

Deloitte.



CIAM Experience Center Enabled by PingOne

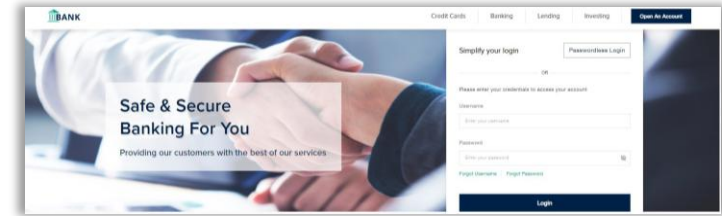
Deloitte's CIAM team built a Customer Identity and Access Management (CIAM) banking portal to enable PingOne customers experience different use cases and decrease time to market.

The experience center is a valuable asset to accelerate time to market as all components are reusable, including API integrations, UX/UI presentation code and PingOne configurations.



Overview

- CIAM Experience Center enabled by PingOne is designed for customers to experience firsthand different banking user journeys
- Leading CIAM user journeys configured and utilize multiple PingOne modules.
- The portal was built in a matter of weeks and presented at the Ping YOUiverse event where the Deloitte team was recognized by Ping with an "Art of the Possible Innovator" award.
- User journey flows are based on typical end user personas invoking key use cases designed to enable a seamless and secure trusted experience
- UI/UX, user journey flows and CIAM services are templated and can be utilized to accelerate our clients' PingOne implementations to achieve faster time to market and less customization.

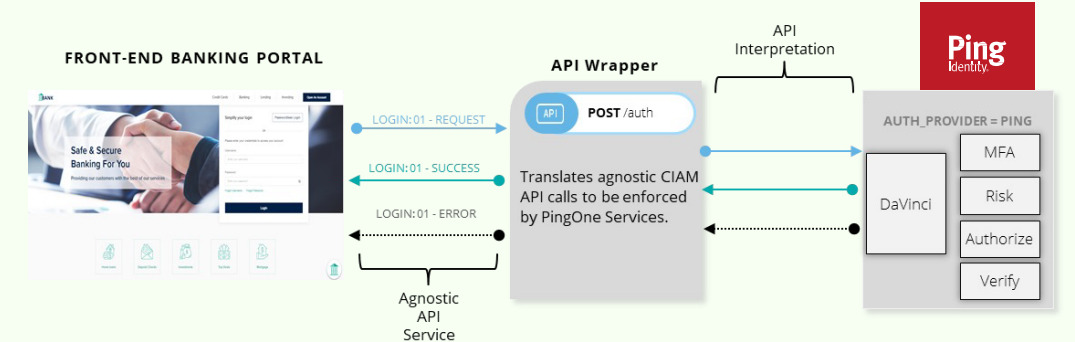


What we built

- Leveraged PingOne modules for Customers: PingOne Davinci (Identity Orchestration), PingOne Risk (Risk Management), PingOne Verify (Identity Verification), PingOne Authorize (Dynamic Authorization), PingOne MFA
- Customized front-end banking portal UI utilizing React JS
- Decoupled architecture allows for UI/UX and service layers to integrate with any Ping module or other industry-leading vendor modules.
- Reusable custom API package to further enable agnostic service-

HIGH-LEVEL VIEW OF CIAM EXPERIENCE PACKAGE

- Templated UI/UX screens (includes components, logic, success/error messages) decoupled from PingOne configurations
- End users only interact with client UI/UX screens
- Agnostic CIAM APIs triggered by client app integrate with custom API package
- Vendor agnostic client app also supports PingOne widgets (as opposed service- based API integration)



PRE-PACKAGED CIAM SERVICES ENABLED BY PINGONE DAVINCI

Registration

- Form-based registration
- Registration with Identity verification via Government issued ID
- Registration with QR code



Self services

- Register & Manage MFA devices
- Recover credentials
- Chatbot capabilities
- Issue & Revoke Digital Credential
- Profile management



Delegated Authorization

- Add authorized user
- Update spending limit
- Delete authorized user
- Fund transfer by authorized user
- Approval of delegated user's transactions by delegator



Contact Center

- Lock account
- Unlock account
- Reset password
- Passkey authentication
- Email link authentication



Authentication

- Password-based authentication
- QR code authentication
- Risk based authentication
- Passkey authentication
- Voice Authentication
- Digital Credentials Authentication
- Email link authentication



MULTI-FACTOR AUTHENTICATION

- OTP via email, SMS, Voice call
- OTP on authenticator app
- Protect high-risk transactions w/ adaptive MFA
- Protect high-risk transactions with liveness check



