WSO2CON 2024

Unlocking the Identity: Embracing CIAM 2.0 for a Competitive Advantage



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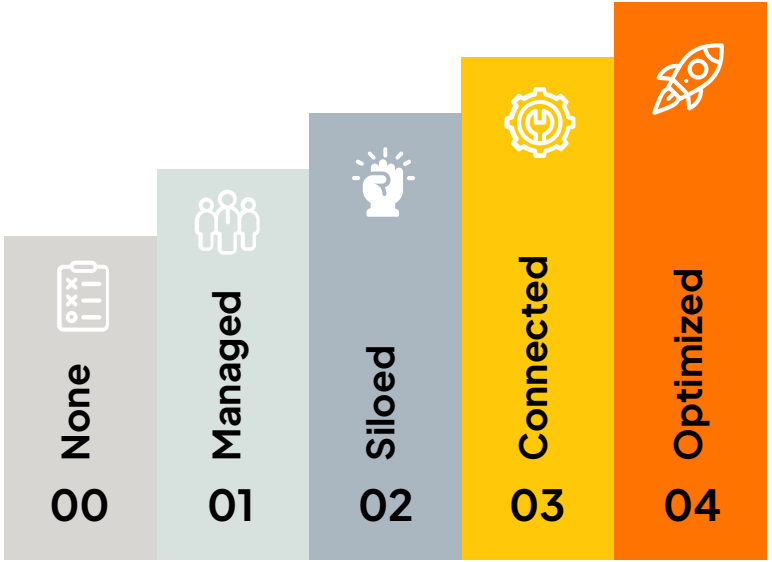


Great experiences win customers!

Frictionless, personalized, and secure

The WSO2 CIAM Maturity Model

Level	
04	Intelligent, adaptive, and personalized customer experience
03	Business systems integration 360° customer view Omnichannel customer experience
02	Simple integration with siloed business systems Customer information replicated within apps
01	Basic identity management Registration, password management, user management
00	Customers are strangers Interactions are anonymous



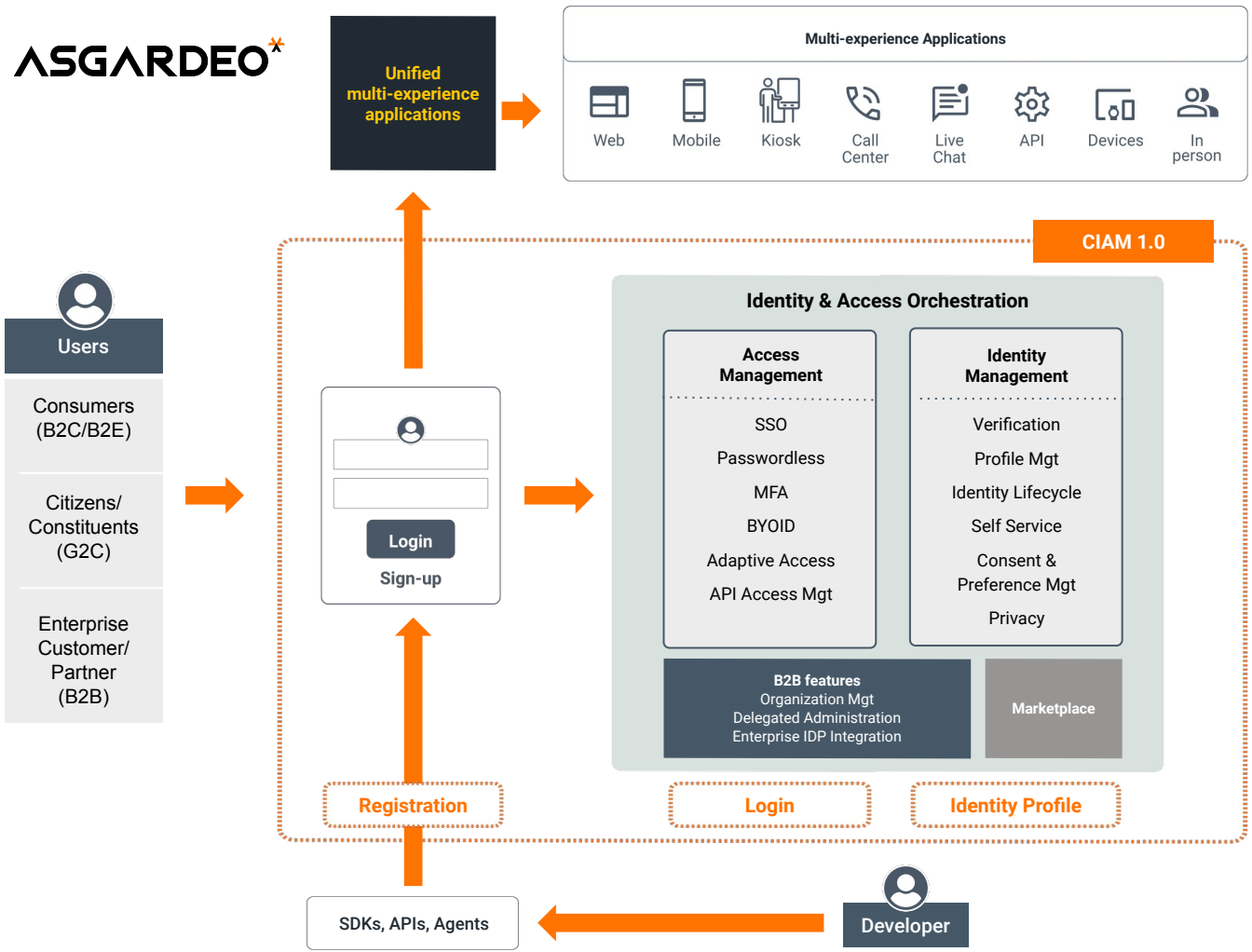
https://wso2.com/blogs/thesource/a-maturity-model-for-ciam/



