

# Getting it Right

The business case  
for **knowing** your  
customers





# What you will get out of this...

# What you will get out of this...



An 'Outcomes  
Focused'  
Starting Point



Compelling  
Business  
Benefits to  
Customer IAM



Use Case  
Examples of  
CIAM Enabling  
Business Return

Think about  
where **Identity**  
aligns to  
**business**



# Think about where **Identity** aligns to **business**



Use cases along the typical five **RETAIL BANKING** journeys

**Build new relationships**

*Open a new account*

**Borrow**

*Help the customer borrow money*

**Deepen relationships**

*Help the customer with transactions & payments*

*Promote customer's financial well-being*

**Get service**

*Solve the customer's problems & issues*

# Align projects to the Customer Journey

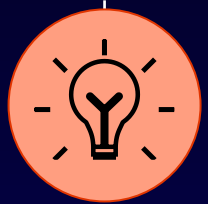




# Align projects to the Customer Journey



Use cases along the typical **AIRLINE PASSENGER** journey



Get  
Inspired



Plan &  
Search



Shop



Book  
& Pay



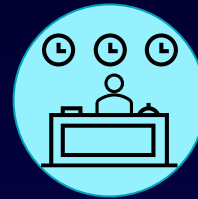
Prepare  
to Fly



Check  
In



Lounge  
&  
Board



Service  
&  
Cater



Land  
&  
Depart



Post-  
flight  
service



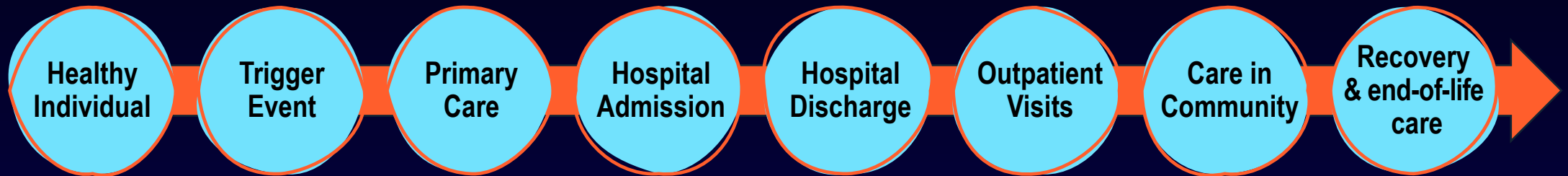
Loyalty

Identity is at  
the heart of a  
healthy  
ecosystem





# Identity is at the heart of a healthy ecosystem



RELATIONSHIP OWNER

TECHNOLOGICAL ENABLERS

PARTNERS & INFLUENCERS

**Knowing** your customers is  
essential to business **success.**

# Enterprise Value Propositions



Tailored  
products  
and services



Customer  
Satisfaction



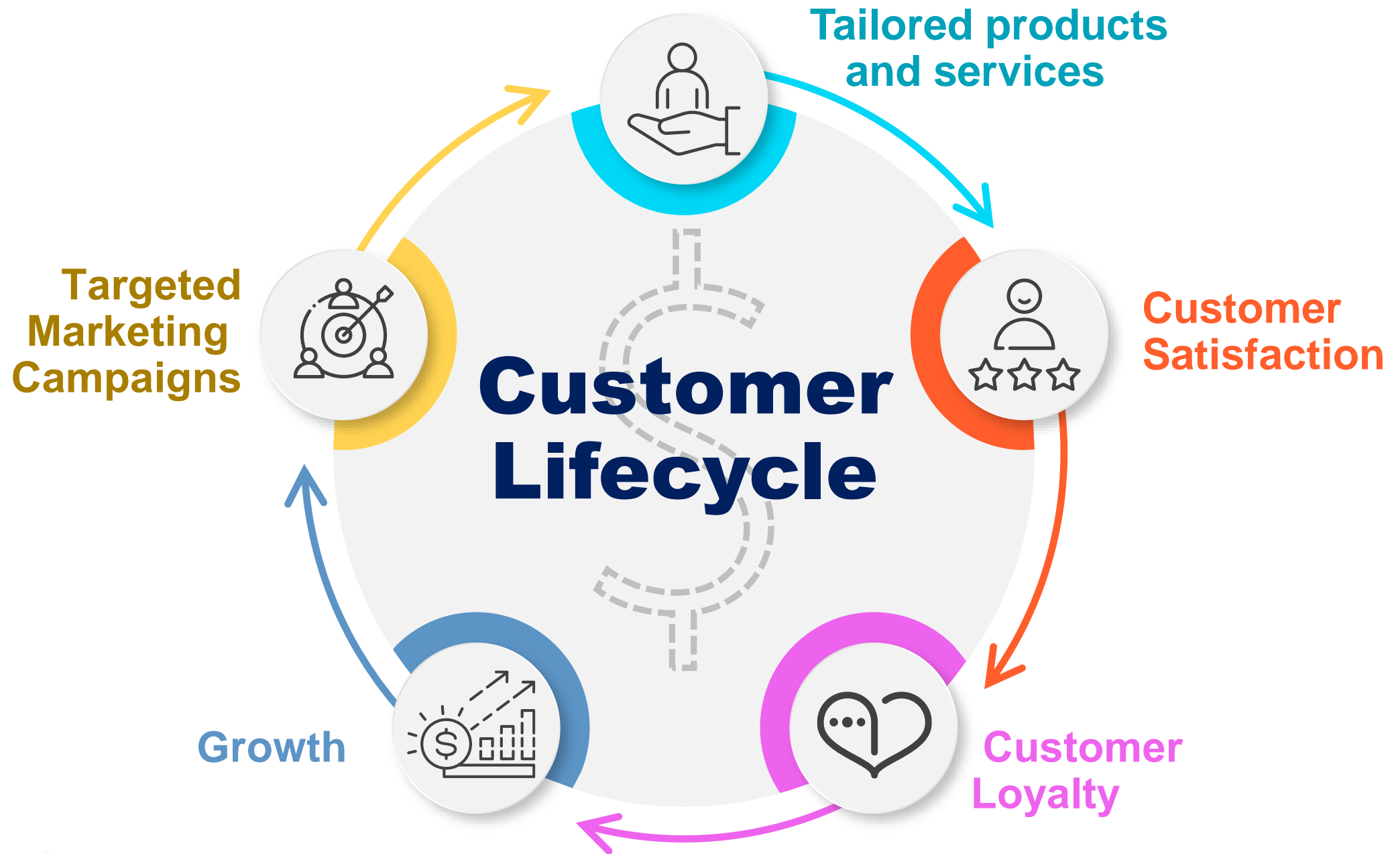
Customer  
Loyalty



Growth



Targeted  
Marketing  
Campaigns



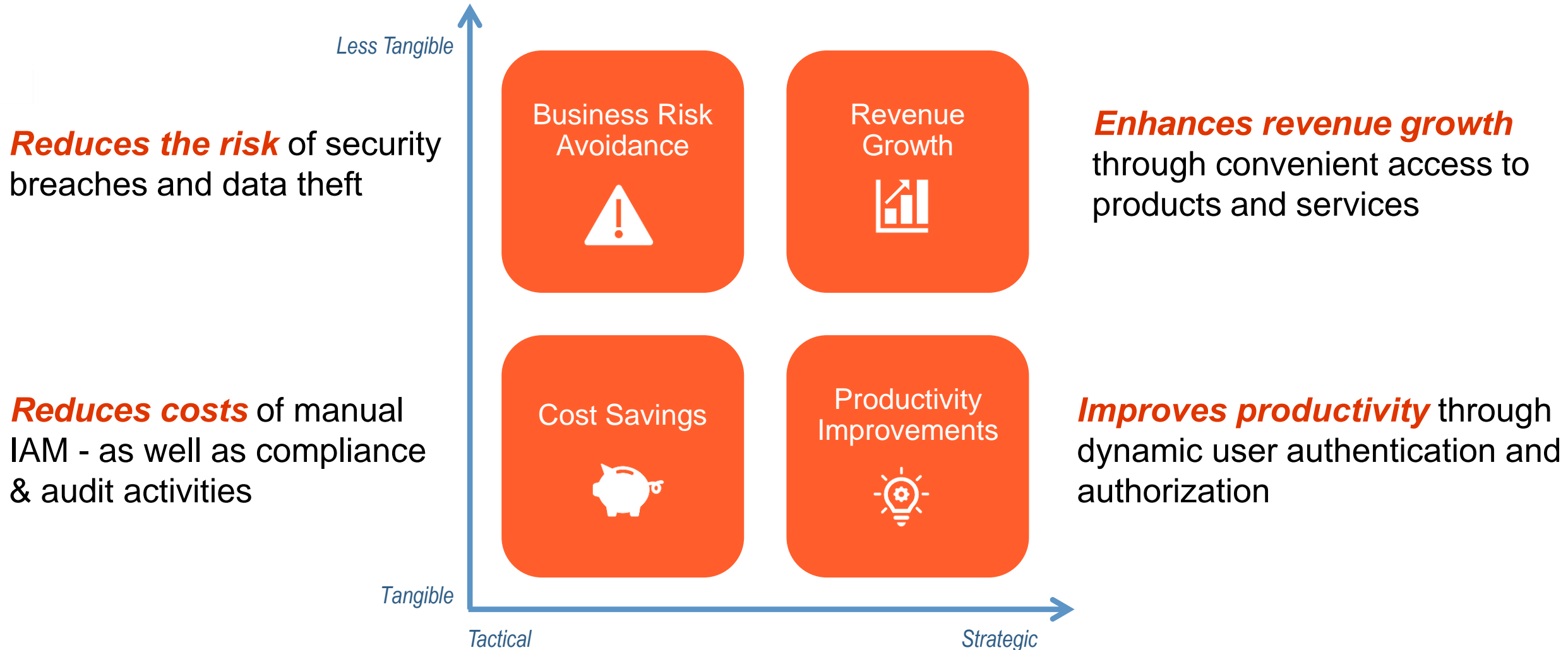
**Identity Access  
Management is  KEY to  
knowing your customers**