B2B PARTNER IDENTITY

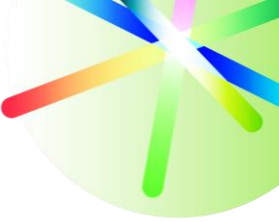
- Onboard Partner Organization
- Onboard Partner Admin
- Onboard Partner User
- Approval workflow



CONSENT & PREFERENCE MANAGEMENT

- Self service consent management
- Self service preference management
- Capture consent during registration





How Deloitte Delivers CIAM Capabilities



Unique approach to CIAM

Deloitte’s unique persona-driven approach to CIAM enables a trusted customer experience. This is completed by understanding what the outcomes are and developing a clear, actionable plan to help our clients achieve the desired outcomes with organizational alignment.

Our Approach

- Focus on persona-driven user journeys understanding behaviors, pain points and business needs
- Design cross-channel custom journeys that enable the right balance between security user experience
- Invoke the right CIAM use cases based on the defined user journeys
- Understand the client’s business challenges, current and target state and align on a roadmap to business and compliance objectives
- Obtain leadership buy-in and establish a successful CIAM operating model
- Accelerate the time to market leveraging our industry specific, pre-built, experience package and other accelerators
- Establish effective approach to training and organizational change management and communication
- Establish framework for continuous improvement and ongoing enhancements that integrates stakeholder feedback

What makes Deloitte’s Experience Center Different?



User journeys designed to solve real industry problems CIAM user journeys designed to solve industry-focused issues while limiting end user friction



Accelerate time to market

Our CIAM experience center is an accelerator to be leveraged to accelerate delivery of CIAM projects



Pre-built CIAM Services

The experience center includes reusable UI/UX screens, API integrations and hundreds of CIAM configurations and scripts ready to import into and be tailored for each customer environment



Modern, standard architecture

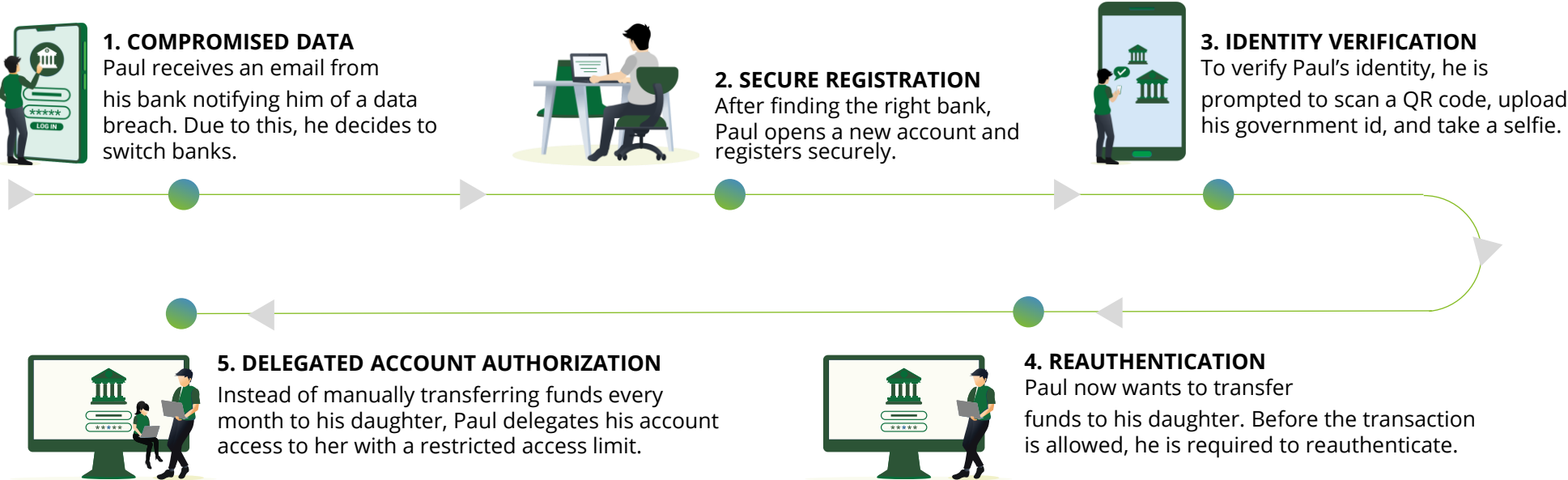
Our services are built based on industry leading practices and follow standard and reusable design patterns



Flexible and Extensible

Future CIAM service enablement can be enabled easily without impacting existing application services and can be customized as required by client requirements

BANKING USER JOURNEY FLOW (ILLUSTRATIVE)



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Learn more about Deloitte’s CIAM Solution:

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