Deloitte.

Cyber & Strategic Risk

Customer Identity & Access Management (CIAM)

The business value of CIAM lies in its ability to enhance customer experience, improve security, facilitate compliance, streamline onboarding processes, and contribute to customer retention and loyalty. Additionally, CIAM can lead to cost savings and operational efficiency, making it a valuable investment for organizations with a customer-focused approach.

61%

of customers feel companies treat them as a number rather than as an individual

Source: Salesforce, State of the Connected Customer, Sixth Edition – July 2023

80%

of customers say that the experience offered by a company is just as important as its goods and services

Source: Salesforce, State of the Connected Customer, Sixth Edition – July 2023

52%

of customers are using 5 or fewer passwords across all their online accounts

Source: Authentication Attitudes, Usage & FIDO Brand Research Report, FIDO Alliance, May 2020

>50%

of Chief Information Security Officers (CISOs) and Chief Information Officers (CIOs) said security, data privacy and compliance capabilities will drive adoption of emerging technologies

Source: Deloitte, Global 2021 Future of Cyber Survey Report

CIAM provides several business values that can positively impact organizations. Here are some key aspects of the business value of CIAM:

Seamless Customer Experience across channels (Web, Mobile, Chatbot, Interactive Voice Response (IVR), and Contact Center)

Unified Customer Profiles and 360-degree view of your customers to personalize the customer experience.

Increased Security by providing efficient identity verification mechanisms. This helps in preventing unauthorized access and protects customer data from breaches and fraud. Multi-Factor Authentication (MFA) adding an extra layer of security by requiring users to authenticate through multiple methods (e.g., password, One-Time-Password (OTP), biometrics).

Build Trust and meet Privacy and Regulatory Compliance requirements through visibility, consent, and offering choices to your customers

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Customers have higher expectations and organizations need to adapt and respond promptly:

- Customers will continue to prefer a contact-less, password-less and seamless experience across digital and physical touchpoints
- Relationship between a digital identity and devices such as smart phones and tablets should be intuitive and easy
- Customer touchpoints on digital and physical channels and the convergence of these have increased the need for an omnichannel customer experience

Deloitte offerings to help our clients on their CIAM journey

- Define strategy, roadmap and business case
- Accelerate solution delivery with assets (e.g., password-less authentication)
- Solution / Technology implementation
- Establish program governance
- Analyze and design customer journeys
- Conduct rapid vendor evaluation and demos
- Run / operate CIAM services
- Plan for and manage organizational change

We have the experience and capabilities to provide large-scale, complex implementations, operations, and global rollouts

Why Deloitte:

#1 Globally in Security Consulting since 2011
Source: Gartner, Security Consulting Market Share Analysis

Deloitte named as a Leader in CRM and Customer Experience Implementation Services.
Source: Magic Quadrant for CRM and Customer Experience Implementation Services, 2020

3000+ total
dedicated practitioners providing identity services and solutions to our clients including **350+ B2B and B2C CIAM professionals**

90+ CIAM projects
Delivered in the past two years for clients across industry

Ecosystems and alliances
Deloitte has invested in strategic alliances and marketplace business relationships with leading CIAM vendors: Okta, Ping, Salesforce, SAP, and others

20+ years
providing Identity and Access Management (IAM) solution and services globally

We're well-positioned to help you achieve your objectives

Wherever you are in your journey, we have the experience, knowledge, and tools to help move y our organization forward.

Outcomes-driven
In the face of growing complexity, we make finding a cyber and strategic risk provider easy. Our breadth and depth enable us to provide the outcomes (and value) you seek in a trusted adviser, a technology-
savvy pioneer, a visionary integrator, and a dependable operator. We connect the dots, so you d on't have to—helping you to improve security, trust, and resilience.

Quality-oriented
We bring together a powerful combination of proprietary technology, domain experience, leadin g alliances, and industry knowledge to deliver better. Our obsession with quality means we cons istently work to help realize your vision because cyber and strategic risks are mission critical.

Value-focused
We act as a leader in times of crisis, a teammate to help you navigate change, and a force to hav e your back when you are on the front lines. We create value for our clients beyond the deal, pio neering cutting-edge resources and innovation, paving the way for forward-
leaning collaboration, and leading bold thinking on tomorrow's emerging technologies so you c an turn risks into opportunities.

Our approach

Taking a human-centered approach with CIAM

CIAM is more than just managing the identity of people, devices and things; as a core capability, it provides a *human-centered approach* to enable organizations to securely capture and manage customer identity, profile and preference data as well as provide customers access to applications and services.

CIAM pillars

CONNECTED:
Provide a simple, ubiquitous experience across all touchpoints available anytime and everywhere

PERSONAL:
Experiences relevant to customer's personal choices

TRUST:
Provide transparent options to manage user consent as well as technology to protect personal data

EFFORTLESS:
Provide the right friction throughout the customer journey

REDUCE FRAUD:
Enables strong security for account setup and access. Create a unified customer view, that helps identify anomalies and unusual behavior that could indicate fraudulent activity

COST SAVINGS & OPERATIONAL EFFICIENCY:
Automate identity-related processes, reducing manual intervention and operational costs associated with account management and user support

Meet the team

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