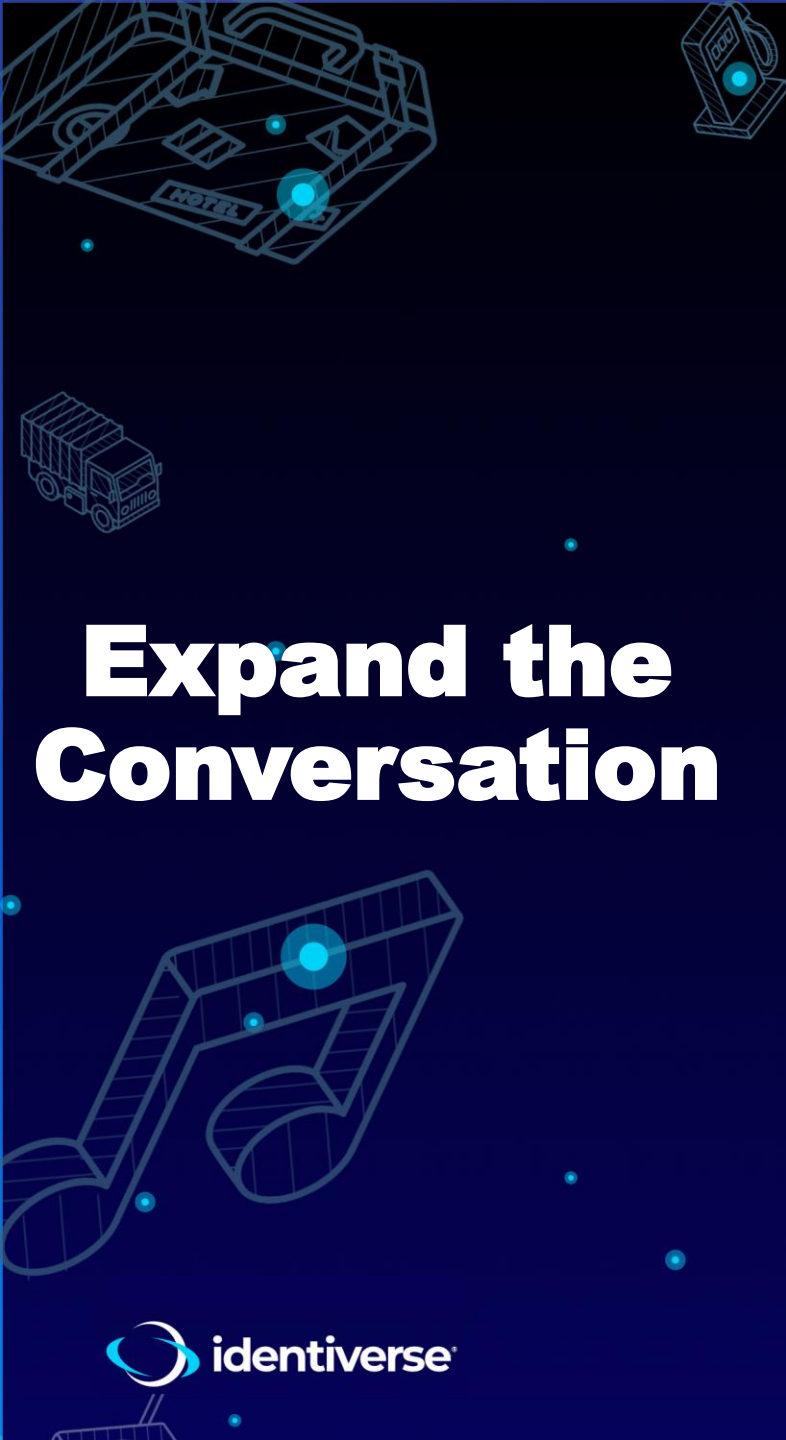
**...and**  
**CRITICAL**  
**to getting**  
**it right**





