UBISECURE®

Connecting Identity.
Transforming Digital Business.

Get your SaaS solution to market quickly with plug-and-play Customer IAM

How Software-as-a-Service providers use Customer Identity and Access Management to get applications to market faster and grow revenue

Intro

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The popularity of SaaS (software-as-a-service) solutions has skyrocketed in recent years and continues to grow. Gartner forecast that public cloud services will grow **23.1%** in 2021 alone.

The appeal of SaaS often lies in efficiency – removing complex in-house building and management, in favour of plug-and-play APIs. SaaS customers and partners also benefit from low-risk solutions that scale easily as their requirements/users increase.

The same is true of SaaS providers themselves when it comes to incorporating features to their own product(s). Whilst SaaS developers must focus on their core business value, their customers (whether individuals or businesses) demand robust security and user experience capabilities.

This is where **Customer Identity and Access Management** (Customer IAM/ CIAM) comes in. Customer IAM enables SaaS developers to embed essential/ competitive security and user experience features, meaning products can be launched faster and bringing opportunities for revenue growth.

What is Customer IAM?

At the core of any digital service is identity – how you identify and manage your service's users, whether they're customers, partners, citizens, remote workers etc. This forms the backbone of SaaS solutions as you aim to convert users, and allow them to seamlessly flow through your online service(s) securely and compliantly.

Ubisecure Customer Identity and Access Management offers key digital identity capabilities to enable these workflows, including:

➡ **Registration and login** – critical touchpoints for customer conversion and loyalty.

➡ **Single sign-on (SSO)** – log in just once to get access to all authorised applications.

➡ **Authentication** and **identity providers** – log in using one or more identities, including support for a wide variety of biometrics, social media logins and strong third-party identities like bank ID.

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➡ **Standards integration** – e.g. OpenID Connect, OAuth, SAML.

➡ **API security** – identify and authorise who is accessing APIs.

> **Let's look at how Ubisecure CIAM solves key challenges for SaaS companies.**

Why CIAM? Key challenges - solved

GROW REVENUE

Ubisecure enables SaaS providers to grow revenue with optimised, frictionless, out-of-the-box workflows for login and registration, resulting in reduced sign-up abandonment rates and increased customer retention. These workflows may include:

➡ **Identity providers** – customers log in using an identity they already own, removing the frustration of having to create yet another username/password.

➡ **SSO** – remove cumbersome repeat logins, making it easy for your customers to keep returning to your service. SSO to external apps ('federation') also offers potential new revenue streams, and speeds up new customer onboarding as they can integrate services quickly and easily.

➡ **Incremental registration** – customers convert more easily by signing up with just a few details, with more data collected later points.

By plugging in CIAM APIs, SaaS developers can get applications to market (and start earning revenue) faster.

Thanks to the flexibility of Ubisecure's CIAM platform, you can even launch new features as your SaaS product evolves. These features can form additional paid-for benefits, such as incentives to pay for higher pricing tiers. Take Slack for example – its Business+ tier offers advanced identity management through SAML-based SSO and real-time Active Directory sync.

GET TO KNOW YOUR CUSTOMER

Knowing your customer is not just a security and regulatory compliance imperative, it's also a fantastic strategy to facilitate data-based business growth strategies. The more you know about your customers, the more you can tailor solutions to their needs, providing upsell opportunities and staying ahead of competition. CIAM offers several ways to get to know your customer, including:

➡ **Identity verification** – verify your customers' real-world identities using a variety of strong authentication methods. These may include digitally verifying physical ID documents or leveraging identity providers who have conducted robust KYC (such as bank or teleoperator eIDs) – helping you benefit from identity verification whilst onboarding customers faster.

➡ **Progressive profiling** – beyond incremental registration, progressive profiling helps you build a fuller picture of your users' data without asking for it all at once. This makes users much more likely to provide additional information, particularly when there is an incentive for them to do so (such as personalised services).

