# Deloitte.

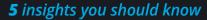
5x5 series: Insights and actions

## Rediscovering your identity



In the era of cyber everywhere, the operating environment for identity management in the Insurance industry will likely become increasingly complex. It is critical to approach enterprise and consumer identity with equal vigor, potentially exploring managed services and integrating new technologies. Organizations should think about the challenges related to both consumer and enterprise identity management.

There are different business requirements, technical approaches, and challenges for each, but there are sound fundamental practices that can be applied to both.



The **scope of identity has increased** from only managing employees to now managing contractors, vendors, business partners, customers, and consumers. In addition, the **types of identities** have significantly expanded to include devices and things.

**Responsibilities should be consolidated, coordinated, and aligned**. Identity, privacy, and data protection are increasingly overlapping. Information technology, cybersecurity, legal, marketing, and business leaders are all stakeholders in effective identity management.

**An outcome-based approach** to identity management may empower innovation efforts and drive digital transformation by looking to make identity a service for the entire organization.

Organizations that can't commit the required resources to identity management should consider **exploring third-party managed services**. An external party can offer the latest skills and capabilities, increase automation, and help you future-proof identity systems.

**Machine learning and artificial intelligence (AI)** are becoming integrated into many identity management solutions. It is critical for the organization to prepare for AI-enablement.

### **5** actions you can take

Develop and socialize a **unified vision**. **strategy**, **and roadmap** to effectively manage the identity of the organization's people, devices, and things.

**Engage stakeholders** from technology, cybersecurity, HR, legal, business, and those responsible for identity management **early-on in the process** to influence conversations and decisions to enable the path to adaption more quickly.

Identify business outcomes—such as improving consumer retention or streamlining HR processes—that identity management can help with. This can help organizations overcome resource constraints and support larger transformational projects focused on these outcomes.

The shift might not be possible for all, and there may be resistance to giving up some control, but **don't disregard the option**. To address potential concerns, consider taking a **phased approach**.

**Explore what machine learning and AI adoption may mean for your digital identity capabilities.** Understand the impact of how your cybersecurity team spends its time and what kind of training would be required.

## Learn more:

Rediscovering your identity: How a comprehensive approach to digital identity management can empower everyone

Deloitte's third annual cybersecurity survey

#### **Connect with us:**

#### **ALEX BOLANTE**

Managing Director
Deloitte & Touche LLP
abolante@deloitte.com

#### ANISH SRIVASTAVA

Senior Manager Deloitte & Touche LLP anissrivastava@deloitte.com

This publication contains general information only and Deloitte Risk & Financial Advisory is not, by means of this publication or action that may affect your business. Before making any decision or taking any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte Risk & Financial Advisory shall not be responsible for any loss sustained by any person who relies on this publication.

As used in this document, "Deloitte Risk & Financial Advisory" means Deloitte & Touche LLP, which provides audit, assurance, and risk and financial advisory Services; Deloitte Financial Advisory of Services, and its affiliate, Deloitte Transactions and Business Analytics LLP, which provides a wide range of advisory and analytics services. These entities are separate subsidiaries of Deloitte LLP. Please see www.deloitte.com/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.