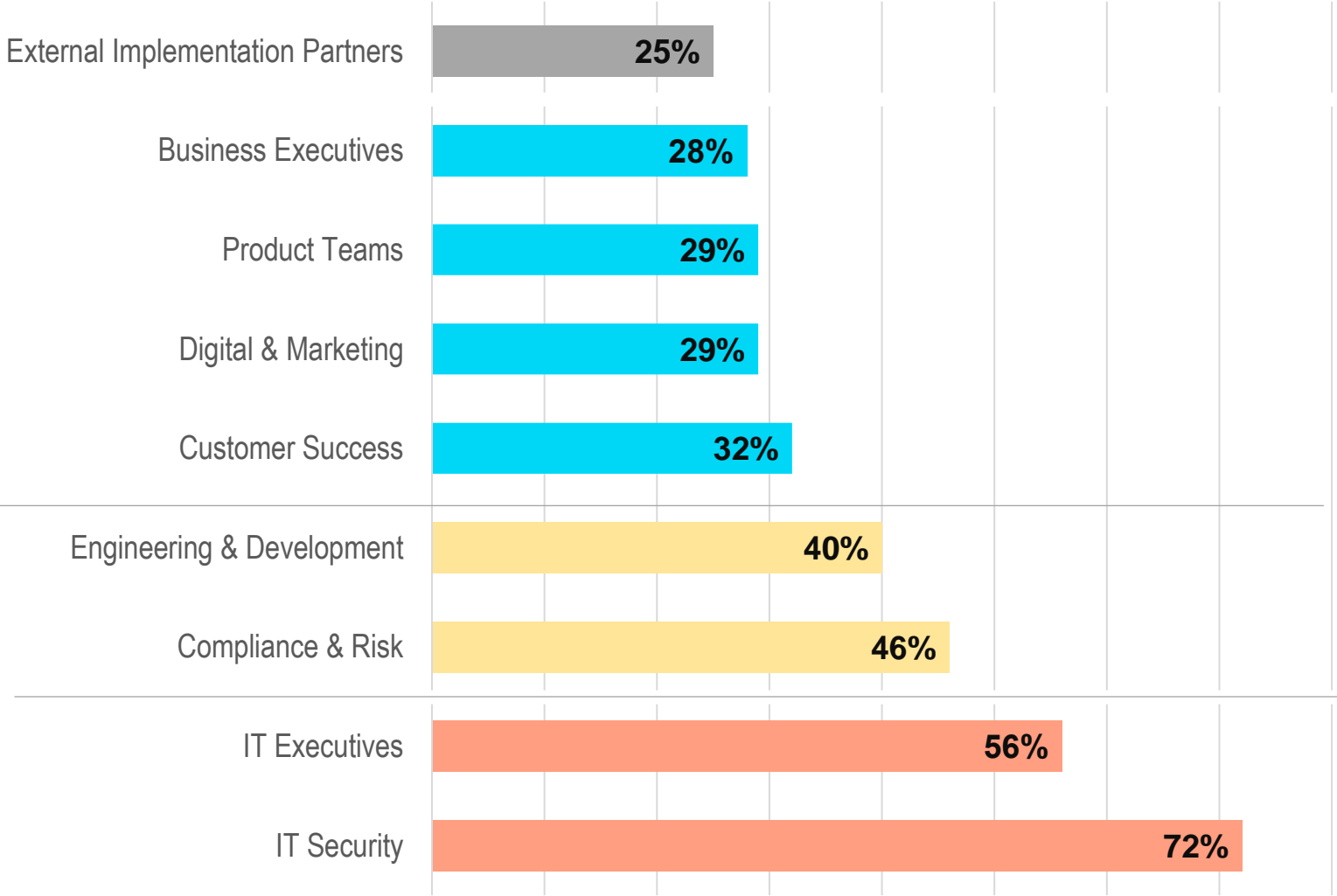
# Customer IAM delivers measurable business benefits!





