ENTERPRISE SECURITY, MEET CUSTOMER EXPERIENCE

Ping Identity.

CUSTOMER
SOLUTION BRIEF

CUSTOMER IAM KEEPS BUSINESSES SECURE AND CUSTOMERS HAPPY

As today's hyper-connected customers transact business online using mobile apps, self-service web portals, kiosks and connected devices, they expect a secure and frictionless experience with your brand. Customer identity and access management (CIAM) can ensure your customers have a consistent, unified experience. And that has direct top-line impact.

No longer the purview of IT alone, leaders throughout the business are coming together to improve customer experience. In CIAM, they've found a solution that meets their combined objectives for user experience and enterprise security. A solution that:

- Delivers a unified customer profile.
- Enables secure and seamless customer access across all channels and devices.
- Mitigates the risk of brand-damaging data breaches.
- Adheres to complex regulatory constraints.
- Accelerates time to market for new applications and services.
- Increases scale and performance.

PREFERENCE + TRUST = LOYALTY

A best-in-class CIAM solution allows you to acquire more customers faster, increase conversions, build trust and loyalty, all while maintaining and demonstrating a strong end-to-end security posture. Through unified customer profiles, you can provide your customers with the personalized interactions and consistent experience they expect. And by offering seamless,

secure access coupled with privacy and consent control, you demonstrate the security they demand. The right CIAM solution will help you support your customers' preferences and earn their trust. And once you've done that, you've achieved a loyal customer. A CIAM solution must:

- Deliver seamless and secure single sign-on (SSO) and social login support.

- Balance security and convenience through contextual multi-factor authentication (MFA).

- Link disparate identity and profile data into a single, unified customer profile.

- Deliver consistent, personalized multi-channel experiences.

- Unify and secure identity and profile data.

- Enforce centralized fine-grain data access governance.

- Support large-scale deployments with millisecond response times.

- Provide self-service profile, preference, privacy and data-sharing consent management.

A GAME CHANGER FROM TOP TO BOTTOM

When it comes to ensuring customer experience and enterprise security, the world's largest enterprises rely on the Ping Identity Platform. Our scalable CIAM solution allows you to give your customers seamless and secure access to all the applications, properties and services they need, while delivering the consistent multi-channel experience they expect. With the Ping Identity Platform, you can drive top-line business growth and improve bottom-line efficiency and security, and that equates to:

- Increased revenue.

- Higher customer engagement.

- Greater customer loyalty and retention.

- Better business agility and simplified administration.

- Stronger security and risk mitigation.

- Accelerated digital transformation.

LEADING U.S. RETAILER DELIVERS EXCEPTIONAL EXPERIENCES TO MILLIONS OF USERS

As its number of customer touch points increased and service offerings became more sophisticated, this major retailer wanted to provide a seamless experience in its omnichannel environment. The brand also wanted to consistently apply centralized data privacy and security policies across all channels while allowing guests to self manage privacy and preferences.

BEFORE PING

The company's existing system had scale limitations and didn't support SSO or privacy and preference management. Data from different sources with varying controls created disjointed customer experiences. A lack of governance tools made it difficult to implement security best practices.

AFTER PING

No longer bound by a Websphere Commerce Server, the company was able to experience web-scale performance supporting 98 million identities and counting. The Ping Identity Platform provides a unified view of each customer across multi-channel touch points, enabling personalized interactions that increase conversion rates. The customer experience is further enhanced with seamless SSO, modern MFA, permission-based services and high-performing apps. Security is stronger than ever because the company can rapidly adopt security best practices and satisfy governance, security and audit requirements.

To learn how Ping can help you balance security with customer experience, visit pingidentity.com.