Bring identity to your business!

Drive engagement through identity centric personalization

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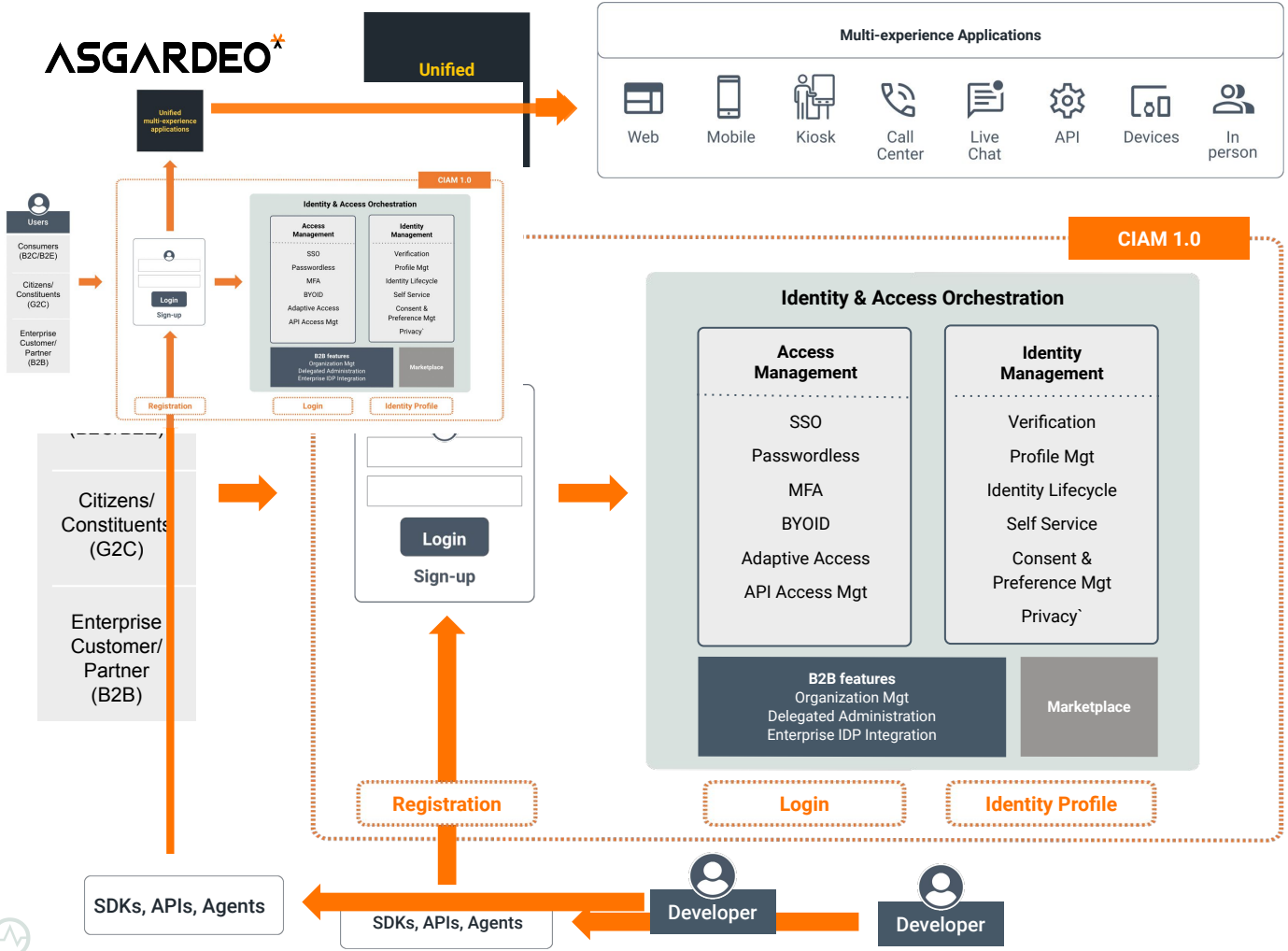
Streamline user onboarding

