

# OneLogin Trusted Customer Experiences™

Secure identities and deliver seamless, customized experiences for your customers

## Key Benefits

- **Keep customer data safe from attacks:** Employ modern security tactics while preserving an intuitive, simple user experience – so you can focus on growing your business.
- **Create seamless and trusted digital experiences for customers:** Deliver consistent, trusted login experiences across all devices and applications.
- **Quickly migrate customers without interrupting the user experience:** Simplify migration of user stores for an experience that is easy for you and transparent to end-users.
- **Customize the experience with flexible APIs:** Build trusted, on-brand authentication experiences with OneLogin APIs.
- **Ensure high availability & reliability at scale:** Operate at the scale and speed your customers demand with a platform that supports high volumes of user activity.

## Overview

Consumers today depend on online services to purchase products, requiring companies to digitize the way they conduct business. In order to provide customers with the ability to transact online, companies collect a wide range of personally identifiable information (PII)—everything from an email, password, and even credit card information. Protecting sensitive data is essential to building a trusted relationship with your customers. Failure to do so can result in heavy financial penalties and ultimately destroy your business' reputation.

However, if your security solution involves highly disruptive authentication methods, it can damage the customer experience—resulting in a flood of customer support calls, or worse, customers take their business to your competitors. Implementing a Customer Identity and Access Management (CIAM) solution dramatically increases your security posture and ensures a seamless customer experience.

## OneLogin Trusted Customer Experiences

OneLogin Trusted Customer Experiences secures access across all your web applications and services while providing a seamless customizable login experience for your customers. Securely capture and manage digital identities with easy-to-use, centralized administration and advanced risk-based authentication using a platform that meets the scale and reliability your customers demand.

Whether you're rolling out a new app, integrating identity management across several apps, or migrating users off legacy systems, OneLogin helps you modernize authentication experiences across web and mobile so you can build trust and loyalty around your brand.

# Benefits of OneLogin Trusted Customer Experiences:

## Keep customer data safe from attacks

Although digital transformation sparks new avenues for online customer engagement, it also attracts fraudsters who attempt to steal customer data for profit. Cybercriminals continually evolve their tactics and employ increasingly sophisticated methods, such as botnets and spear-phishing, that force businesses to spend valuable time and resources to mitigate risk, rather than focus on growing the business

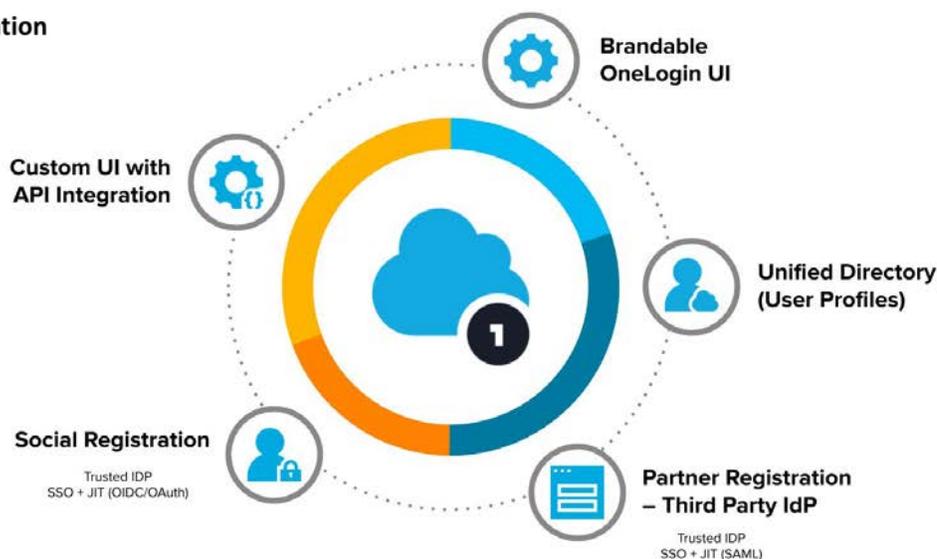
OneLogin provides robust multi-factor authentication (MFA) and biometrics to add an extra security layer to prevent costly breaches. AI-powered MFA, known as SmartFactor Authentication™, streamlines real-time visibility into login attempts, enabling you to act quickly to address high-risk login activity.

## Create seamless and trusted digital experiences for customers

Protecting sensitive customer data is just the beginning. Many legacy solutions introduce friction to the login process. It's important to create friction for bad actors, not your customers. If you fail to provide a seamless user experience, you run the risk of hindering growth and engagement with your customers.

