

IBM Security Consumer IAM Services

Highlights

- Use a new approach to connect with your consumer
 - Define your vision for frictionless consumer experiences
 - Accelerate the deployment of a chosen CIAM platform
 - Support on-demand operations for CIAM
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Enable frictionless, on-demand and personalized interactions between consumer and brand

Consumers expect frictionless and personalized experiences as they interact with your brand. And, they assume the security and privacy of their data are adequately managed. This requires a complex balance between user experience, security and risk. To successfully deliver these experiences, marketing teams need to quickly execute and launch campaigns to connect with the consumer, while ensuring they meet the security requirements of the CISO. To achieve this, the information technology (IT) and security teams must support the appropriate capture of consumer identity in an accelerated, secure and on-demand manner.

Traditional identity and access management (IAM) solutions apply the highest level of security over every security interaction; ensuring business users have the right access to the right resources at the right time. The problem with traditional IAM solutions applied to the consumer is that if your consumer experience suffers from too much friction and not enough personalization, clients may look elsewhere for better brand experiences to fulfill their needs more quickly. Additionally, these solutions can be slow to put in place in the context of a marketing campaign, impeding your speed to market and competitive edge.

Consumer identity and access management (CIAM) offers a new approach to digital identity management compared to traditional IAM solutions. The consumer shares information gradually and the organization profiles the data for risk. A CIAM program can help the organization capture the data securely and offer frictionless, omnichannel and personalized experiences using progressive trust – levels of trust are shared naturally and authentically between consumer and brand. To achieve this, your organization must modernize its consumer-facing IAM and application development models, operationalize a closer collaboration between marketing and IT teams, as well as build repeatable marketing capabilities so that you can scale, get to market faster and deliver exceptional experiences.

Introducing IBM Security Consumer IAM Services

IBM's specialists can help your organization develop the CIAM strategy, architecture and on-demand capabilities needed to get to market faster. IBM designs a CIAM operational model that aligns the IT and Marketing teams to deliver seamless and secure experiences to your customers. These experiences are then made repeatable and scalable with standard marketing use cases from blueprints tailored to your business and marketing goals. This on-demand services approach allows your organization to become adaptive to get ahead of the demands of your consumer.

Our full range of services from strategy and assessment, implementation, integration, managed services, and fully on-demand operations can help organizations execute a modern Consumer IAM program from start to finish. IBM Security partners with the leading consumer identity platforms, like IBM Cloud Identity, Akamai Identity Cloud and Okta Identity Cloud so your solution best meets the needs of the business, marketing team, IT team and your consumers.

With IBM Security, your organization can capture and connect with your consumers through on-demand, personalized and secure engagements:

- Understand the needs of your stakeholders and consumers using Enterprise Design Thinking
- Design frictionless, omnichannel experiences using a blend of identity strategy, digital design expertise and best-of-breed CIAM technology
- Deploy an on-demand CIAM platform that scales for your business and its consumers
- Leverage IBM's CIAM Services model to build alignment, get to market faster, and become adaptive to market needs and trends

CIAM Adoption Strategy: Design a successful CIAM program

The CIAM Adoption Strategy service helps you define a vision for your future CIAM plans. Our specialists leverage IBM's proven framework of Enterprise Design Thinking to align the key stakeholders around the user's needs, assess the current state of the CIAM program, and help you create a CIAM operating model aligned to your campaign and marketing goals.

The CIAM Adoption Strategy service recommends a CIAM program structured specifically to your marketing objectives, security risks, compliance requirements and operational goals. Then, we demonstrate the effectiveness of this model with wireframes of the signup and authentication flow for your first customer-facing campaign. IBM can even help build a catalogue of repeatable marketing use cases used to quickly standup a variety of marketing campaigns for the CMO and provide campaign design services to ensure a frictionless consumer experience.

Accelerated Deployment: Adopt a best-in-class CIAM platform

Next, IBM can help your organization implement the right CIAM platform suited for your enterprise and help align to digital transformation initiatives through the use of best-in-class CIAM platforms, like IBM Cloud Identity, Akamai Identity Cloud and Okta Identity Cloud.

With the CIAM Accelerated Deployment service, clients can leverage pre-built marketing use cases and assets as well as development and security tools and techniques for a seamless implementation of your chosen CIAM platform and to design a data migration plan suited for the organization's needs. During the deployment, the solution is provisioned, configured, fully branded, and set up with essential integrations.

Enhance and expand CIAM with on-demand operations

IBM can offer on-demand marketing campaign assistance to support the needs of your CMO, lines of business, and CISO with an ongoing service model that delivers continuous use case support, campaign design services and process optimization. With IBM CIAM Services, your organization can request and launch new marketing campaigns, receive regular consumer experience reporting and analytics to make informed decisions, and integrate new marketing applications with the CIAM platform on an ongoing, repeatable basis to power new opportunities.

IBM can also help support your organization by fully operating your CIAM platform with various service level agreements (SLAs) options and focusing on the continuous improvement of a chosen CIAM solution. With IBM's proven identity processes and expertise, your organization can realize a faster time-to-value and return on investment with a CIAM solution.

Why IBM?

IBM Security Services professionals can offer impactful IAM expertise, broadened by their access to IBM's research and development team. Available worldwide, IBM specialists can tailor their recommendations to your region's unique circumstances. Our approach to IAM strategy and assessment services examines impact at every level of your organization—from business strategy to applications to IT infrastructure—to help you implement an IAM program designed to meet your business and IT objectives.

Next steps

- [Talk to an Consumer IAM specialist](#)
- [Read the whitepaper](#)

For more information

To learn more about the IBM Security IAM Services, please contact your IBM representative or visit the following website(s):
<https://www.ibm.com/security/services/identity-access-management/>

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