

# CIAM Customer Success Stories

Learn how our clients increased efficiency and delighted their customers with Customer Identity and Access Management (CIAM)



# Creating trusted digital experiences for your customers'

Customers' expectations are rising. With plenty of choice in where they do business online, they've become impatient with clunky logins, complicated account creation and irrelevant content. Users expect every digital interaction to be effortless, private and secure – and any frustration or delay will often lead to abandoned baskets, and a customer lost to competitors for good.

At the same time, companies are building more and more custom applications to keep up with the competition. These include new mobile apps, community platforms, e-commerce enhancements, omnichannel applications and more. Bringing these swiftly to market is a challenge, but critical to deliver the convenience and functionality that customers demand.

It's why organisations of all sizes are discovering the value of a customer identity and access management (CIAM) solution like Okta's, which streamline and centralise authentication and offer a valuable source of customer insight.

Find out how we helped some of our clients overcome their CIAM challenges and deliver elegant, personalised experiences that delighted their customers.

**Who would you like to read about?**



# Personalising the fan experience

## User Management / SSO / Adaptive MFA

The Royal Belgian Football Association represents the country's entire football community, from players to fans. With services spread across multiple digital platforms and apps, it wanted to create a central hub for Belgian football where users could customise their fan experience.

### How Okta's CIAM made a difference

- One centralised portal for fans and stakeholders, delivering a frictionless user experience for all
- 700,000 identities seamlessly migrated, with customers allowed to keep their passwords
- Increased revenues through leveraging data, allowing personalised suggestions and more effective advertising and sponsorship
- Stronger security across the federation, with Adaptive Multi-Factor Authentication for security-sensitive apps



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Okta enables us to leverage our data more intelligently... this helps us increase our revenues directly, through ticket sales, and indirectly, through sponsorship and advertising.

Koen Landsheere, IT Manager, RBFA

# Connecting clients with their savings

## Customer Identity / Authorisation / User Management

For more than 200 years, global investment company Standard Life Aberdeen has helped customers manage their life savings. It wanted to upgrade its client-facing portal with new functionalities to create a frictionless experience for thousands of global customers and their financial advisors.

### How Okta's CIAM made a difference

- New secure portal for up to 300,000 clients and 2,000 financial advisory firms
- Clients can track the value and performance of their investments securely
- Financial advisors get a complete picture of their clients' needs
- Scope for future self-serve capabilities, empowering clients to make simple transactions themselves



Security must walk hand-in-hand with client experience, and Okta is helping us deliver both.

Steve Watson, Senior Propositions Manager,  
Standard Life Aberdeen

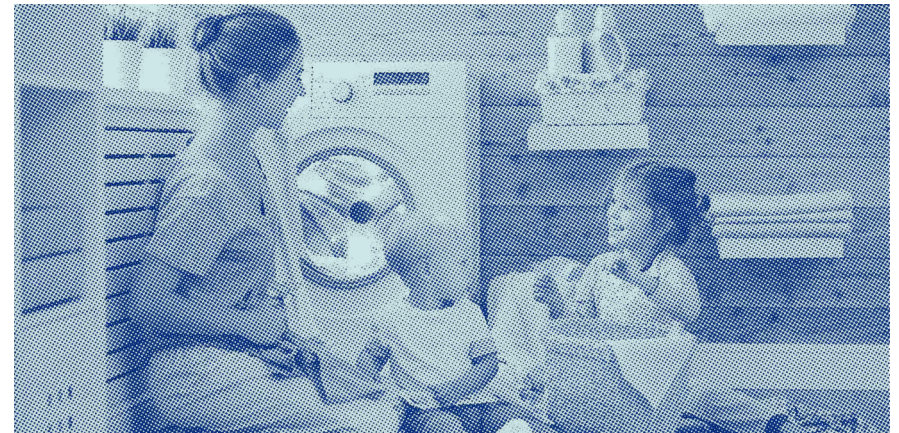
# Building a frictionless shopping experience

SSO / Universal Directory / Adaptive MFA / Lifecycle Management

With operations in nearly 150 countries, appliances retailer Arçelik is a staple in households around the world. It wanted to revamp its identity solution for the cloud era, to reduce IT workload and deliver a better shopping experience for customers, while keeping their data secure.

## How Okta's CIAM made a difference

- Simplified customer login by adding social integration, quickly adopted by more than 100,000 customers
- Unified customer identities into a single centralised directory, rather than disparate local applications
- Adaptive Multi-Factor Authentication protected customer data without sacrificing ease of use
- Streamlined access to applications for over 40,000 retailers, distributors and technicians



Okta had predefined connectors for every single app we're working with and supported social logins with providers like Facebook, which was a huge plus.

Adnan Sancak, IT Solutions and Services Manager, Arçelik

# Seamless office space reservations

SSO / Adaptive MFA / API Access Management / User Management

To help businesses safeguard their employees' return to the office during COVID-19, software company Wunderbricks developed an app helping them to use their workspace more effectively and reduce the risk of transmission. To pitch the idea to high-end multinationals, it needed to back it up with a strong identity solution.

## How Okta's CIAM made a difference

- Provided a reliable, automated identity solution that allowed developers to focus on enhancing the app user experience
- Simple and secure self-serve logins and password resets, cutting IT overheads
- Seamless integrations for businesses already using other identity providers or Active Directory
- Clients can leverage the app's functionality using their own tools and apps with API Access Management
- Over 100% growth every quarter since implementing Okta



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For the high-end customers we're targeting, we need to have tight security and privacy protections in place and comply with numerous frameworks like GDPR. Okta does all that for us.

Alphons Mulders, Co-Founder and Director, Wunderbricks

# Taking the stress out of insurance claims

## Adaptive MFA / Lifecycle Management / Directory Integration

To stay ahead in the crowded and competitive insurance market, HDI offers more of its services online. It needed a reliable identity solution for its private and commercial customers that would deliver high data security and no-fuss access to its customer-facing applications.

### How Okta's CIAM made a difference

- Simplified the login process for over 300,000 customers by adding self-service features such as password reset
- Ensures compliance with stringent global insurance security and data protection regulations
- Cuts time and cost required to maintain the customer portal
- Makes HDI more responsive to customer needs by speeding up time to market for new features



We were looking for a centralised system with state-of-the-art defence against unauthorised permission. That's what we found in Okta.

Niklas Lammers, IT Project Manager, HDI

# Accelerating clients' digital transformation

## API Access Management

Software company SUSE accelerates digital transformation for its clients by simplifying and modernising their existing IT environments. It wanted to migrate from its own legacy identity management system to one that could manage different groups easily, in just one place, including customers, contractors and employees.

### How Okta's CIAM made a difference

- Unified different user groups, including internal engineers, the wider corporate team, and customers into one simple solution
- Customers get fast, automated access to apps and services on SUSE's portal, with API Access Management
- SUSE can focus on value-added interactions with customers, rather than login and access support



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By removing login-related friction for our customers... we can instead focus on solving the problems that matter most to our customers.

Gary Fentiman, Global Procurement Manager, SUSE



# Ready to transform your customer experience?

Get in touch to find out how we can solve your customer identity challenges



**okta**