

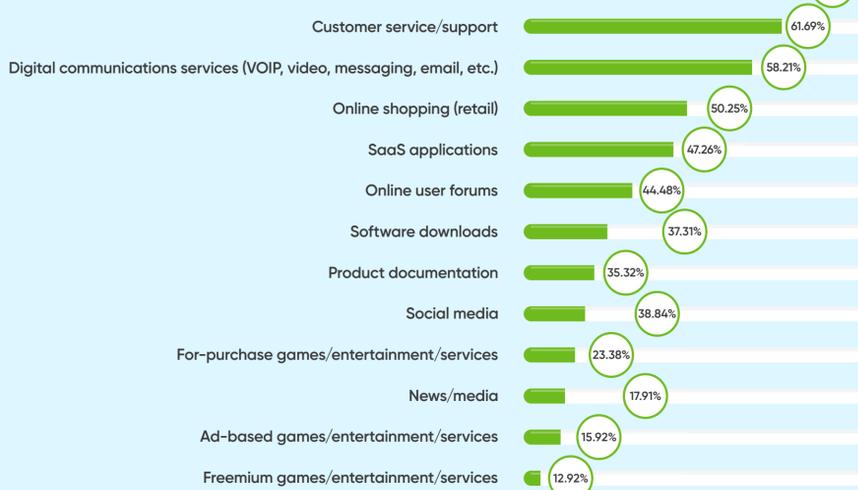
Accelerating Business Performance

with Consumer Identity and Access Management (CIAM)



Modern businesses are dependent on a wide variety of online digital services to meet organizational goals and achieve profitability.

Percent of surveyed businesses indicating online consumer services essential to their business model:



CIAM processes were developed

specifically to ensure consumer access to online services is secured to protect consumer information, prevent breaches, and meet regulatory compliance.



However, businesses broadly recognize

that consumer access processes must NOT diminish the usability of the offered resources.

94%

of survey respondents reported "ensuring the privacy of consumer information" to be very important to their business



85%

of survey respondents reported "improving consumer online experiences" to be very important to their business



Effective CIAM solutions both enhance security AND create positive user experiences.

Key CIAM methods for improving consumer experiences include:

Minimizing authentication friction

- Passwordless authentication
- Social media account verification
- Single sign-on
- Adaptive authentication

Enabling easy-to-use self-registration

- Quick and easy processes for consumers to create accounts on-demand

Simplifying credential resets

- Self-management solutions allow consumers to recover credentials with the minimum number of steps

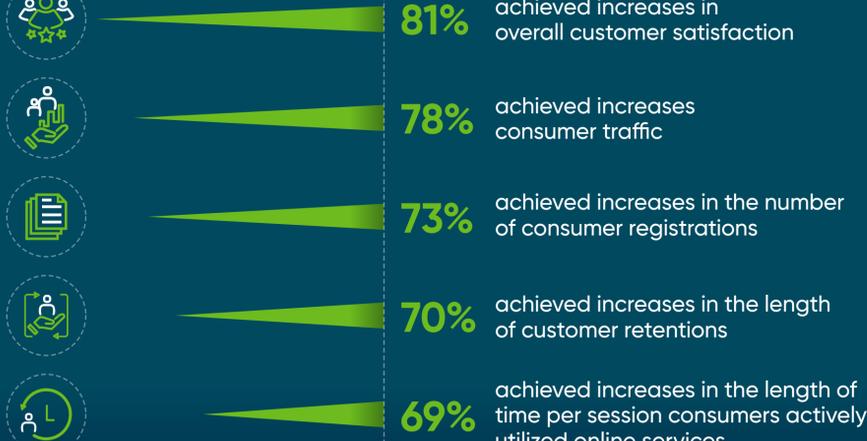
Progressive profiling

- Orchestrating consumer data collection over multiple sessions rather than disturbing users with having to fill out long questionnaires

Consumer perceptions of your business, your brand, and your products and services are established during initial registration and reinforced during each and every subsequent access event.

The adoption of a CIAM platform that enhances consumer digital experiences delivers quantifiable benefits to business performance.

Since adopting a CIAM platform, survey respondents recorded significant improvements to critical performance indicators.



Sales conversion rates

The percent of consumers who access retail or paid service websites resulting in a sale, on average, increased by

27%

Registration rates

The average percentages of customers visiting the website who actively registered or logged in increased by

16%



The business value achieved from investing in a CIAM platform is dependent on the features and performance of the adopted solution.

IBM helps organizations maximize the business value of CIAM deployments



IBM Security Services

IBM experts provide guidance on how to deliver personalized, repeatable consumer experiences while protecting their data and privacy.



IBM Security Verify SaaS

Cloud-native identity solution that delivers simple registration, frictionless engagement and privacy-aware profile management and administration.

For more information, go to: <https://www.ibm.com/security/services/ciam-consumer-identity-and-access-management>

For more information, go to: <https://www.ibm.com/products/verify-saas/consumer-iam>