



Connecting Identity.  
Transforming Digital Business.



## Case Study: Forcitr Explosives

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## Forcit Group



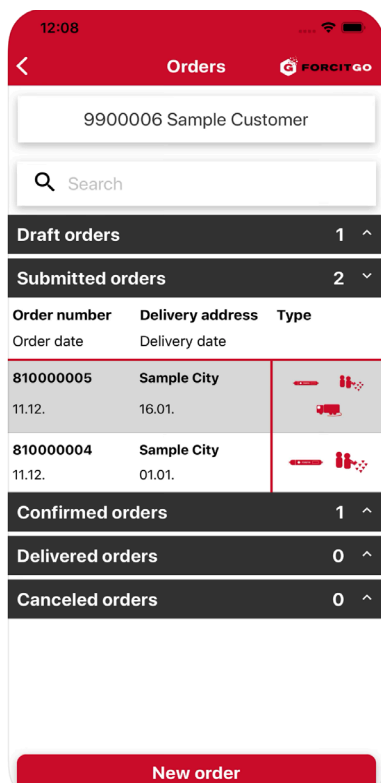
- Consists of three business areas: **Forcit Explosives**, Forcit Consulting, Forcit Defence.
- Based in Finland.
- Employs approximately 392 people (2019).
- Turnover in 2019 was ca. 115 million euros.

### — FORCIT EXPLOSIVES

- Leading Nordic expert in the civil explosives industry.
- Developing, manufacturing, selling, delivering and implementing different types of explosives.
- Launched innovative digital app, Forcit Go, in 2018.

## Objective

As a highly regulated industry, explosives is a sector ripe for digitalisation, with many companies still dealing with manual paper workflows for customers who must have legal permission to purchase products. The industry generally relies on outdated over-the-phone methods of customer service for orders and delivery.



**Forcit Explosives**, a Nordic explosives specialist, saw an opportunity for digital transformation, creating an app, Forcit Go, to facilitate all aspects of the explosives ordering process at any time of day without direct staff interaction, and including an AI element. The innovative app also complements Forcit's ERP system, so internal staff are able to track open orders and deliver the explosives to site in a timely and safe manner, whilst following applicable laws and regulations.

User experience is particularly important to Forcit, as it aims to break down the old, inefficient ways of operation and benefit from digital solutions.

To support its vision for the app, Forcit needed Customer Identity and Access Management (CIAM) capabilities including:

- Simple management of users and user roles throughout the app's services.
- Strong authentication with verified identities to ensure users are who they say they are.
- Self-service account management for users to manage their own data.
- User access to all of Forcit's current and future apps and web services with the same credentials.

- Delegated user management, where a customer organisation administrator can be appointed to manage their organisation's user accounts themselves within defined parameters.
- Integration with its CRM.

## Solution

Forcit chose UbiSecure to provide the CIAM capabilities of its application.



WE CHOSE UBISECURE AS IT IS A WELL-RESPECTED AND KNOWN MARKET LEADER IN THE NORDICS. GIVEN UBISECURE'S LONG-STANDING EXPERIENCE IN THE IDENTITY BUSINESS AND EXCELLENT REFERENCES, WE TRUSTED THAT UBISECURE COULD PROVIDE A LOW-RISK, PROVEN SOLUTION. IN THE FUTURE, WE PLAN TO INTEGRATE NEW CAPABILITIES (AND POSSIBLY NEW SERVICES) TO FORCIT GO, FOR WHICH THE FLEXIBILITY OF UBISECURE CIAM IS ABLE TO EASILY ACCOMMODATE.

Jami Kangasoja, ICT Development Manager at Forcit

To fulfil Forcit's CIAM objectives, UbiSecure deployed:

Requirements	UbiSecure solution
Simple management of users and user roles throughout the services	Seamless user registration with role-based invitations, including strict access control for sensitive data and permissions
Strong authentication with verified identities to ensure users are who they say they are	Mobile PKI and BankID identity providers for internal and external user authentication, via the Telia Identification Broker Service*
Self-service account management for users to manage their own data	GDPR-compliant self-service account management to ensure greater accuracy of data without requesting manual support
User access to all of Forcit's current and future apps and web services with the same credentials	Enabling frictionless user journeys and easy revocation of access rights as required. Can provide SSO when appropriate
Delegated user management, where a customer organisation administrator can be appointed to manage their organisation's user accounts themselves within defined parameters	UbiSecure's unique delegated authority solution, allowing customer administrators to delegate the right to use digital services on behalf of the organisation
Integration with its CRM	CIAM user data syncs with Forcit's CRM

\* single agreement for multiple authentication methods, based on the Finnish Trust Network (FTN), which UbiSecure's technology also supports – read more in this [case study](#).

