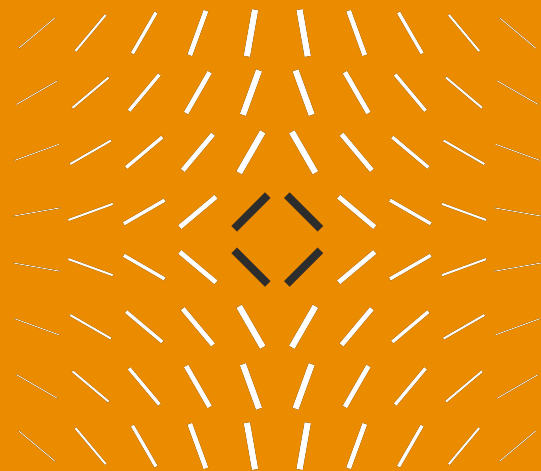


Enable your business with Customer Identity and Access Management (CIAM)

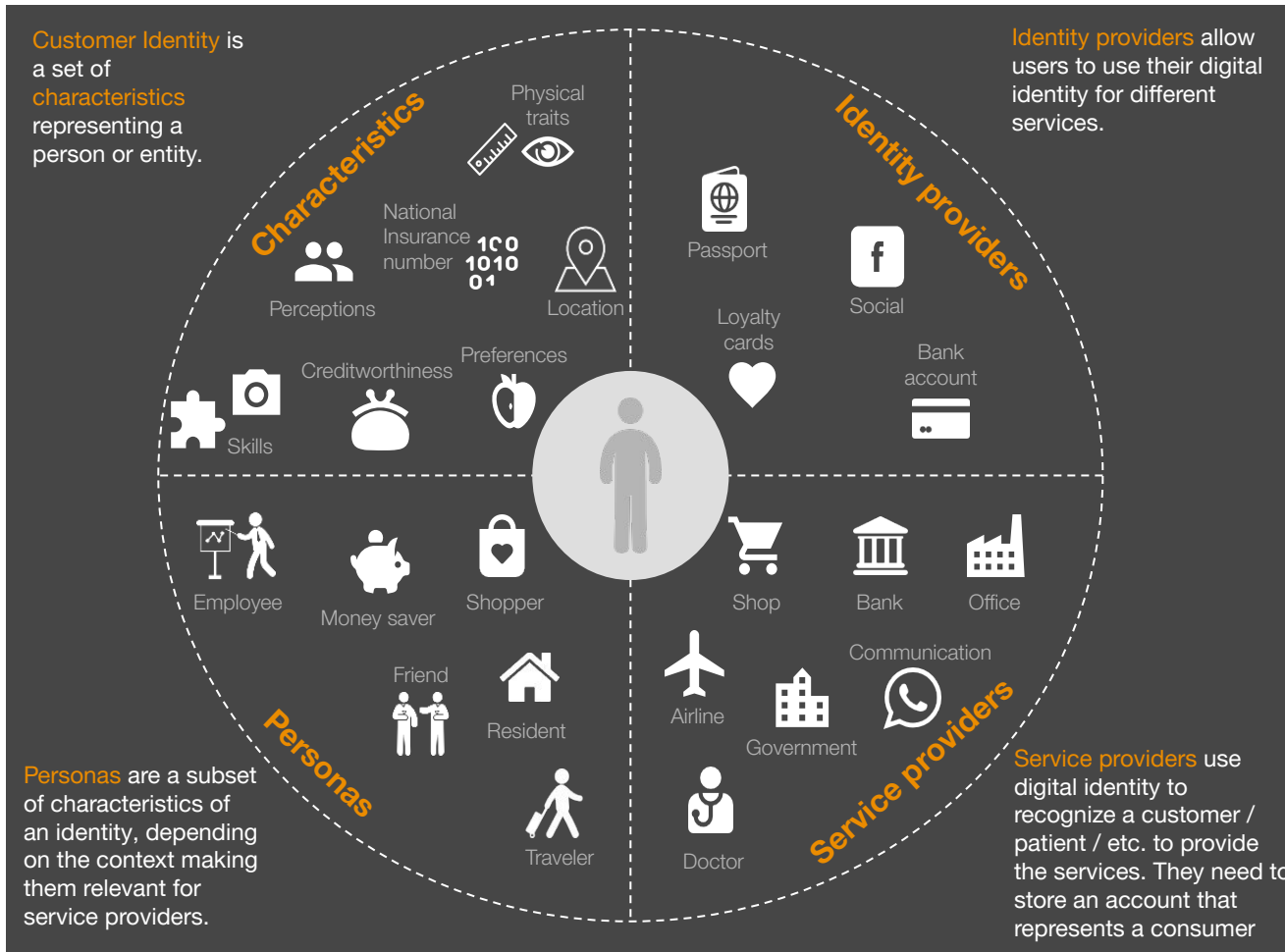
Managing your customers' identities and access privileges appropriately goes beyond delivering security and compliance. It is a business enabler that delivers customer intelligence and improved customer experience



Why it's important to build a holistic view of your Customers...

