



Deloitte Cyber Services

Customer Identity & Access Management (CIAM)

The business value of CIAM lies in its ability to enhance customer experience, improve security, facilitate compliance, streamline onboarding processes, and contribute to customer retention and loyalty. Additionally, CIAM can lead to cost savings and operational efficiency, making it a valuable investment for organizations with a customer-focused approach.

[Learn More](#)



CIAM provides several business values that can positively impact organizations. Here are some key aspects of the business value of CIAM:

Seamless customer experience across channels (Web, Mobile, Chatbot, Interactive Voice Response (IVR), and Contact Center)

Unified customer profiles and 360-degree view of your customers to personalize the customer experience.

Increased security by providing efficient identity verification mechanisms. This helps in preventing unauthorized access and protects customer data from breaches and fraud. Multi-Factor Authentication (MFA) adding an extra layer of security by requiring users to authenticate through multiple methods (e.g., password, One-Time-Password (OTP), biometrics).

Build trust and meet privacy and regulatory compliance requirements through visibility, consent, and offering choices to your customers

61%

of customers feel companies treat them as a number rather than as an individual

Source: Salesforce, State of the Connected Customer, Sixth Edition – July 2023

80%

of customers say that the experience offered by a company is just as important as its goods and services

Source: Salesforce, State of the Connected Customer, Sixth Edition – July, 2023

>60%

of users admit to reusing passwords for websites

Source: Norton, Password Statistics to Keep You Safe, June 2023

74%

of customers rate good fraud protection as a top consideration

Source: FICO, 2022 Consumer Survey: Fraud, Security and Customer Behavior

Customers have higher expectations and organizations need to adapt and respond promptly:

- Customers will continue to prefer a contact-less, password-less and seamless experience across digital and physical touchpoints
- Relationship between a digital identity and devices such as smart phones and tablets should be intuitive and easy
- Customer touchpoints on digital and physical channels and the convergence of these have increased the need for an omnichannel customer experience

Deloitte offerings to help our clients on their CIAM journey



Define strategy, roadmap and business case



Analyze and design customer journeys



Accelerate solution delivery with assets (e.g., password-less authentication)



Conduct rapid vendor evaluation and demos



Solution / Technology implementation



Run / operate CIAM services



Establish program governance



Plan for and manage organizational change

We have the experience and capabilities to provide large-scale, complex implementations, operations, and global rollouts

Why Deloitte:

Ranked #1 in Market Share for Security Consulting Services based on revenue for 12th consecutive year by Gartner

Source: Gartner1, Market Share Analysis: Security Consulting Services, Worldwide, 2022, Published on 14 July 2023

-  **3000+ total**
dedicated practitioners providing identity services and solutions to our clients including 350+ B2B and B2C CIAM professionals
-  **90+ CIAM projects**
Delivered in the past two years for clients across industry
-  **Ecosystems and alliances**
Deloitte has invested in strategic alliances and marketplace business relationships with leading CIAM vendors: Okta, Ping, Salesforce, SAP, and others
-  **20+ years**
providing Identity and Access Management (IAM) solution and services globally

We're well positioned to help you achieve your objectives

Wherever you are in your journey, we have the experience, knowledge, and tools to help your organization move forward.

Outcomes-driven

In the face of growing complexity, we make finding a cyber and strategic provider easy. Our breadth and depth enable us to provide the outcomes and value you seek in a trusted advisor, a technology savvy pioneer, a visionary integrator, and a dependable operator. We connect the dots, so you don't have to – helping you to improve security, trust, and resilience.

Quality-oriented

We bring together a powerful combination of proprietary technology, domain experience, leading alliances, and industry knowledge. Our obsession with quality means we consistently work to help you realize your vision because cyber and strategic risks are mission critical.

Value-focused

We act as a leader in a times of crisis, a teammate to help you navigate change, and a force to have your back when you are on the front lines. We create value for our clients beyond the deal, pioneering cutting edge resources and innovation, paving the way forward-leaning collaboration and leading bold thinking on tomorrow's emerging technologies so you can turn risk into opportunities.

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Our approach

Taking a human-centered approach with CIAM

CIAM is more than just managing the identity of people, devices and things; as a core capability, it provides a human-centered approach to enable insurance providers to securely capture and manage customer identity, profile and preference data as well as provide customers access to applications and services.

CIAM pillars

**Connected**
Provide a simple, ubiquitous experience across user touchpoints available anytime and everywhere.

**Trust**
Provide transparent options to manage user consent as well as technology to protect personal data

**Personal**
Experiences relevant to customer's personal choices, even when multiple customers share a single insurance policy.

**Cost savings & operational efficiency**
Automate identity-related processes, reducing manual intervention and operational costs associated with account management and user support.

**Effortless**
Provide the right friction throughout the customer journey

**Reduce fraud**
Enables strong security for account setup and access. Create a unified customer view, that helps identify anomalies and unusual behavior that could indicate fraudulent activity

Designed for

CIAM programs have direct and in-direct interactions with other parts of an organization that serve the customers in one way or another.

Chief Digital Officer

Responsible for a digital presence for the organization that is focused on the customers experience.

Chief Marketing Office

Responsible for marketing campaigns to grow the customer base and revenue

Chief Information Officer

Responsible for the management, implementation and usability of information technology to grow the business

Chief Security Officer

Responsible for protecting the organization and customers data with the applicable controls

Chief Privacy Officer

Facilitates compliance for consent and privacy across geographies such as GDPR, CCPA, PIPEDA and other regulations

Learn how CIAM can benefit your business



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