➡ **Integrate identity siloes** – for example, your CIAM and CRM. Data becomes more up to date and ensures a single, accurate view of all available information.
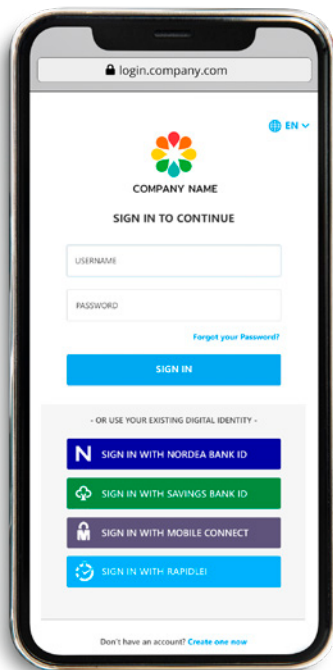
IMPROVE USER EXPERIENCE

Seamless user experience across devices is key to success for any business – even more so for SaaS given that ease of use is usually a reason why customers buy SaaS in the first place. Ubisecure CIAM is built to provide your customers and partners with an enhanced user experience, such as:

➡ **Self-service account management** – let users handle their own account data, consent and other settings, without having to contact your IT support. This has the added bonus of relieving support pressure, saving your business time and money, as well as meeting data and privacy compliance requirements (such as GDPR).

➡ **Support Bring Your Own Identity (BYOI)** – let users connect existing identities, rather than forcing them to create a new username and password.

➡ **SSO** – enable one identity across all of your services (and external services with federation), simplifying the journey and architecture for your users.

➡ **Delegated Authority** - digitise complex delegation workflows and access requirements with the most advanced delegation solution from any CIAM provider.

SECURE IDENTITY DATA

Identity data is highly sensitive; keeping it safe is imperative. Security is central to avoiding a data breach, which can in turn cause loss of customer trust, regulatory non-compliance fines and much time/money spent trying to deal with the damage caused. CIAM enables many security benefits, including:

➡ **Identity directory** – avoid identity data siloes by integrating data pools,

such as identity management and your CRM. This keeps identity data and authorisation up to date, meaning less chance of vulnerabilities with a reduced attack surface.

➔ **Secure APIs** – enable secure access control of APIs both within an organisation and to third parties. Ubisecure's standards-based token server uses OAuth 2.0 and OpenID Connect protocols, making your APIs easy for internal developers to manage and customer/partner developers to integrate with.

➔ **SSO** – as access is only tied to one set of credentials, all access is revoked upon credential deactivation.

➔ **Authentication** – options for strong authentication and multi-factor authentication (MFA) enhance trust in who is accessing your application(s).

Case study: Grano

Grano is the largest digital and print provider in Finland. Its SaaS document management tool for businesses was launched under its SokoPro brand.

To enhance the user experience and security of SokoPro, Grano leveraged Ubisecure CIAM – in particular its SSO solution. Using Ubisecure SSO, SokoPro users can log in to their computer with their existing work user ID and automatically gain access to SokoPro as well. Users don't need a separate SokoPro user ID.

> WE HAVE CO-OPERATED WITH UBISECURE'S SECURITY EXPERTS AND HAVE BEEN VERY PLEASED WITH THE RESULT. IN THE FUTURE, WE WILL CONTINUE TO CO-OPERATE ACTIVELY BECAUSE WE ARE SERIOUS ABOUT OUR CUSTOMERS' IMPORTANT INFORMATION IN SOKOPRO.

Fernando Korpi, Development Manager (SokoPro) at Grano Oy

— VIEW **MORE UBISECURE CIAM CASE STUDIES**

View full Grano case study

Summary

— **GET IN TOUCH**

Customer IAM is a critical part of your SaaS solution. Don't try to build it yourself in house, which often overruns and leaves businesses with serious security flaws – see **Build vs Buy white paper**. Purchase Ubisecure CIAM APIs – expertise on-demand, available as a SaaS solution (Identity-as-a-Service, IDaaS), on-premises or hybrid. Plug in CIAM to get your application to market faster, and start reaping the benefits of a proven identity solution.

▌ **Try it yourself with a free IDaaS trial**

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-premises 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.