# Benefits

**89% of companies see customer experience as a key factor in driving customer loyalty and retention.**



English Suomi Svenska

Exit

## Sign In

Please enter your username and password.

Username:

Password:

Sign In

## Sign In Using a Provider

You can sign in using an authentication provider.

Telia FTN

Welcome\_\_\_\_\_

## IMPROVED CUSTOMER EXPERIENCE

With UX as a key objective of the Forcit Go project, as with all CIAM projects, all capability was deployed to be user centric.

From efficient ordering through an online form as opposed to the traditional paper-led approach, to visibility of the order's status at the touch of a button and connecting with their delivery driver, Ubisecure CIAM underpins a seamless customer experience for Forcit Go users.

This premium customer experience is a competitive advantage and increases average revenue per user by, for example, making it easy for existing customers to view previous orders and use them as a template for subsequent orders.

Further, the syncing of CIAM data with the CRM facilitates personalised, data-led customer experience and marketing initiatives.

## INCREASED SECURITY

Security should be a critical element of all workflows in any industry, though even more so in explosives as a security breach could be disastrous. The deployed solution for strong authentication enhances trust in who is accessing the app and conducting transactions. The delegated authority feature means that the same credentials are not used by multiple employees across a customer organisation and are easy to revoke on an individual basis.

## REDUCED OPERATIONAL COSTS

Streamlining processes by moving from manual to digital workflows can save significant costs. One way in which Ubisecure's CIAM solution saves Forcit costs is in the use of role-based access to staff and customers, which means that all parties involved in the order have shared situational awareness. This, in turn, leads to efficient communication and operations, with no costly misunderstandings or lengthy manual back-and-forth.

For example, sometimes the time window for explosives delivery is very small due to time-based permission given by the authorities. If a construction site must shut down a street and the customer only has fifteen minutes to complete

a job, Forcit's delivery of the job's explosives must be on time. The CIAM solution means that everyone involved – Forcit account manager, delivery driver, and customer company – have automatic and role-based visibility of the order status to ensure a smooth exchange. This is far more efficient than manual phone calls etc. which can become time-consuming and costly.

Self-service account management also means that customers can control their own data and settings, without using Forcit's support desk to update information. This leads to less time spent by Forcit staff sorting out simple issues and also adds to the app's positive user experience.

#### — WHY UBISECURE?

- Nordics market leader
- Extensive CIAM experience
- Proven references
- Low-risk
- Flexible platform

### **FACILITATED REGULATORY COMPLIANCE**

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The explosives industry has specific regulations for identity verification, which are met by UbiSecure's strong authentication solution for both internal and external users of Forcit Go. Forcit are also subject to data regulations, such as the GDPR, where capabilities like self-service account management facilitate compliance by enabling greater user control over their own data and settings.



UBISECURE HAS PROVIDED KEY CAPABILITIES TO ACHIEVE OUR GOAL OF CUSTOMER-FRIENDLY EXPERIENCES AND JOURNEYS THROUGH OUR DIGITAL SERVICES. WHILE THE EXPLOSIVES INDUSTRY IS HIGHLY REGULATED, INNOVATIVE DIGITAL-FIRST SOLUTIONS CAN PROVIDE THE CORRECT BALANCE OF USER EXPERIENCE AND SECURITY, AND UBISECURE HAS BEEN A FANTASTIC PARTNER IN ACHIEVING THAT VISION FOR FORCIT GO.



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Jami Kangasoja, ICT Development Manager at Forcit

## **Get in touch**

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Find out how UbiSecure can help with your digital transformation and CIAM objectives.

Contact:

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## About Ubisecure

Ubisecure provides feature rich customer identity management software and services to help companies reduce identity data breach risk, improve operational efficiencies, and improve user experience.

The company provides a powerful Identity Platform, deployed as IDaaS, Cloud, or on-premise software. The platform consists of productised Customer Identity & Access Management (CIAM) middleware and API tooling to enable single digital identity benefits across multiple applications. Capabilities include enabling complex authorisation and delegation workflows, single sign-on (SSO), frictionless multi-factor authentication (MFA), user identity management, and pre-established connections to dozens of third-party identity providers (social, mobile, and verified).

Ubisecure's Right to Represent is a representation governance solution offering a fast and easy way to assert and verify an individual's mandated rights to electronically represent their company, including financial, signatory, or other authority. Ubisecure's widely used Delegated Authority solution allows individuals and organisations to manage which users and organisations can act on their behalf to dramatically reduce costly, time consuming and delay-prone manual workflows.

Ubisecure is accredited by the GLEIF to issue Legal Entity Identifiers (LEI) under its RapidLEI brand. RapidLEI is a cloud-based service that automates the issuance and registration of these highly assured organisation identifiers.



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