

PingOne for Customers



DATASHEET



Customers expect every digital interaction to be seamless, secure and personalized. PingOne for Customers provides centralized authentication services and a high-performance identity data store that make customer registration and access secure and seamless.

Acquire More Customers

By streamlining your registration with [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.

Key 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 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

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



Ping Identity delivers intelligent identity solutions for the enterprise. We enable companies to achieve Zero Trust identity-defined security and more personalized, streamlined user experiences. The PingOne Cloud Platform provides customers, workforce and partners with access to cloud, mobile, SaaS and on-premises applications across the hybrid enterprise. Over 60% of the Fortune 100 choose us for our identity expertise, open standards and partnerships with companies including Microsoft and Amazon. We provide flexible identity solutions that accelerate digital business initiatives, delight customers and secure the enterprise through multi-factor authentication, single sign-on, access management, intelligent API security, directory and data governance capabilities. For more information, please visit www.pingidentity.com.