Reduce friction during the login process

Provide unified authentication across channels

Manage identities and auth for external B2B apps

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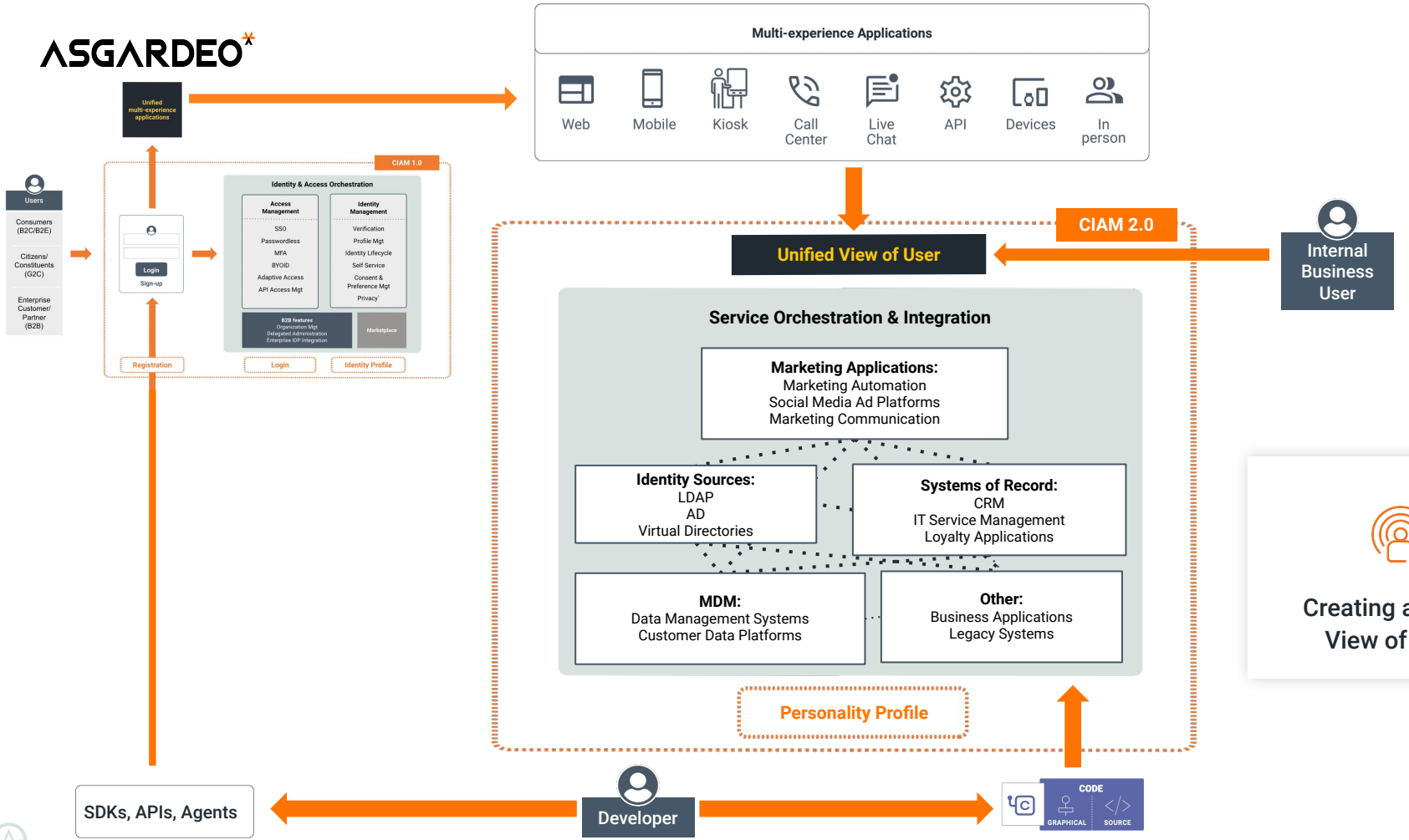
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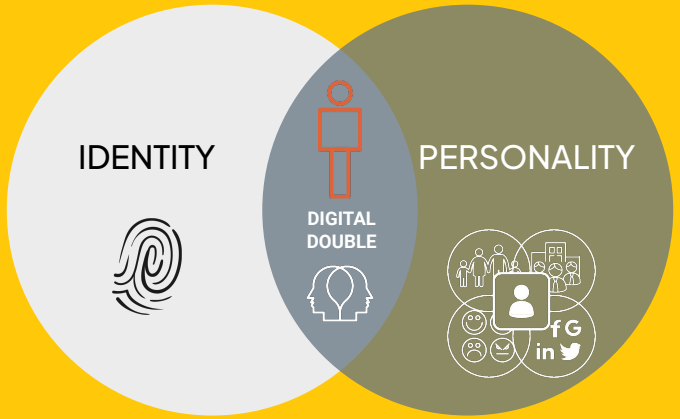
Manage identities and auth for external B2B apps

