IDaaS for retail

I wanted it all: full-stack IAM with the flexibility and speed of cloud

You can probably relate—

I'm expected to ensure the security of a retail business, while my company rolls out new apps and hires hundreds of seasonal employees at a frantic pace. The problem is, simultaneously enabling speed and ensuring security was hard to pull off with our legacy IAM infrastructure.

Fortunately, IBM® Cloud Identity Service gives me the best of both worlds. Now, I can reduce our costs with on-demand access to premium IAM features, and our business is reaping a competitive advantage through the agility and speed of a fully cloud-based service.

Get started today

Find out more about the full benefits of deploying enterprise-grade IAM from the cloud. Search online for IBM Cloud Identity Service.

Six reasons retailers are choosing IBM Cloud Identity Service as their one and only IDaaS

1 Enable mobile influence

As a leader in retail or distribution, you understand the growing impact of mobile and the need to quickly roll out secure mobile apps to influence the customer experience.

IBM Cloud Identity Service allows your development teams to rapidly roll out new mobile applications by leveraging a robust authentication and self-service framework accessible via a RESTful API.

2 Scale as necessary

If marketing campaigns or seasonal influxes send your legacy IAM environment into a tailspin, you need to be armed and ready with immediate B2C scalability.

IBM Cloud Identity Service is one of the few IDaaS solutions that has proven scalability[1] and can provide IAM for tens of millions of users.

3 Reduce TCO

Your vision for your team is to be a business enabler rather than a cost center—but most retailers struggle to contain and predict the costs of their IAM stack.

With IBM Cloud Identity Service you can lower TCO up to 60 percent[2] by reducing both CapEx and OpEx. And costs are more predictable, because the solution is purchased as a fixed monthly subscription. Moreover, retailers and distributors are saving money by leveraging the market-leading self-service tools in IBM Cloud Identity Service for user registration, password resets, username recovery, profile management, access requests and approvals, and recertification approvals.

4 Stop playing system integrator

Your team's primary role should not be system integration. But if your IAM environment includes multiple point products, adding yet another one-off cloud solution will add to your integration headaches.

IBM Cloud Identity Service is designed to be your one-and-only. It can serve as your IAM solution for all user populations (B2E, B2B, B2C) and offers IGA, access management, federation, a robust self-service suite, market-leading audit and reporting capabilities, and RESTful API to allow any third-party app (mobile, desktop, web or other) to access the functionality of the platform.

5 Support legacy systems

Even though supporting mobile, social and cloud applications can be accomplished more effectively when your IAM environment itself is in the cloud, you still have mission-critical, on-premises systems, such as POS systems, which also need to be managed by the IAM system.

Unlike most IDaaS products that only support cloud systems, IBM Cloud Identity Service is an end-to-end IAM solution and can provide SSO and centralized policy enforcement to both your legacy on-premises systems and SaaS applications.

6 Forget spreadsheets

Besides the significant security risk and cost involved with manually entering and re-entering identity data, you know first-hand that the lack of an automated system can severely limit the productivity of retail and distribution.

With IBM Cloud Identity Service, your team can leave behind mundane IAM tasks and mistake-ridden spreadsheets. The service provides automated role-based provisioning and lifecycle management for 70+ user repositories with approval workflow and recertification.

IBM Cloud Identity Service was positioned on top of the leader board in Ovum's 2017 IDaaS Decision Matrix. Reach out to your IBM Services or Portfolio sales representative today for your FREE copy of the report.

1 According to: Ovum Decision Matrix: Selecting an Identity-as-a-Service (IDaaS) Solution, 2016-17; Andrew Kellett and Rik Turner
2 According to internal IBM research

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