

Customer360



DATASHEET



Registration and sign-on are a necessary part of your customer's digital experience, so getting these aspects of the customer journey right is critical. Ping's **Customer360** solution provides centralized authentication services that make customer registration and access secure and seamless.

Acquire More Customers

By streamlining your registration with advanced [single sign-on \(SSO\)](#) capabilities, you can reduce abandonment and acquire more customers.

Increase Customer Interactions

Once customers are registered, centralized authentication services enable consistent sign-on experiences, so you can drive increased interaction and revenue.

Deliver Consistent Multi-channel Experiences

Ensure that all applications have a consistent view of customer data so you can deliver [personalized, multi-channel experiences](#) to your customers after sign-on.

Solution Features

- Customer authentication authority: centralized authentication services allow you to connect a user in any directory, accessing any app, hosted in any cloud, in any situation
- SSO and adaptive authentication across all apps
- Embed customer-friendly [multi-factor authentication \(MFA\)](#) in custom apps, or use SMS or email OTPs
- Self-service SSO integrations and delegated administration for application teams
- A single view of your customers across all applications

Capabilities & Benefits

Convenient Single Sign-on to All Apps

- Consistent credentials across all apps, including custom apps
- Social login, registration and account linking
- Eliminate passwords with [passwordless authentication](#)
- Zero login (QR code authentication)
- Standards support (OAuth, OpenID Connect, SAML)
- Developer-friendly APIs
- Customizable templates and UIs
- Robust authentication policies
- IdP discovery
- Adaptive authentication (IP reputation, geolocation, more)

Adaptive Multi-factor Authentication

- Robust authentication policies that apply MFA based on risk
- Embed MFA (push and soft tokens) in custom iOS or Android apps
- SMS, email and voice OTPs
- Customer service identity verification with MFA
- Identity verification for high-risk transactions
- Customers can create and manage trusted devices
- Admin portal to manage user devices

Unified Customer Profile Across All Apps

- Unify disparate identity silos and datastores to create a [single view of the customer](#)
- Consolidate unified profiles with bi-directional sync, migration and coexistence
- Meet data residency requirements with logic to store data in local regions
- End-to-end data encryption
- Admin activity alerts and limitations
- Meet the most stringent enterprise security requirements
- Scale and performance to handle peak usage with ease
- Increase performance by sharding data using custom variables

Self-service Application Onboarding

- Enable apps with self-service SSO integration
- Flexible interface to build SSO templates for apps
- Delegated administration for business users
- Orchestrate configuration changes across environments
- Visibility into all apps and environments and connections
- Centrally update resource ownership
- View client and connection history to know who promoted what and when

Cloud Your Way

Deploy identity in the cloud of your choice for flexibility across diverse business goals.

Advanced Cloud: Advanced capabilities in a highly-configurable, no-maintenance IDaaS

Your Cloud: Deploy to the cloud of your choice (AWS, Google, Azure) and with cloud automation and orchestration, including Docker images, which are DevOps ready

On Premises: Deploy as traditional software in your data center for ultimate control and unmatched reliability

Integrations

Integration kits, adapters and connectors make deployment easy:

- Social identity connectors (Facebook, Google, Twitter and more)
- Risk service integrations
- RESTful agentless kits for any language
- Server kits

