IBM Security Solutions for Consumer IAM (CIAM) in Public Sector

Create simple and secure digital experiences for citizens with IBM Security Verify and IBM Security Services

Government agencies, whether local, state or federal, aim to deliver an array of services to their citizens and promote adoption and successful usage of those services. Many of these transactions occur entirely online, and citizens increasingly expect frictionless and personalized digital experiences, while also assuming the security and privacy of their personal data are adequately managed. This requires a complex balance between user experience, security and risk. Department or agency connections with citizens must still meet security requirements, and developers implementing and deploying updated applications must remain compliant with privacy requirements. To deliver these experiences, digital transformation teams need to weigh inputs across IT, security, privacy, application owners and agency leadership to align and properly capture, engage, manage and secure consumer identity experiences throughout a public service's digital journey.

The problem with traditional IAM solutions, perhaps still being used for internal employees of an agency, applied to the consumer is that they apply obtrusive, often dated security methods over every interaction. If citizens experience too much friction and not enough

Highlights

— Promote citizen engagement and satisfaction with public services
— Design delightful online consumer experiences
— Limit login friction for low-risk users
— Offer passwordless login options
— Manage privacy and consent more efficiently
— Get help designing a CIAM program, from strategy to implementation to ongoing support
— Path to "single identity" for citizens across government agencies

personalization, this can hurt their engagement and satisfaction with their government, which can negatively impact an agency's reputation. There is also risk in citizens abandoning certain public services altogether after a poor experience, which would fail one of government agencies' primary duties.

Consumer identity and access management (CIAM) in the public sector offers a new approach to digital identity management compared to traditional IAM solutions. The citizen shares more information as they build trust with the organization and adopt additional services. An effective CIAM program must help the agency capture the data securely and with the appropriate consents while offering frictionless, omnichannel and personalized experiences. Citizens also span a breadth of personas ranging from elderly users to tech-savvy millennials and everything in between, thus a proper citizen experience needs to account for ranging preferences and the implications for medium of interaction across web and mobile. This is accomplished using a progressive trust framework—with growing trust, data is shared naturally and authentically between citizen and agency based on the transactions at hand. To achieve this, your agency must enhance its engagement experience through its consumer-facing IAM and application development models and operationalize a closer collaboration between technical and department leadership so that your modernization initiatives can scale and deliver exceptional experiences.

CIAM with IBM Security Verify

IBM's identity-as-a-service portfolio is designed for both internal employee and external consumer or citizen IAM use cases, scaling for millions of users. With single sign-on, government agencies can work toward a goal of only having one user profile per citizen across all the services and applications they offer. To simplify transition to cloud, Verify can provide access to newer cloud applications while

maintaining access to legacy on-premises applications through a lightweight application gateway. IBM Security Verify infuses deep user, device, activity, environment and behavior context for risk-based authentication and adaptive access decisions for each login, helping to simultaneously protect users against attacks like account takeover and credential stuffing while providing frictionless experiences to the low-risk users that deserve them. IT can provide citizens options for modern forms of multifactor authentication (MFA) beyond knowledge-based questions and SMS/email one-time passwords like mobile push notifications, user biometric verification, QR code scanning or FIDO2 passwordless authentication as well as convenient sign-in options like social login to serve a wide variety of preferences. Adopting MFA as-a-service with Verify, your consumer experiences can readily evolve with current authentication trends.

While your external-facing applications are iteratively developed in continuous releases, privacy officers are defining and influencing organizations' privacy and consent strategies. To help you maintain compliance and meet changing privacy requirements, Verify includes out-of-the-box workflows that help developers and privacy officers collaborate quicker and more accurately to embed requirements directly into applications while automating away unnecessary repetition. Templatizing granular requirements within a single portal allows developers to apply rules across different applications quickly and continue to focus on core application development. Verify takes a highly consumable, API-first approach with a robust, guided developer experience to support end-to-end CIAM for your agency.

IBM Security CIAM Services

IBM's industry-leading specialists can help your organization develop the CIAM strategy, architecture and on-demand capabilities needed to modernize your digital footprint. IBM designs a CIAM operational model that aligns IT and department leadership to deliver seamless

and secure experiences to your citizens. These experiences are then made repeatable and scalable with your use cases from blueprints tailored to your department goals. The full range of services from strategy and assessment, implementation, integration, managed services and fully on-demand operations can help agencies execute a modern CIAM program from start to finish to deliver on the high expectations of your citizens.

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 department goals. Next, IBM can help your agency implement IBM Security Verify to deliver your desired digital experience with the CIAM Accelerated Deployment service, leveraging pre-built use cases and assets as well as development and security tools and techniques for a seamless implementation. During the deployment, Verify is provisioned, configured, fully branded and set up with essential integrations.

A "single identity" is a common and sometimes target goal for agencies. This entails a single, consistent representation of citizen experience across government agency interactions. The path to a "single identity" is a transformational step to improving citizen relationships that requires phased approaches in modernizing identity, infrastructure and application experiences. These phases can be logically mapped throughout the service engagement.

After your program is up and running, IBM can offer CIAM On-Demand services to support the needs of your IT, security and department leadership by delivering continuous use case support and process optimization. Or, you can request a Managed CIAM

service approach to completely offload operation of your CIAM program.

IBM's integrated CIAM approach

With IBM Security, your agency can capture and connect with your citizens through on-demand, personalized and secure omnichannel engagements using a blend of identity strategy, digital design expertise and cloud native CIAM technology. By using IBM Security Verify coupled with IBM Security Services, you can build department alignment, track personal data respectfully and accurately and delight citizens with simple, secure digital experiences for the public services that you offer.

Why IBM?

IBM Security offers one of the most advanced and integrated portfolios of enterprise security products and services. The portfolio, supported by world-renowned IBM X-Force® research, provides security solutions to help organizations drive security into the fabric of their business so they can thrive in the face of uncertainty.

IBM operates one of the broadest and deepest security research, development and delivery organizations. Monitoring more than one trillion events per month in more than 130 countries, IBM holds over 3,000 security patents. To learn more, visit ibm.com/security.

For more information

To learn more about IBM Security Verify, please contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/products/verify-for-consumer-iam. To learn more about CIAM Services, please visit: ibm.com/security/services/ciam-consumer-identity-and-access-management.