



DIGITAL IDENTITY

# Customer IAM (CIAM)

Securely balance customer needs with business needs

## Customers want convenient, personalized and secure experiences

As enterprises expand their digital transformation journey, they need to keep up with evolving customer expectations. Customers want a seamless, personalized omnichannel access experience across all apps and devices. And they need to feel that their data is secure in order to trust a brand.

The ability to offer customers a frictionless experience while also keeping bad actors out of the network is the framework for modern CIAM platforms.

## Wipro CIAM delivers a secure, seamless omnichannel access experience

The Wipro CIAM solution embeds a digital identity layer into your customer-facing portals and apps. CIAM securely captures and verifies identities and dynamically controls proper access to systems, applications and services. The enhanced UX means that customers can engage with your business how, when and where they want, which helps ensure brand loyalty and trust. Your organization gains valuable customer behavior visibility that can inform marketing initiatives, boost sales and drive bottom-line business growth.

**70%**







of consumers say that trusting a brand is more important than ever.<sup>1</sup>

**1 in 3**

customers will walk away from a brand after just one bad experience.<sup>2</sup>

<sup>1</sup>Gartner | <sup>2</sup>IDC

### Wipro's CIAM Solution Drivers and Benefits

	Business	Consumer	Technology
DRIVERS	 <b>Business</b> Digital transformation initiatives Customer acquisition & retention Know your customer better Bottom line growth	 <b>Consumer</b> Better UX Trust & Brand Loyalty Privacy & regulatory compliance Omnichannel access	 <b>Technology</b> Boundaryless enterprise Any device, same experience Centralized & secured data Actionable data analytics
BENEFITS	 <b>Business</b> Targeted marketing Improved business agility Better regulatory compliance Increased revenue	 <b>Consumer</b> Improved customer loyalty Competitive edge Privacy compliance Omnichannel access	 <b>Technology</b> Boundaryless enterprise Smart devices Microservices / APIs Stronger security posture

# Wipro CIAM key differentiators

## Better consumer experience

- Omnichannel, frictionless customer interaction
- Quick registration with seamless authentication
- Self service with social linkage
- Privacy by design—**My Data, My Choice**

## Better regulatory compliance

- Fraud detection and prevention
- Consent & preference management—**Register Me, Secure Me, Service Me, Forget Me**
- Centralized user management enables sensitive data encryption, controls access to digital resources, manages data collection and consent in compliance with data privacy laws such as GDPR, CPRA, APPI, CCPA 2.0 and LGPD

## Better security

- Centralized customer data on a single platform for better visibility
- Single Sign-On, Federation, Adaptive MFA & Fraud & Risk detection
- In-build threat protection capability against various Malicious attack

## Better customer insights

- Social intelligence and marketing drivers without compromising on data proliferation
- Event-driven personalization such as progressive profiling to build mutually beneficial relationships between company and customer and drive targeted offers and recommendations
- Brand trust equals loyal and repeat customers

## Improved total economic impact

- Increased revenue through customer retention and trust

## CIAM Digital Experience



**Continuously Connect**  
customers anywhere,  
anytime on any  
device



**Continuously Collect**  
data for progressive  
profiling



**Continuously Protect**  
data against  
attacks

## Connect with us to get started

To learn more about how Wipro CIAM can deliver the secure omnichannel experience your customers want, please contact:



**Ashish Chandra**  
Sr. Partner & Global Head, Digital Identity,  
Cyber Risk & Security Service  
Ashish.chandra4@wipro.com



**Joydeep Mondal**  
Sr. Practice Manager,  
Digital Identity, Cyber Risk & Security Services  
joydeep.mondal@wipro.com

## Wipro: Cybersecurity by Cybersecurists

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