Customer Identity & Access Management (CIAM)

Engage and satisfy your customers while protecting their data

Today, organizations understand that providing a secure and elegant customer experience helps to keep customers engaged. For many organizations, Customer Identity and Access Management (CIAM) is an important tool for engaging customers and reinforcing the company's brand. But that tool is about more than the experience. It's critical for securing customer data.

OneLogin CIAM

With OneLogin CIAM, organizations can leverage a central directory to enable all users to authenticate via multiple methods (OneLogin, social media, Active Directory, etc.) and securely access the organization's web portal. This greatly streamlines IT management while keeping data and users secure. OneLogin's CIAM allows organizations to upgrade to the cloud from a homegrown customer management system, bringing built-in SSO and multi-factor authentication (MFA).

KEY BENEFITS OF ONELOGIN CIAM

Deliver simple, elegant customer experiences
Ensure fast, convenient customer authentication so the first—and every—engagement is seamless.

Brand the experience
Completely customizable, so you can use your company logo and colors, and create the look and feel you want because every customer interaction is a branding opportunity.

Extend delightful customer experiences
Use OneLogin's APIs to integrate apps easily, so customers can switch seamlessly between all the applications in your portfolio.

Protect customers and their data from day one
Leverage MFA, biometrics, and risk-based authentication to prevent costly breaches that can hurt your customers and ruin your company's reputation.

Streamline identity management operations
Simplify IT management of customer identities and use the same system for customer and workforce identities, with the OneLogin cloud directory.

"The two most important things we were looking for when looking to purchase OneLogin were security and ease of use for all our users. And we got that with OneLogin."

TIM NALE l CIO, BIC Graphic

OVERVIEW OF THE NEW USER REGISTRATION FLOW ON ONELOGIN CIAM
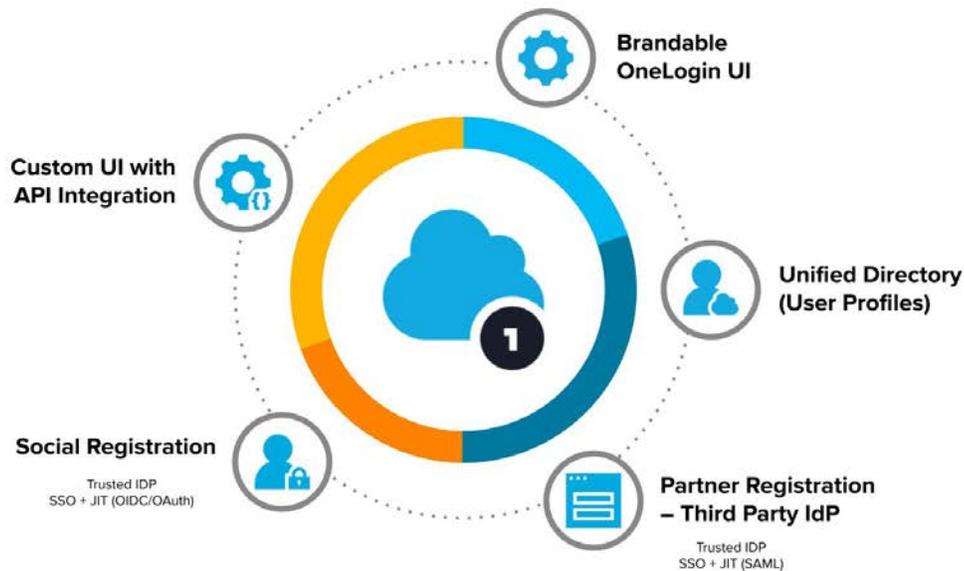
ONELOGIN CIAM FUNCTIONALITY INCLUDES:

- **OneLogin Cloud Directory**
  OneLogin's cloud directory is a centralized identity store in the cloud. It can be a minimal directory capturing just the amount of profile data needed to authenticate the customer—or be enriched with data from different sources. Use it as the store for customer identities or synchronize with LDAP and Active Directory (AD) identity stores through our pre-built integrations.

- **Single Sign-On (SSO)**
  OneLogin uses the SSO protocols SAML and OpenID Connect to allow customers to sign into applications without using a password. Once authenticated, customers can access applications that have a trusted relationship with OneLogin. If your online portal consists of multiple, discrete applications, customers have a streamlined, seamless user experience.

- **Multi-Factor Authentication (MFA)**
  When needed, enforce MFA for increased protection. Make it a requirement for customers to respond with a one-time password sent via text, a tap in the OneLogin Protect mobile app, or biometrics on their devices. Add adaptive authentication to take security to the next level by prompting customers for an additional factor when an abnormality is detected.

- **Social Registration/Social Sign-in**
  OneLogin makes it easy to implement Social Registration or Social Sign-In. By allowing customers to sign in with their social media identity (i.e. Facebook, Google+, Linkedin, Twitter, etc.), OneLogin removes friction and eliminates the need for the user to create yet another password.

- **APIs and Toolkits**
  OneLogin is built to be developer-friendly. With its rich APIs and toolkits, organizations can easily integrate existing web properties with OneLogin for user synchronization, authentication, and SSO. And, because customer engagement is a branding opportunity, OneLogin enables organizations to fully customized the login experience.

- **Analytics**
  OneLogin event webhooks can be used to send login events and other user interactions to analytics tools.

To learn more about OneLogin's CIAM, visit https://www.onelogin.com/product/ciam