In today's digital world, user attention is constantly fought over by competing offerings. In this competitive landscape, it's a requirement to design compelling and engaging user experiences. To do so, your business needs to know your customers, what services they consume, what they like, how they interact with your business, and so on. It's likely that you already own the data points you need to build this knowledge, and they are scattered across different systems and not consolidated in a single view.

-  **Enable the business** and seamlessly provide services
-  Provide **transformed technology** and modern **end user capabilities**
-  Adhere to **compliance & privacy regulations**
-  Prevent **security breaches** and malicious attacks



...and how a CIAM platform can help you achieve that?

A Customer Identity and Access Management (CIAM) solution, with its three dimensions of people, processes and technology, enables businesses to consolidate sparse information about their customers into a secure, unified, data-rich customer profile. With some data analytics, this solution can deliver insights to help businesses provide personalised customer experiences and unlock new revenues streams (e.g. through targeted cross-selling of additional services to existing customers).



Our Insights

Based on our experience in supporting clients with their CIAM initiatives, we have identified the following CIAM success factors:

Consider all your different brands: Multiple identities often exist for the same customer consuming different products and services across different brands of the same parent company. Building a single view of your customer is critical and one of the main business benefits of a CIAM solution.

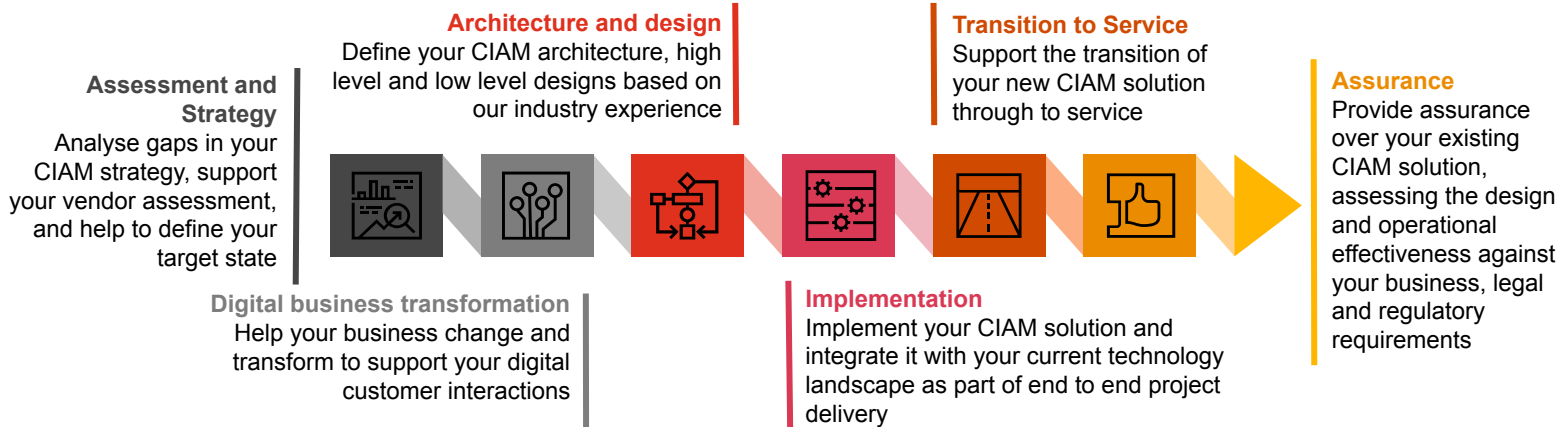
Create a frictionless and omni-channel user experience: Think about processes, not only technology, and leverage KYC processes, risk signals and threat intelligence to minimise friction for the user while still upholding security.

Comply with data privacy regulations: A challenging and sometimes overlooked task is managing privacy and user consent to T&Cs to adhere with local and global privacy regulations.

Ensure robust customer identity verification: Particularly in these times where faceless online customer acquisition and onboarding is vital, integration of CIAM with IDV solutions is a key consideration.

Scale your technology solution: Scalability is a critical non functional requirement; scale for 5x your typical registration / login volume, and leverage auto-scaling technologies.

Our Customer Identity & Access Management Services



Why Choose PwC?

Our People

We have over 200 specialists based both in the UK and across EMEA dedicated to Identity & Privileged Access Management.

Industry Knowledge

Our experts have a comprehensive understanding of IAM challenges spanning multiple industries.

Trusted Relationships

Working with our global network, we have market leading insight into the implications, regulations and requirements to best support our clients.

Trusted Alliances

We have strategic partnerships with leading PAM and IAM vendors that allow us to maximise the value for our clients with their technology investments.

Accredited Cyber Security Leader

We are recognised by national and global industry accreditations and market analysts for our cyber security expertise.

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