



identiT x sabam x CURITY

ORCHESTRATING ACCESS: SABAM'S JOURNEY TO FRICTIONLESS AUTHENTICATION

REFERENCE CASE

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1 A CULTURAL INSTITUTION EMBRACES DIGITAL CHANGE

Supporting creativity with digital infrastructure

As the Belgian association for authors, composers, and publishers, Sabam plays a crucial role in protecting creative rights and ensuring fair compensation whenever works are used. Their mission is rooted in culture, but their operations increasingly rely on digital technology to serve customers and partners efficiently.



Preparing for a digital transformation

In recent years, Sabam launched an ambitious digital transformation. At the heart of this transformation were two cornerstone initiatives: Boost Customer, a platform that allows customers to register, log in, and purchase a license independently, and the Cultura portal, a streamlined solution for cultural centers to share creative works usage data. These projects required not only modern platforms, but also a secure and intuitive way for users to access them.

That's where Identity and Access Management (IAM) came into play. Since Sabam previous IAM solution was based on legacy technologies and did not align with current industry standards for security and compliance, the new platform had to be built entirely from the ground up. More than just a technical need, it was a foundational step towards making their services accessible, automated, and future-proof. Not just for their teams, but also for thousands of users who rely on Sabam every month.

To make that vision a reality, they partnered with IdentIT.

2 THE CHALLENGE: FROM LEGACY TO FLEXIBILITY

Laying the groundwork for modern Access Management

Sabam's digital ambitions were clear, but they were starting from a clean slate. While the organization had built up a large database of users over the years, it lacked a centralized identity and access management system to manage them securely and efficiently.

Without an IAM system, there was no support for automated registration, self-service access, or CRM integration. Authentication processes were disconnected from other applications and required manual intervention, limiting both scalability and user experience.

The need for guidance and technical translation

As part of the Boost Customer program, Sabam aimed to launch a new digital portal where customers could independently register, manage their profiles, and purchase a license. In parallel, the Cultura portal initiative focused on digitizing workflows for cultural centers, moving from manual Excel-based processes to a modern, CRM-integrated experience. Both projects needed a secure, streamlined, and scalable way to handle user identities.

However, internal IAM expertise was limited, and the team needed a partner who could not only implement the right solution, but also translate technical possibilities into functional realities. Sabam didn't start with a fixed solution in mind. They looked for guidance to find a setup that matched their needs and context.



ADVISORY FIRST: FINDING THE RIGHT FIT TOGETHER

Workshops to uncover priorities

Rather than jumping straight into implementation, Sabam and IdentIT began with a collaborative advisory phase. The goal: to clearly map Sabam's priorities, challenges, and expectations, and to translate those into an identity strategy that would serve both users and the business.

Through a series of in-depth workshops with business and IT stakeholders, IdentIT facilitated open discussions to uncover real needs. What kind of user experience did Sabam want to offer? How much flexibility was required for different user types? What kind of integration would be needed with the CRM systems? These sessions not only provided clarity, but also helped build mutual trust and understanding between teams.

Tool-agnostic approach leading to Curity

Crucially, IdentIT approached this phase tool-agnostically. Rather than pushing a single product, the team explored several IAM solutions, each evaluated on functional fit, customizability, support models, and long-term maintainability. Together, Sabam and IdentIT reviewed the pros and cons of each option.

In the end, Curity's Identity Server emerged as the best match. Its cloud-native, containerized architecture aligned perfectly with Sabam's existing Azure Kubernetes environment and expertise. Its strong support for modern authentication flows and multibranding allowed for a highly customized but maintainable user experience.



Choosing a partner, not just a product

From Sabam's side, the project was a collaborative process that built confidence as it progressed.

One of the things that stood out early on was IdentIT's tool-independent approach during the advisory phase.

“What appealed to us was that IdentIT didn’t push a single tool,” says Mathieu, IT Delivery Manager at Sabam

“They took the time to understand our needs and priorities, and presented us with several options to evaluate together. That really made a difference.”

Bridging technical decisions and business logic

Equally important was the ongoing translation of business context into technical choices. IdentIT acted not just as implementer, but as guide, helping Sabam understand the implications of every design decision, and ensuring that the technical setup would empower, not limit, their long-term goals.

As the project progressed, transparency and communication became key success factors. Despite working together only a few days a week, IdentIT maintained a consistent, open dialogue.

“We always knew where we stood. If something needed input from Curity or was still under review, that was communicated clearly. It made the collaboration very smooth,” Mathieu explains.



4 IMPLEMENTATION HIGHLIGHTS: SECURE BY DESIGN, USER FIRST

Modern login flows and frictionless UX

With a clear direction and the right solution selected, the implementation phase focused on balancing security, usability, and flexibility, always with the end user in mind.

One of the most visible improvements was the introduction of hybrid login flows: users can sign in with a password or opt for a one-time code sent via email. Both methods are fully integrated and interchangeable, offering a low-friction experience that works for a wide range of users. Even if someone isn't sure whether they already have an account, the system simply guides them forward. No confusion, no dead ends.

Integrated with CRM and fully branded per platform

Behind the scenes, a SCIM-based integration with Sabam's CRM ensures that validated user data flows securely and automatically between systems. This makes it possible to pre-register known users and send them personalized onboarding emails, saving time for both users and the internal team.

Another key feature was the dynamic branding and behavior per application. For example, the Cultura portal does not allow user self-registration, whereas the Boost Customer portal does. Curity's flexible setup made it easy to define different visual styles and login logic per application.

Each user sees a consistent look and feel that matches the service they're using without compromising security or maintainability.



