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Agenda

- What Does 'Modernizing' Mean?
- Keys for Success
- Where to Start Your Journey

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Setting the Stage....

- How Many of Us are or evaluating....
- Digital Transformation projects?
- ❖ IT Modernization and/or Cloud Migration?
- Have talked to our Digital, Marketing, Lines of Business on their key initiatives?



What Does 'Modernizing' Really Mean?





Good Question....Let's Break it Down a Bit

❖ Key Drivers / Initiatives

- Digital Transformation Initiatives
- IT Modernization
- Cloud Migration





Good Question....Lets Break it Down a Bit

Digital Transformation is...

the adoption of **Digital Technology** by an organization to digitize non-digital products, services or operations.

The goal for its implementation is to Increase Value through innovation, invention, Customer Experience or efficiency.





Good Question....Lets Break it Down a Bit

IT Modernization is...

the process of managing or moving away from Old Solutions and Legacy Systems, consolidating systems and workflows in favor of more automated, innovative solutions





Good Question...Lets Break it Down a Bit

❖ Focus On!

- Digital Technology / Solutions
- Increase Business Value
- Improve Customer Experience
- Time to Market and Speed of Business

❖ Through...

- Innovation
- Modern Solutions / Standards / Integrations
- Automated Solutions
- Speed, Agility, & Resilience
- Ensuring Trust



Keys for Success





What Does a Modern CIAM Solution Look Like

User Experience

How are you providing frictionless user experience in securing the user interactions?



Operational Resilience

Is the solution designed to ensure availability and grow with the business?

Business Value

How is the CIAM program driving and enabling business value?

Integrations

Does the solution provide a unified and singular identity to the Customer while integrating with the company's services?

Trust

Does the experience instill trust that the user's data is properly collected, protected, and used appropriately based on the site and is not overly onerous?



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Traditional Modern



Traditional

Provide User Login to Secure Application

Modern

 Provide Personalized, Modern, Experience to protect Digital Access



Traditional Provide User Login to Secure Application Provide Personalized, Modern, Experience to protect Digital Access Register users for login Profile users based on Digital Experience when needed / appropriate for their access



Traditional Provide User Login to Secure Application Provide Personalized, Modern, Experience to protect Digital Access Register users for login Profile users based on Digital Experience when needed / appropriate for their access Build LDAP / Database to collect and validate usernames and passwords Provide Services to authenticate Users and Applications across the Digital Experience



Traditional

- Provide User Login to Secure Application
- Register users for login
- Build LDAP / Database to collect and validate usernames and passwords
- Build environment to support specific benchmark / volume of user authentications

Modern

- Provide Personalized, Modern, Experience to protect Digital Access
- Profile users based on **Digital Experience** when needed / appropriate for their access
- Provide Services to authenticate Users and Applications across the Digital Experience
- Build Scalable, Cost Appropriate, services to expand and contract with demand and utilization



Traditional

Impersonate / hard code service-to-service communication

Modern

 Delegate / pass digital tokens across application environment for integrated services



Impersonate / hard code service-to-service communication Modern Delegate / pass digital tokens across application environment for integrated services Multi-factor / prompt for authentication across services every transaction Provide risk-based authentication and step-up validation to establish Trust and reduce authentication fatigue



Traditional Modern Impersonate / hard code service-to-service Delegate / pass digital tokens across communication application environment for integrated services Multi-factor / prompt for authentication across Provide risk-based authentication and step-up validation to establish Trust and reduce services every transaction authentication fatigue Batch process / provision users across Provide real-time provisioning and access applications and services across integrated services via just-in-time or real-time provisioning based on roles



Traditional

- Impersonate / hard code service-to-service communication
- Multi-factor / prompt for authentication across services every transaction
- Batch process / provision users across applications and services
- Provide anonymous / aggregated usage analytics to the business

Modern

- Delegate / pass digital tokens across application environment for integrated services
- Provide risk-based authentication and step-up validation to establish **Trust** and reduce authentication fatigue
- Provide real-time provisioning and access across integrated services via just-in-time or real-time provisioning based on roles
- Provide identified, profiled, usage analytics to drive business outcomes



Traditional

We'll provide password self-service / recovery

Modern

 Eliminate passwords through passwordless or Bring-Your-Own-Identity (BYOI)









Where Do We Start?

❖ Talk to the business!

• What are the main challenges? What are you wanting to do, but can't today?

❖ Talk to support!

What are common complaints, issues, challenges?

Talk to Security / Compliance!

• What does your current program / platform not provide to meet regulatory, standards, etc.?



Where Do we Start?

Inventory the issues and develop a plan

- What is your current platform doing right, where can improvements be made?
- Do you need to go buy a platform to address the challenges?

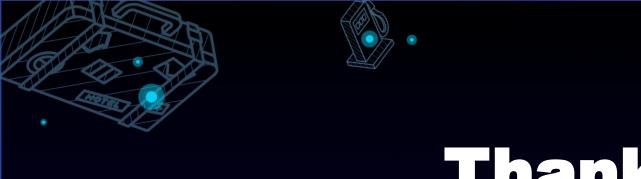
❖ Develop a plan

Focus on the building the platform, not fixing the issues

Integrate / Feature Releases

 Once the platform is built, can operationalize releases rather than focus on individual challenges





Thank You!

Chat with us at booth #1203

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