

## WSO<sub>2</sub> CIAM Platform

### CIAM without Compromise

#### Customer experience is based on secure identity

The WSO2 CIAM platform is a world-class, developer-focused solution that simplifies creating unique and compelling digital customer experiences, and minimizes risks that can impede the success of your CX program.

#### You don't need to compromise when choosing your CIAM

You have options when looking for a CIAM solution to help deliver your CX vision, but most have significant technical or commercial limitations that introduce risks to the project and force you to accept uncomfortable tradeoffs.

WSO2's CIAM platform doesn't force you to accept a CIAM vendor and solution that might not be what you need in the long term. We minimize risks to your project by ensuring you are not limited in any way.

#### Secure peace of mind without sacrificing ease-of-use

Banish user frustration by using security that's nearly invisible until needed – helping you achieve lower abandonment rates and drive higher revenue.

#### Realize your elegant CX vision without complicated development

Our platform was made for developers, by developers. We deliver the tools, resources and community to give developers a head start and a clear path.

#### B2C, B2B or G2C

WSO2 CIAM platform's flexibility means it doesn't limit how it can be used. It capably handles digital experiences designed for customers, citizens, partners and other third party organizations.

#### Deploy how and where you need

Your CIAM's deployment options need to work for you, not against you. With WSO2, you choose how and where you want it—as IDaaS/SaaS, open source software, or private cloud managed service.

#### Scale your customers, not your costs

WSO2 CIAM powers some of the world's largest CX deployments, but we don't penalize our customers' growth with rising prices. WSO2 remains affordable as you grow, all the way up to consumer/citizen scale.

## 12 Weeks

Faster time to market

## 60% Increase

Developer productivity

## 332% ROI

Over three years

## \$4.51 million

Total benefits over 3 years

Forrester Total Economic Impact™ Research Study



HOLLYWOOD, FL

“ Our legacy implementation was not secure, scalable, extensible, reusable, and flexible. WSO2 makes it easy to decouple, scale, evolve and go to market faster.

**VP Software Development,**  
Seminole Hard Rock  
Support Services

An **Overall Leader**  
in The KuppingerCole  
Leadership Compass:  
CIAM platforms, 2020

**kuppingercole**  
ANALYSTS



A **Strong Performer**  
in The Forrester Wave™:  
Customer Identity and  
Access Management,  
Q4 2020



FORRESTER®

## Core WS02 CIAM Platform Features

### Critical building blocks for your digital customer experience

WS02 has you covered with all the key ingredients for CIAM. Easily apply any of these features to your web-based or mobile application CX project with out-of-the-box pre-configurations, or leverage WS02's unique extensibility to adapt them however you need.



Single Sign-on



Social & Federated Login



Strong Authentication



Passwordless Authentication



Risk-adaptive MFA



User Onboarding



Progressive Profiling



Account Management



User Self-service



Identity Provisioning



Fine-grained Access Control



Identity Bridging



Privacy & Consent Mgmt.



Analytics & Dashboarding



Sales & Marketing Tools Integration

## Advanced WS02 CIAM Capabilities

### Turbocharge your CX with these powerful benefits, available only from WS02

To help you take your digital customer experience to the next level, WS02 provides unique capabilities that other vendors can't.

#### Give your developers a strong advantage

With powerful tools, documentation, and code samples, WS02 handles IAM requirements so developers can focus on an engaging, low-friction digital customer experience with real business impact.

#### Integrate with every business system

WS02's deep integration capabilities work with nearly every business application, service or legacy IT system to securely exchange and transform data. This opens the door to much more robust user interactions and better overall customer experience.

#### Empower B2B CIAM for partners

Unique multi-organization management and delegated administration capabilities enable critical B2B use cases, where organizations provide CIAM features to partners' customers.

#### Unleash the power of the API

WS02's API-centric approach makes integration easier and the entire system more reliable and maintainable.

#### Deploy how you need

WS02 CIAM Platform is available as open source software, IDaaS/SaaS or private cloud fully managed hosted services, giving you ultimate flexibility to meet your specific requirements.

## Great Companies Worldwide Rely on WS02

### Finance



### Healthcare



### Government



### Retail



### Technology



### Telco



### Travel & Hospitality



Learn more about WS02 CIAM Platform  
at <https://wso2.com/ciam-platform>