**Expand the  
Conversation**

# Enterprise Team Collaboration on IAM



# Customer IAM can be a business WIN!

- ✓ — Make registration and authentication processes easy
- ✓ — Offer a seamless customer experience across all channels
- ✓ — Helping provide personalized experiences
- ✓ — Empowering self-service options
- ✓ — Ensure data privacy and security at every interaction point

# OWNING the STORY



Write your press release

## NewsFlash

### Heading

*An understandable description*

### Subheading

*What **market** / **benefit** is this for?*

### Summary

*What **benefit** / **outcome** can they expect?*

### Problem

*Describe the **impact** of the problem they have*

### Solution

*Describe **how** this fixes their problem*

### Quotes

*An impactful quote from a company spokesperson and from a hypothetical satisfied customer*

### Getting Started

*Show how easy it is to begin*

# Outcomes-Focused

## Catching Financial Fraud Before It Happens



Systems checked  
**\$776K in  
Loan Value...**



...Preventing **\$400K**  
in Fraudulent  
Loans...



...and saving the  
business **\$4M+**  
in one month...



...with future  
savings and use  
cases planned



# Outcomes-Focused

## Providing World-Class Patient Care



Eliminates **36 days, 4 hours and 34 minutes** of downtime...



...Reducing **\$1.1M** in hindered productivity...



...and preventing **~4.7M+** in lost revenue annually...



...while saving provider **\$10M+** annually from nurse attrition attributed to technology issues

# Key Takeaways

# Key Takeaways

Now more than ever –  
CIAM needs to **align** to  
business priorities

Start with the end in mind –  
what does success **look  
like** for the business?

Customer Identity Access  
Management helps  
companies **minimize** risk,  
**enhance** revenue growth,  
**increase** productivity and  
**save money!**

# Call to Action

How do your Fraud Systems and Identity Systems leverage each other through the customer journey?



<https://forms.gle/4wmKNv6Kqv5uJ1NW6>



**Vikas  
Mundada**

Senior Director, Head of Value  
Ping Identity



**Lynette  
Hushen**

Manager, Market Research  
Ping Identity





# THANK YOU!