



Customer Identity and Access Management (CIAM)

Improving end-user engagement and brand loyalty

IBM Edge Delivery Services creates a world of unimagined potential, all enabled through the unique power of the Intelligent Edge Platform. The Identity Cloud, our customer identity and access management (CIAM) solution, provides a seamless digital experience on a flexible platform with deep customer insights.

CIAM Overview

IBM Edge Delivery Services Identity Cloud is a CIAM solution that enables organizations to capture, manage, and secure customer identities, as well as protect against identity fraud and optimize user experience.

The main components of this leading CIAM solution include:



Registration, login, and authentication — including multi-factor authentication



Preference management — the ability for customers to view and edit certain preferences within their accounts



Social login — authentication through Facebook, Google, LinkedIn, or other social media identity providers



Data aggregation and storage — storing all related customer data in a secure way, designed to comply with data protection and privacy regulations



Single sign-on (SSO) and federated identity — providing access to multiple sites and systems with a single login



Integration — with the existing landscape of CMS, CRM, ERP, marketing automation, analytics, and security information and event management (SIEM) systems through webhooks



Access control — the ability to implement and enforce access policies to control what customers can and cannot do on a site

CIAM Services Packages

IBM Edge Delivery Services offers these packages to help customers implement Identity Cloud.

Provisions

INCLUDES:

- **Access to support portal**
- **Deployment of registration flows**, a standard profile schema, and reference implementation on a temporary website
- **Console**
- **Data migration service**
- **Customer insights**

Managed Integration – Basics

INCLUDES:

- **Technical project management** and solution architect support
- **Registration setup and integration configuration:**
 - Two environments (Development and Production)
 - Technical training
 - Email templates setup
 - Basic webhooks integration
 - Customer insights
- **Integration support:**
 - Language support for translations

Managed Integration – Advanced

INCLUDES:

- **Technical project management** and an A-team of solution architects
- **Three environments supported** (Development, Staging, and Production)
- **Enhanced configuration support:**
 - Enhanced webhooks integration
 - Consent and preference management
 - Console
 - Advanced API training
 - Enhanced customer insights
- **Integration support:**
 - Language support for translations
 - One cycle of performance

CIAM Professional Services – Security

INCLUDES:

- **CIAM professional services (PS) hours**
- **Basic data migration**
- **Advanced data migration**
- **Performance testing**
- **Data integration design workshop**
- **Custom SOW**
- **Premium identity providers***
- **Configurable identity providers**
- **Two-factor authentication***
- **SAML integration to Identity Cloud Console**

** Note: Limited to customers with Identity Cloud Advanced Products.*

For more resources on our industry-leading solutions, visit www.edgedeliveryservices.com/resources or [Contact Us](#) for a complimentary consultation.



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