ForgeRock®

Intelligent Access Journeys

Keep Customers Engaged: Design User Journeys that Flow

The Achilles Heel of Digital Transformation:

The Customer Experience

Digital transformation has touched nearly every business. And the user experience is the heart of whether this transformation succeeds or fails. Poor customer experiences, lack of customer insights, and security and fraud risks are common problems that can put any business at risk. How do you create a user journey that's friction-free, appealing, and secure so that customers keep coming back?

Poor Customer Experiences

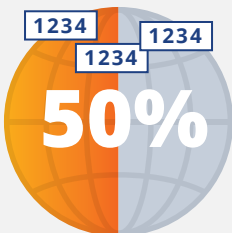Traditional authentication methods based solely on usernames and passwords are cumbersome and easily forgotten.

90
Average number of online accounts per user.

16
Average number of online purchases Americans abandon each year because of password frustration.

50%
Percentage of online account holders who have reused passwords across multiple websites.[1]

30%
Percentage of people between the ages of 25 to 44 who request forgotten passwords at least once a week.[2]

1 https://fidoalliance.org/what-is-fido/
2 https://www.iproov.com/reports/the-end-of-the-password
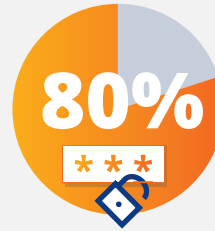
Fraud and Cyber Threats

According to the "Verizon Data Breach Investigations Report," stolen or weak credentials are involved in 37% of data breaches.

$3
Dollars lost for every dollar of fraud committed.

Online fraud attempts in the U.S. retail sector have doubled year over year and have tripled since 2017.[3]

80%
Percentage of hacking-related breaches that use either stolen or weak credentials.[4]

25 Billion
Forecasted number of Internet of Things (IoT) devices that will be in use globally by 2025.[5]

2:1
Ratio of IoT devices to human users.[6]

IoT devices using weak or default credentials leave networks wide open to attacks.[7]

Lack of Customer Insight

Organizations that don't understand their customer journey have higher abandonment rates. Analytics can drive actionable insights.

90%
Companies that plan to use digital intelligence to improve their customer experience.[8]

3 LexisNexis® Risk Solutions 2019 True Cost of Fraud℠ Study, U.S. Retail Edition https://risk.lexisnexis.com/insights-resources/research/2019-true-cost-of-fraud-study-e-commerce-retail-edition
4 Verizon: 2020 Data Breach Investigations Report
5 "Number of Internet of Things (IoT) connected devices worldwide from 2019 to 2030," https://www.statista.com/statistics/1183457/iot-connected-devices-worldwide/
6 8.74 billion outnumbers human users - 4.66 billion users as of late 2020. Datareportal, "Digital Around the World," https://datareportal.com/global-digital-overview
7 https://www.csoonline.com/article/3258748/the-mirai-botnet-explained-how-teen-scammers-and-cctv-cameras-almost-brought-down-the-internet.html
8 Forrester: Optimize Digital Intelligence For Your Insights-Driven Business

ForgeRock Intelligent Access

ForgeRock Intelligent Access is a powerful visual designer with a drag-and-drop interface that allows you to easily orchestrate, personalize, and secure your user journeys. Organizations can strike a balance between user experience and security with secure, seamless, and dynamic user access journeys across any platform.

CUSTOMER ENGAGEMENT — **IMPROVED SECURITY**
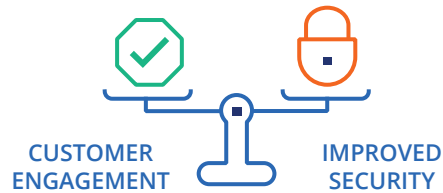
Orchestrate factors and signals based on:
Context
Behavior
Risk
User Choice
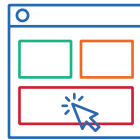
Visually design delightful login experiences using a simple, drag-and-drop interface

Enable strong authentication and authorization using open standards

View and manage access for all identities from a single interface

Consumers

Convert visitors to customers faster with simplified registration journeys. Achieve higher retention rates, and build consumer loyalty and trust. Enable a consistent, omnichannel user experience across all your brands.

Workforce

Securely onboard users. Enable adaptive authentication and fine-grained authorization based on user, device, behavior, location, and other contextual information. Rapidly offboard workers when they leave, and eliminate lingering access to sensitive corporate information and systems.

Things

Register and authenticate IoT devices automatically. Authorize access granularly. From the same interface, manage IoT devices along with consumers and workforce users.

Leverage an extensive security ecosystem of pre-integrated, third-party solutions, including:

- **Identity proofing services**
- **Fraud prevention systems**
- **Bespoke authentication methods**
- **Biometric providers**

- **Internet of Things**
- **Community-built solutions**
- **And more**

There are many benefits that come with Intelligent Access user journeys:

◆ **Simplified user registration flows that reduce customer friction and abandonment rates**

◆ **Secure authentication without usernames and passwords**

◆ **Self-service account recovery, registration, and privacy management**

◆ **Evaluation of risk before, during, and after user or device authentication**

◆ **Reduced identity-related data breaches and fraud**

◆ **Secure and automatic onboarding and authentication for IoT devices**

ForgeRock is here to help you continuously improve and secure user journeys for consumers, workforce, and things.

For more information, visit: www.forgerock.com/intelligent-access-ebook

---

About ForgeRock

Follow Us

ForgeRock, the leader in digital identity, delivers modern and comprehensive Identity and Access Management solutions for consumers, employees and things to simply and safely access the connected world. Using ForgeRock, more than a thousand global customer organizations orchestrate, manage, and secure the complete lifecycle of identities from dynamic access controls, governance, APIs, and storing authoritative data – consumable in any cloud or hybrid environment. The company is privately held, and headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit **www.forgerock.com** or follow ForgeRock on social media.

ForgeRock