A modern, cloud-based solution delivers a consistent, trusted login experience across all devices and applications so the first—and every—customer engagement is seamless. Passwordless authentication and social login eliminate friction during the login and registration process.

### New User Registration



**Figure 1:** OneLogin provides multiple options for building new user registration flows. Utilize OneLogin's brandable interface to add your own logo and color schemes, or integrate OneLogin into your existing self-registration process by using our rich set of APIs. Remove friction further by allowing your customers and business partners to leverage existing identities via Trusted IdP (TIDP) and Just-In-Time Provisioning (JIT).

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

**TIM NALE** | CIO, Bic Graphic

## Quickly migrate customers without interrupting the user experience

Migrating users off a legacy or homegrown system is often a challenging step that poses roadblocks if solutions don't provide easy ways to transition end users with minimal disruptions. OneLogin works with your existing system to quickly synchronize user data from multiple identity stores to a modern, cloud-based directory. Migration is easy for you and transparent to end users.

### Profile Management Options



**Figure 2:** OneLogin offers several options for transferring profile data so you can work with the most-up-to date customer information. Leverage our pre-built application connectors using SAML, OpenID Connect, etc. Alternatively, use VLDAP to virtualize your on-prem LDAP directory. TIDP with JIT or CSV upload enhances and updates profile information, while the OneLogin self-service portal and administration UI brings read and write capabilities.

## Customize the experience with flexible APIs

When building applications, developers want to ensure a seamless customer experience for secure access. With OneLogin's APIs, developers enjoy the flexibility needed to customize authentication requirements as they progress through the development process.

## Ensure high availability and reliability at scale

When millions of customers need access to your application or website, you need to ensure your CIAM vendor can support millions of customer logins. Our infrastructure is intentionally built to effectively process a high volume of user activity, guaranteeing 99.9% reliability and up-time.

“We moved over two million customers over to OneLogin. What helped us make the decision to go with OneLogin was the culture of flexibility, that they're not just an 'out of the box' solution and the great support. Anytime we had questions or we needed help, they were there for us.”

**SOURAV SEN** | IT Customer Service, PacifiCorp

# OneLogin Trusted Customer Experiences includes:

| FEATURES  | BENEFITS  |
|---|---|
| <b>Cloud Directory</b>                          | Synchronize user data from multiple identity stores into one modern, centralized cloud directory using a variety of methods, including our pre-built directory connectors.  |
| <b>Single Sign-On (SSO)</b>                     | Enable one-click access across all your customer-facing applications using SAML and OpenID Connect to seamlessly sign customers into any application that has a trust relationship with OneLogin.   |
| <b>Multi-Factor Authentication (MFA)</b>        | Prevent account compromise and unauthorized access by leveraging OneLogin's robust policy-based MFA. Offer flexible authentication factors including OneLogin Protect (our mobile authenticator application), SMS, email, voice, biometrics, plus a range of third-party options. |
| <b>SmartFactor Authentication</b>               | Take security to the next level and streamline MFA using machine learning that delivers context-aware authentication. For instance, prompt customers for an additional factor only when an abnormality is detected.   |
| <b>Vigilance AI</b>                             | Our proprietary machine learning engine, Vigilance AI analyzes large volumes of data from first and third-party sources to build individual profiles of typical user behavior to identify and communicate anomalies in real-time for advanced threat defense.                     |
| <b>Social Login &amp; Registration</b>          | Eliminate friction in the customer registration and authentication process by allowing customers to sign in with their social identity, like Google, Facebook, and LinkedIn.  |
| <b>Identity Lifecycle Management</b>            | Easily manage identities throughout the customer lifecycle using a centralized administration UI, where you can easily provision users into new applications using advanced entitlements and mappings. Quickly cut off access for compromised accounts to prevent further attack. |
| <b>API Access Management</b>                    | Use OneLogin to authorize your requests against your APIs, enabling best practice security for protecting the APIs that support single-page or native mobile applications.  |
| <b>Authentication &amp; Administration APIs</b> | OneLogin's rich APIs enable developers to easily integrate OneLogin into existing applications to create secure user experiences, automate app roll-out, and monitor security events.   |
| <b>Analytics</b>                                | Gain added visibility into user behavior and potential risk by streaming login events to your SIEM and analytics tools, like SumoLogic and Splunk, in real-time via event hubs and webhooks.  |
| <b>Sandbox</b>                                  | Test new configurations and functionality within a safe staging environment before deploying to production.   |

\*\*\*OneLogin offers several products and plans for Trusted Customer Experiences. [Contact a sales representative](#) to receive a quote.

To learn more about OneLogin Trusted Customer Experiences, visit <https://www.onelogin.com/product/ciam>.