identities and identity-based user experience since our beginnings in 2002. UbiSecure has grown significantly since and is now recognised as a "CIAM specialist", the #1 CIAM provider in the Nordics, and a leading provider of IDaaS (Identity-as-a-Service) solutions throughout Europe.

Today, our vision and mission remain the same – to simplify the complex identity and security challenges faced by organisations when building applications.



We provide first-class CIAM solutions to many happy customers across Europe, including:

— VIEW MORE CUSTOMERS  
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# Ubisecure's Identity Platform



THE UBISECURE IDENTITY PLATFORM IS DELIVERED AS A SINGLE INTEGRATED IAM SUITE THAT PROVIDES BOTH WEB ACCESS MANAGEMENT AND IDENTITY FEDERATION CAPABILITIES WITH A FULLY INTEGRATED DATABASE AND APPLICATION SERVER.

**kuppingercole**  
ANALYSTS



THE UBISECURE IDENTITY PLATFORM HAS HELPED US REALISE A UNIFIED IAM SOLUTION FOR BOTH CONSUMERS AND CORPORATE CUSTOMERS, CREATING AN ENVIRONMENT WHERE YOU ONLY NEED ONE IDENTITY.



## 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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