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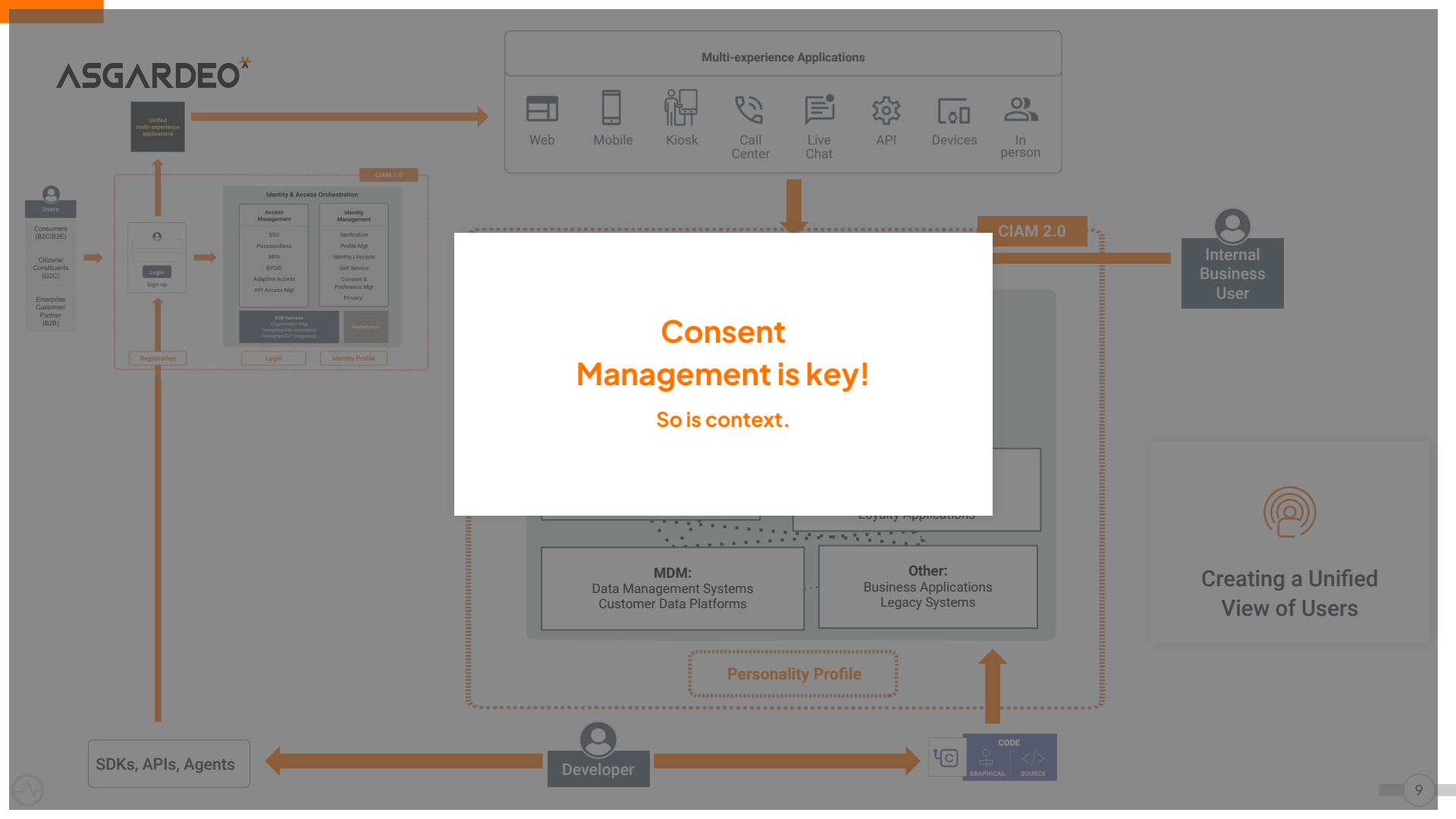
Creating a Unified View of Users