Cloud-native, scalable and fast

All of this is powered by a Kubernetes-based deployment on Microsoft Azure. Thanks to this setup, Sabam benefits from high availability and fast deployment cycles. Need for a quick feature update? The system deploys your changes in a couple of minutes without impacting user sessions.

The result is a modern IAM landscape that is invisible when it should be, and intuitive when it matters most.



Preventing account guessing: security without compromise

Security was not just a checklist item, it was a design principle. One critical requirement from Sabam was to prevent account guessing, where someone could infer whether a user exists based on system responses. Curity's default behavior required fine-tuning to meet this standard.

IdentIT implemented specific controls to ensure that email addresses could not be validated through login attempts, while still maintaining a seamless user experience. This meant adapting login flows, suppressing certain system messages, and carefully managing how the platform handled failed authentications.

COLLABORATION & AGILITY: CO-CREATION IN PRACTICE

A flexible rhythm and trusted collaboration

From the start, the partnership between Sabam and IdentIT was built on openness, flexibility, and mutual respect. To align with Sabam's internal planning, IdentIT worked on a two-day-per-week basis, a cadence that enabled clear priorities, focused progress, and efficient planning.

Short feedback loops and transparent communication were key throughout the project. IdentIT provided timely answers or clearly communicated when input from external parties like Curity was still pending. This approach fostered trust and clarity, allowing Sabam to stay fully informed and confidently steer the project forward.



TANGIBLE IMPACT: WHAT'S ALREADY LIVE AND WHAT'S NEXT

A functioning IAM system already in production

With the foundations laid and the first environments live, the impact of the new IAM platform is beginning to take shape. The Cultura portal, Sabam's streamlined solution for cultural centers, is now fully live, with Curity at its core. Through automated onboarding and seamless login experiences, cultural centers can now submit their use of creative works efficiently, without relying on outdated manual processes.

Behind the scenes, the IAM platform is also fully ready to support the broader Boost Customer initiative. After an initial testing phase, the platform is being prepared for its next stages of rollout.

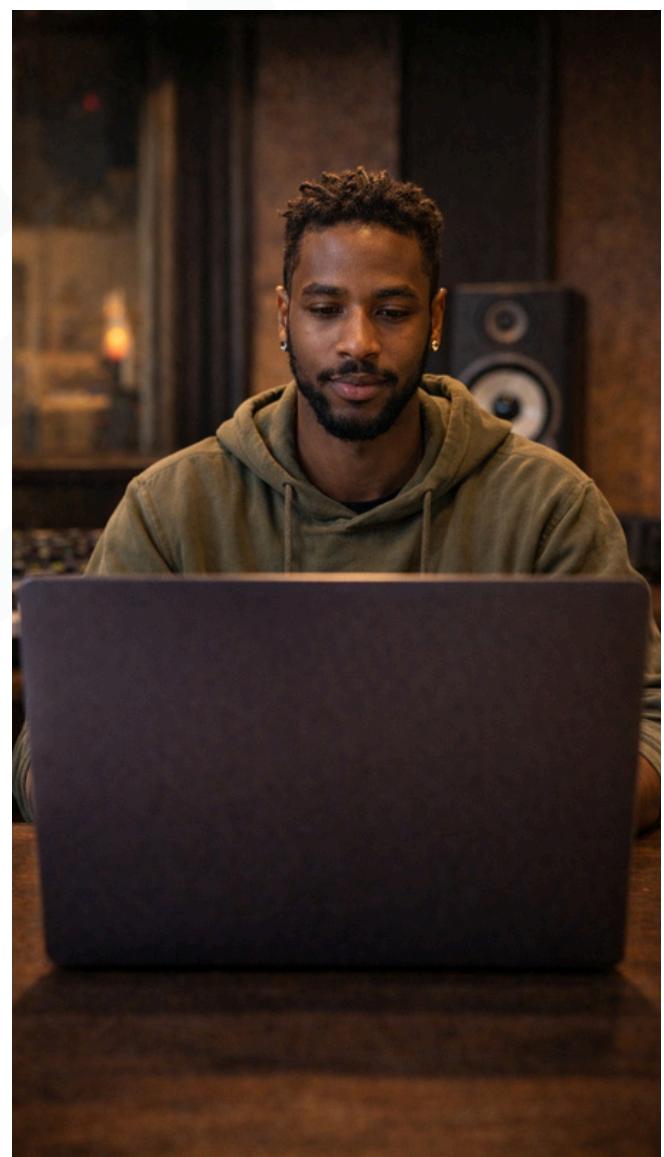
Preparing for impact through automation and self-service

With the Cultura portal now live and the Boost Customer platform approaching launch, Sabam is set to benefit from login flows with minimal friction, whether through passwordless access or traditional credentials. Thanks to automation and CRM integration, much of the identity lifecycle can now proceed without manual intervention, which will lay the groundwork for more efficiency and reduced operational overhead.

Next: Boost Finance and broader roll-out

But the journey doesn't stop here.

In the coming months, Sabam plans to launch the Boost Customer platform, starting with specific audiences such as sports associations. From there, additional user groups will be onboarded in phases. Each wave will rely on the same scalable and user-friendly IAM backbone, designed to support long-term growth and flexibility.



READY FOR THE FUTURE

Now that the first phase is live and the broader rollout is underway, Mathieu reflects on the long-term value of the solution:

"We're not just happy with the outcome, we're confident in the foundation we've built. The flexibility of the platform, the ease of use for our teams and users, and the ability to scale. It all gives us peace of mind for the future."

