

Modernizing your Consumer IAM Capabilities IDMW^{OR}KS



Nick Hunt

Director, IAM Delivery

IDMW**WORKS**

Agenda

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

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?

Approaches to CIAM

Traditional	Modern

Approaches to CIAM

Traditional

- Provide User Login to Secure Application

Modern

- Provide **Personalized, Modern, Experience** to protect Digital Access

Approaches to CIAM

Traditional

- Provide User Login to Secure Application
- Register users for login

Modern

- Provide **Personalized, Modern, Experience** to protect Digital Access
- Profile users based on **Digital Experience** when needed / appropriate for their access

Approaches to CIAM

Traditional

- Provide User Login to Secure Application
- Register users for login
- Build LDAP / Database to collect and validate usernames and passwords

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**

Approaches to CIAM

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

Approaches to CIAM

Traditional

- Impersonate / hard code service-to-service communication

Modern

- Delegate / pass digital tokens across application environment for **integrated** services

Approaches to CIAM

Traditional

- Impersonate / hard code service-to-service communication
- Multi-factor / prompt for authentication across services every transaction

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

Approaches to CIAM

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

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

Approaches to CIAM

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**

Approaches to CIAM

Traditional

- We'll provide password self-service / recovery

Modern

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

Starting Your CIAM Journey



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

nick.hunt@idmworks.com

IDMW**WORKS**