

CIAM TO SURVIVE

DID YOU KNOW YOU HAVE LOTS OF SIMILARITIES BETWEEN A FORMULA 1 CAR AND A CONSUMER
IDENTITY & ACCESS MANAGEMENT TOOLING? LET'S ENTER THE PIT-LANE TO DISCOVER THESE
SIMILARITIES.



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Can you imagine a digital-first strategy without knowing who your Consumer is? Neither do I. A good first impression thrives in business, a CIAM tooling that enables progressive registration and a seamless, yet secure authentication process sets the tone for further interactions with your company via web or mobile. I bet you've been in a registration process before wondering whether you can get this product or service somewhere else because their registration journey is cumbersome and unethical. This results in broken trust from day one. A CIAM tooling is the signboard of your company, the front door towards what really matters to you consumers. Make sure it's appealing, convenient yet secure! Now that you understand the impact of a CIAM tooling you know why we came up with the title of this article, CIAM to survive.

#1 PERFORMANCE

Let me guide you through the first resemblance between an F1 car and CIAM, **PERFORMANCE**. Performance is key for an F1 car, yet for your Identity Fabric (CIAM tooling). You want true power when it's needed, for example during an awesome campaign your marketing team launched.

Unleash more power with an **automatic scalable platform** is like pushing the DRS button in an F1 car, without touching any button.



#2 RELIABILITY

The second resemblance I would like to discuss is **RELIABILITY**. Nothing is more frustrating than leading a race and suddenly, your engine fails! A CIAM tooling forms the gate towards your (mobile) applications, you do not want your gate to be stuck when your customers want to enter your portal.

That is why your CIAM tooling must be **super robust and reliable** 24/7 all day, every day. Ever wondered why all CIAM vendors offer SAAS nowadays? Now you got your answer, they want to make sure your CIAM tooling is up and running every split-second.

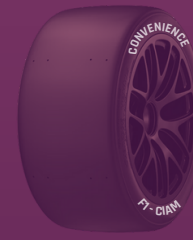


#3 SECURITY

Once you've made sure you can hit peak performances and the reliability of your engine is great you want to make sure you harden the entire package. Formula 1 invested lots of money in **SECURITY**, they introduced the Halo, the drivers are wearing fire-resisting clothing and F1 cars have Kevlar fuel tanks. Let us apply SECURITY to CIAM, you want to make sure it is really your customer logging in and not someone else, without bothering your customers with a second factor every time, right? CIAM vendors heavily invested in AI technology to leverage user convenience and security, they'll

only ask for extra security measurements when your behavior seems odd. Doing what a CIAM tooling should do, **creating those 360 degrees view of each customer** and you do not want this data to fall in the wrong hands. Most CIAM vendors offer the possibility to encrypt your stored user data and even when you transfer user data to other applications you can send an encrypted token. Great, we've mapped security to CIAM, but I bet you were already aware of this obvious resemblance.

PS. Did you know F1 racing suits can resist up to 12 seconds of heavy fire (1000 degrees) without getting injured? Well, now you do.



#4 CONVENIENCE

I must admit that the last resemblance is a head-scratcher, **CONVENIENCE**. If you ever watched a Formula 1 race on television you must've thought "looks easy to drive round the track with an F1 car", until you see the speedometer when they enter a corner in combination with the G-powers they hit. Did they really hit the corner with 200 km/h? Yup, they just did. Same applies to a great CIAM tooling, a great login or registration journey should look easy from an end-user perspective. When you're tech savvy you know a password less login is quite complex in the background.

Same applies to the (mobile) app developers wanting to include authentication and registration journeys following company guidelines, that's why **lots of CIAM vendors out there offer SDK's**. Making sure you can deliver these omnichannel experiences in the best possible way without bothering your (mobile) application developers and consumers is what CIAM is about.

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Did you know that the fastest pit stop during the F1 season in 2022 was 2.29 seconds? Now that you've discovered the similarities between Formula One and Consumer Identity & Access Management it's time to get out of the pitlane and discover the track. We're thrilled to show you the best way to go round the CIAM track in order to achieve seamless journeys to identify and enable your consumers, whether these are customers, partners or citizens.

LET'S GET IN TOUCH

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