

# ForgeRock Consumer Identity and Access Management

Modernize Your Digital Customer Journey

ForgeRock's Consumer Identity and Access Management (CIAM) is a modern identity management solution that allows organizations to acquire customers faster, deliver great customer experiences and protect your customers.

## Today's Customer Acquisition Dilemma

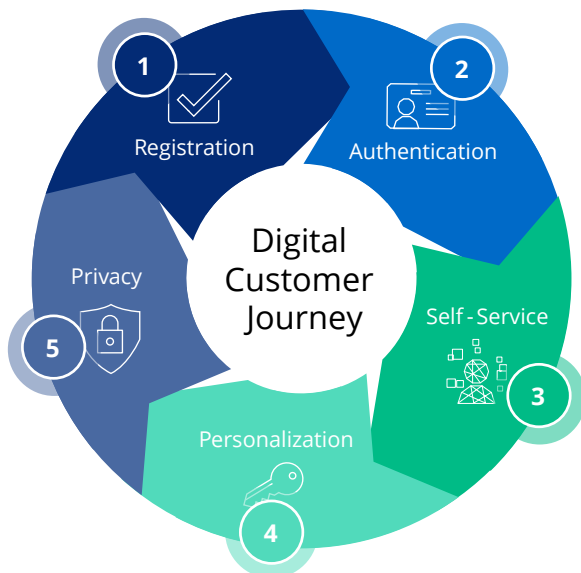
Building customer loyalty starts at the beginning of the digital customer journey. Global organizations are looking to maximize long-term loyalty and profitability by offering a fully digital, secure, and seamless customer experience. Today, however, most digital journeys are disjointed and full of friction – leading to lower customer acquisition rates, poor customer experience and increased security and privacy risks.

Chief digital officers struggle to transform traditional customer acquisition channels because they are inherently based on manual, human-driven processes that are time-consuming and involve many serial steps. Forms have to be filled out and customer information has to be reviewed and verified. Because traditional identity and access management (IAM) solutions are static, siloed, and cannot scale to meet the dynamic nature of the modern customer, organizations need to evolve and adopt a modern customer identity and access management (CIAM) solution in order to grow digital customer acquisition and retention without the burden of manual, human-driven processes.

# ForgeRock: Modernize Your Digital Customer Journey

The ForgeRock Consumer Identity and Access Management (ForgeRock CIAM) solution allows global organizations to acquire customers faster and deliver and secure great customer experiences and protect your customers. Customers can securely move seamlessly across the digital customer journey with ForgeRock's self-service and social registration, progressive profiling, identity management, consent and privacy management capabilities in the most comprehensive application programming interface (API)-driven solution available on the market today.

With the ForgeRock CIAM solution, global organizations can achieve a fully digital, secure, and seamless customer experience across all stages in the digital customer journey. In the acquisition and retention stage, organizations can provide prospective customers simplified registration and single sign-on to quickly onboard them and keep them coming back. As a part of the revenue and loyalty stage, organizations can provide fully personalized, omnichannel customer experiences that drive top-line revenue. Finally, in the privacy and trust stage, organizations can provide customers with complete control over user preferences and data, thus adhering to privacy regulations that builds customer trust.



## Great Customer Experiences

- › Seamless customer experience via self-service registration, social registration, single sign-on and delegated administration
- › Fully customizable, yet consistent, multi-digital channel personalization
- › A single unified view of customers: people, services, things, and relationship

## Strengthen Security and Convenience

- › No longer a balancing act to achieve both security and convenience
- › A broad range of web, mobile, and password authentication methods
- › A more convenient customer experience via self-service password reset and customer identity verifications capabilities

## Strong Customer Data Protection

- › Secure customer identity data via multi-tendency and data isolation
- › Encrypt sensitive customer identity data at rest and in motion
- › Enforce data sharing consent and securing applications and systems via a wide variety of authentication and authorization methods

## Achieve Regulatory Compliance

- › Compliance with SOX, PCI-DSS, GDPR, CCPA, and other regulations beyond capturing customer consent
- › Ability to create and manage customer own user profiles (examples: for personal data sharing, data portability, and account deletion)
- › Consistent profile and privacy management across all people, services, and things while adhering to all consent and privacy requirements (example: the ability to manage different versions of terms of service/terms of conditions)

## About ForgeRock

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](http://www.forgerock.com) or follow ForgeRock on social media.

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