The Digital Double is the Fusion of Your Identity and Personality



CIAM is the Foundation that Creates and Manages the Digital Double.

https://wso2.com/blogs/thesource/creating-a-seamless-access-experience-with-the-digital-double/


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Unified multi-experience applications
Multi-experience Applications
Web
Mobile
Kiosk
Call Center
Live Chat
API
Devices
In person
Users
Consumers (B2C/B2E)
Citizens/ Constituents (G2C)
Enterprise Customer/ Partner (B2B)
Login
Sign-up
CIAM 1.0
Identity & Access Orchestration
Access Management
SSO
Passwordless
MFA
BYOID
Adaptive Access
API Access Mgt
Identity Management
Verification
Profile Mgt
Identity Lifecycle
Self Service
Consent & Preference Mgt
Privacy
B2B features
Organization Mgt
Delegated Administration
Enterprise IDP Integration
Marketplace
Registration
Login
Identity Profile
CIAM 2.0
Internal Business User
Consent
Management is key!
So is context.
MDM:
Data Management Systems
Customer Data Platforms
Other:
Business Applications
Legacy Systems
Personality Profile
Creating a Unified View of Users
SDKs, APIs, Agents
Developer
CODE
GRAPHICAL
SOURCE

Applying CIAM 2.0 to your business

- Single identity
- Personalize onboarding and login journey
- Link business data & the identity through integrations
- API layer to expose unified profile to build experiences
- Consent and context-driven data handling

