



WSO2 CIAM without Compromise



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WSO2 in brief



Founded in 2005
1000+ Employees



APIM/Integration and
CIAM Focus



Profitable, Rapid Growth



1500+ Commercial
IAM/CIAM Deployments

Infosys

fiserv.



GE Healthcare

100+ IAM Partners

CISCO



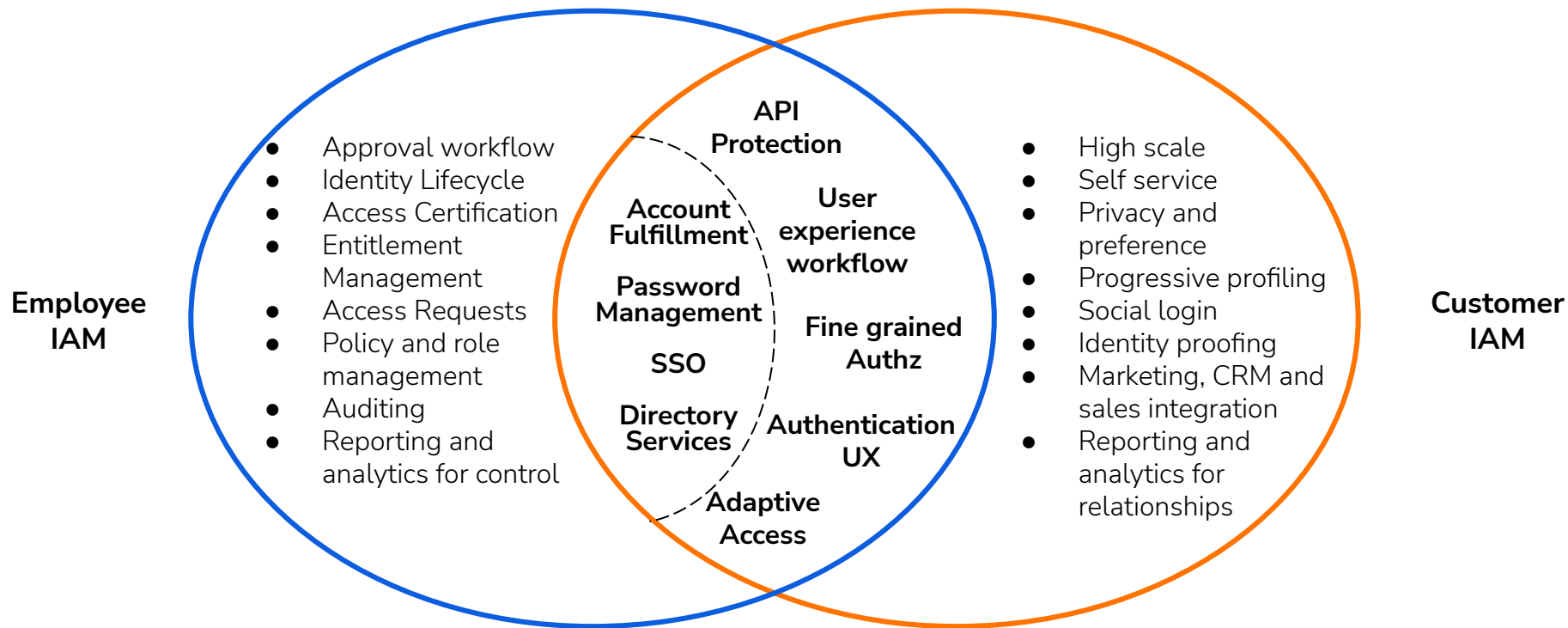
Investors Fueling
Growth

Organizations need an online presence



- Communicate and engage with your customers
- Define your brand
- Differentiate from competition
- Expand customer touchpoints
- Reach broader audiences
- Facilitate transactions

Differentiating Customer and Employee IAM



“Customer expectations for great user experience (UX) continue to rise — putting more pressure on organizations that deploy customer identity and access management (CIAM)”

– Gartner, Nov 2021



Creating the Digital Customer Experience

Aspirations



- Modernizing the digital customer journey
- Providing an engaging, personalized customer experience
- Converting prospects into customers faster
- Staying ahead of competitors
- Strengthening brand image

Challenges



- Lack of CIAM expertise and best practices guidance
- Low awareness of available options and their respective strengths/limitations - technical, practical and commercial
- Ensuring long-term success beyond the initial project
- Minimizing the project risks, known and unknown

You don't have to compromise

Security vs. Convenience

Implementing effective security without compromising user experience

Fully Realizing Your Vision

Create your unique, compelling customer experience without complicated development

Deployment Flexibility

Deployment choices that fit organizations' unique and evolving needs

Scaling and Economics

Scale up effectively and affordably, all the way to consumer/citizen levels

Platform Capabilities

Core CIAM Building Blocks



Single-sign-on and federation



Identity bridging



Strong and adaptive authentication



Account management and identity provisioning



Fine-grained access control



Registration, progressive profiling and self-service



Privacy, consent and compliance management



Identity analytics, reporting and dashboarding

WSO2 Advantage



API security



Business system integrations



Extensible product architecture



SaaS, Private ID Cloud, or on-prem/hybrid deployment



Best-in-class B2B CIAM capabilities

WSO2 CIAM Platform

CIAM without Compromise

A world-class, developer-focused CIAM solution

- Simplifies your organization's delivery of a unique, compelling customer experience vision
- Minimizes the risks that can impede the success of your CX program
- Ideal for wherever you are on your CX journey

Proven success across all major use cases

Over 1 Billion

Identities managed

B2C

Empowering visionary digital customer experiences



B2B

Including B2B2C

Secure access for partners and 3rd-party organizations



G2C

Digital identities for secure citizen access to government



B2E

Access management for internal employees



API Security

Protecting external and internal connections





WSO2 Identity Server Total Economic Impact

"Identity Server enabled these organizations to consolidate their customer identity and access management capabilities while keeping costs consistent despite growth, save developer time, and accelerate offerings to market --- all while fostering a frictionless customer experience."

– Forrester Consulting

[Download the study](#)

\$4.51 million

Total benefits over 3 years

332% ROI

Measured over 3 years

12 weeks

Faster time to market

60% increase

Developer productivity



Industry Recognises WSO2 Leadership



Overall Leader in KuppingerCole's Leadership
Compass: CIAM Platforms



Strong Performer in the Forrester Wave™
Customer Identity and Access Management

Great companies worldwide rely on WS02

Over 1 Billion










Identities managed

280+

Direct subscription
customers

1200+

OEM-driven deployments

Finance					
Healthcare					
Government					
Retail					
Technology					
Telco					
Education					
Automotive					
Hospitality					



The WSO2 CIAM Advantage

Security peace of mind without sacrificing ease-of-use

Security that's nearly invisible until needed – helping you achieve **lower abandonment rates** and **drive higher revenue**.

Realize your full CX vision without complicated development

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

Deploy how and where you need

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

Scale your customers, not your costs

We don't penalize our customers' growth with rising prices. WSO2 **remains affordable as you grow**, all the way up to consumer/citizen scale.



Thank you for listening.

- Meet us at our stand
- Win AirPods Pro



Learn more about WSO2's CIAM solutions
wso2.com/ciam-platform