How this Helps Your Business



Elevate customer experience and brand loyalty



Targeted promotion based on the personality



Centralized profile - Easily manage PII



Data-driven product development



Data collaboration between business applications



Cross-selling opportunities

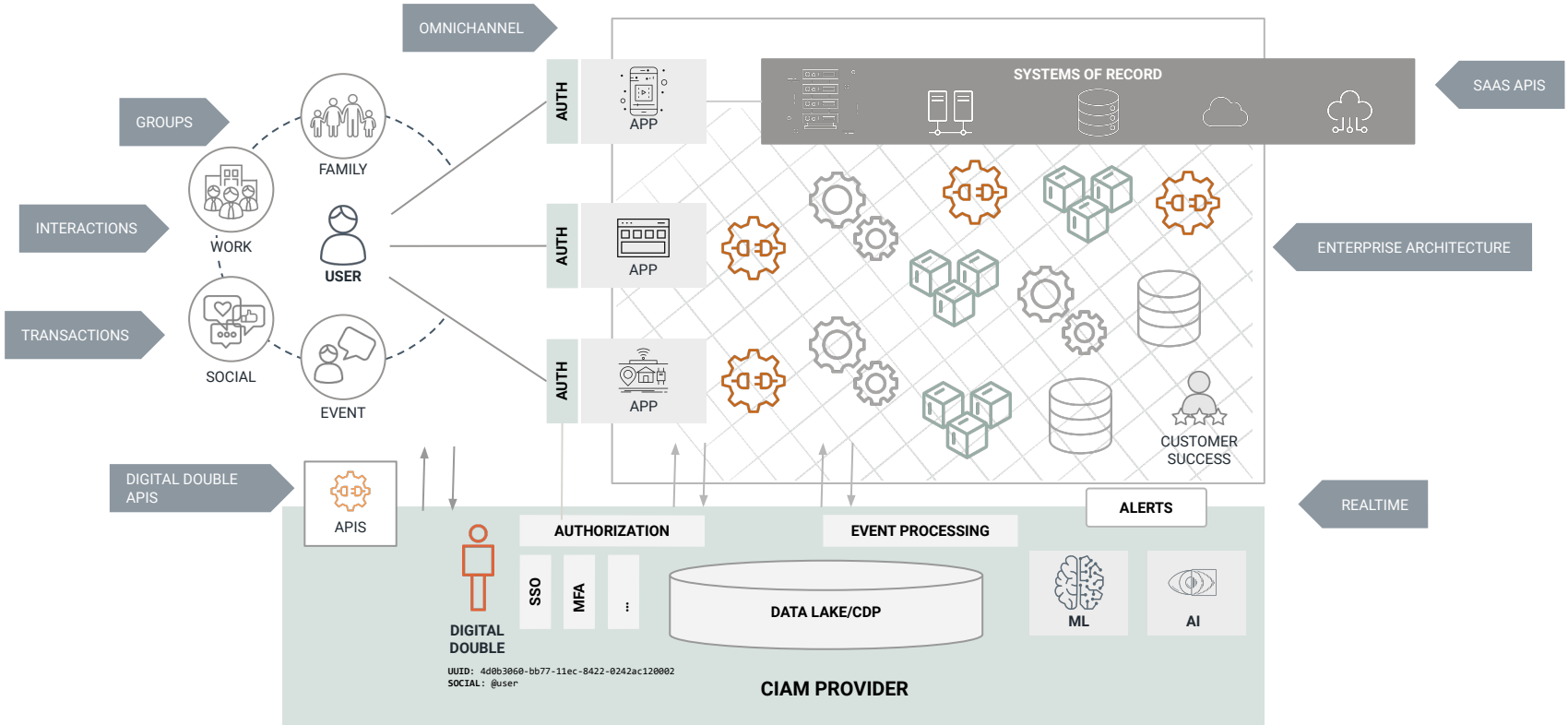


Selecting the right CIAM tool!

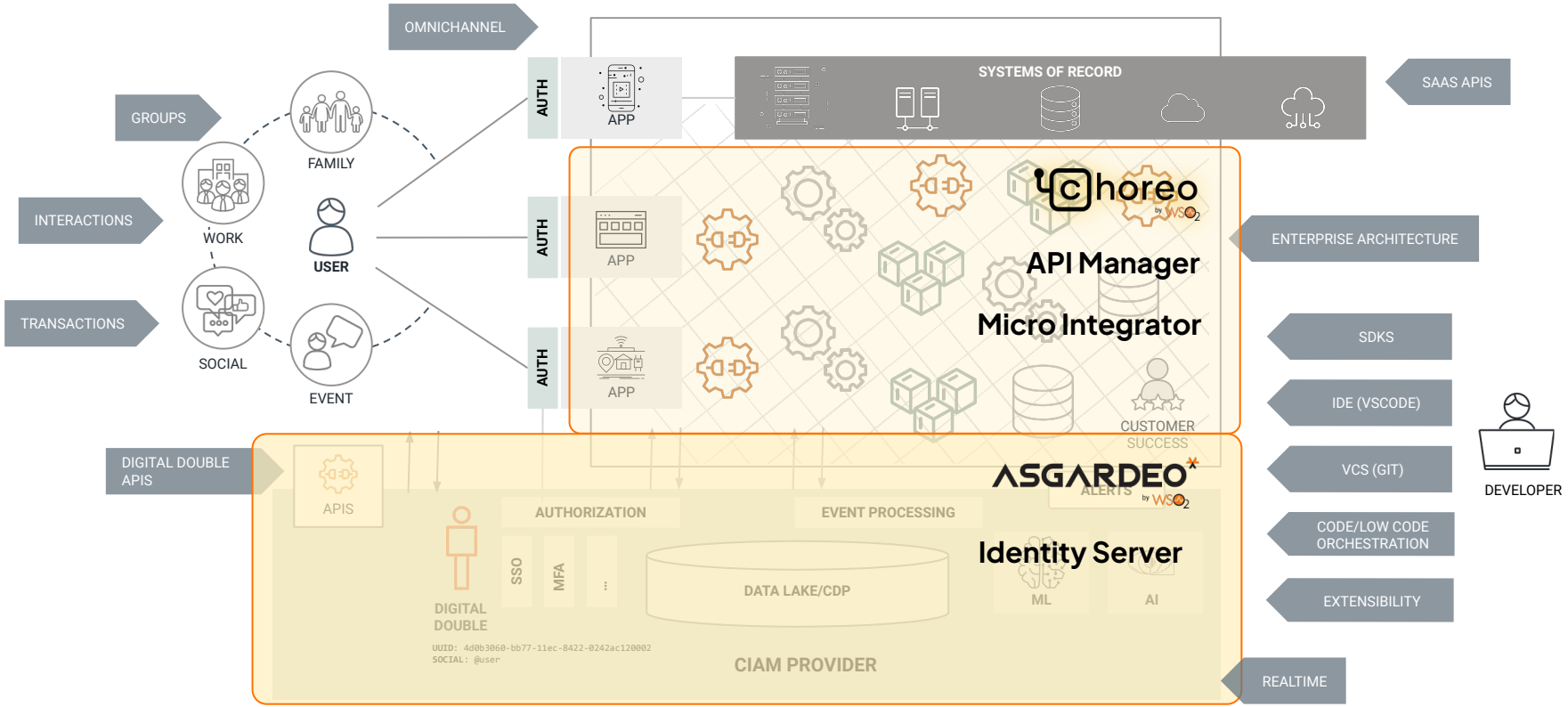
Considering Your CIAM Platform

- Going beyond access management
  - Personalize user journeys for onboarding and login
  - Adaptive access based on context
  - Linking accounts
- A suite of products to build a comprehensive CIAM solution
  - Integrate across different systems
    - Data aggregation, syncing
    - Protocol/payload transformation
    - Legacy, non standard systems
  - Building APIs
    - Experience focused APIs aggregating user data
- How easy is it to extend a use case
- Vendor experience and the roadmap

WSO2s CIAM Reference Architecture



WSO2s Strategy to Deliver CIAM 2.0



Hardrock – A CIAM 2.0 Success Story!

"Unified identity experiences across all channels for millions of patrons"

- Siloed identities across multiple systems
  - 8 disconnected loyalty programs
  - Legacy systems with no standard support
- Multi experience apps
  - Web, mobile, kiosk, slot machines
- Needed for a unified solution to consolidate the identities
  - Associations and deduplication



Takeaways…

Digital experience is key to stay ahead of the competition

Experience should be **frictionless**, **personalized**, and **secure**

Build a unified user view linking identity and business data

Experience APIs through unified user view

Pick the right tool set to build your CIAM platform



Great customer experiences
cannot be bought!
They need to be built!

Question Time!



Thank You!