Cyber Roundtable
Episode 3

CIAM: The Value of Customer Identity in Today's Digital-First World

11 April 2023 | 4:15pm - 9:00pm

Le Meridien, Kuala Lumpur

pwc ForgeRock

Welcome

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Richie Tan

Cyber & Forensics Partner, PwC
Keynote speaker

CYBER ROUNDTABLE | EP #3

Customer IAM (CIAM)

The Value of Customer Identity in Today's Digital-First World

[Monday, 11 April 2023 | 4:30pm - 9:00pm | Le Meridien, Kuala Lumpur]

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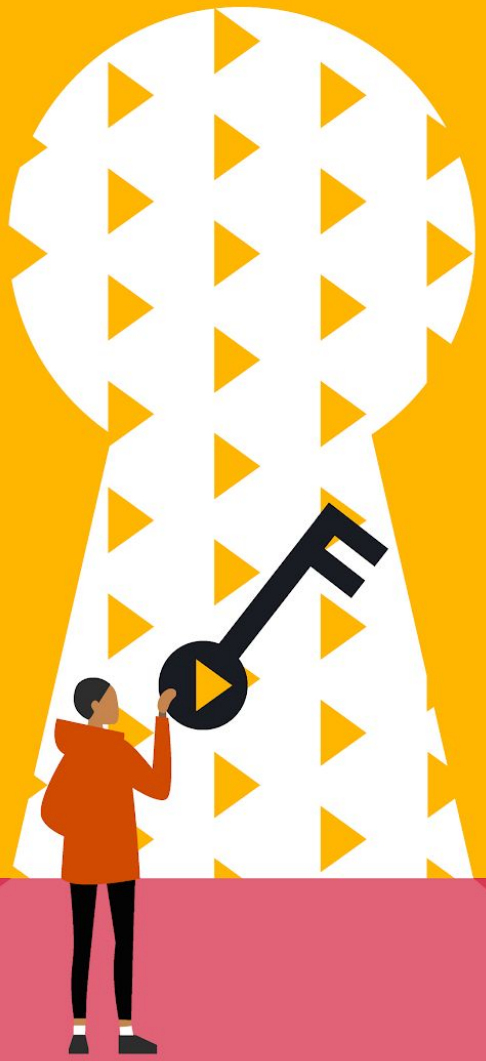
Hello, tomorrow.

A CIAM presentation

Welcome to our **third installment** of PwC Malaysia's cybersecurity roundtable event. Cybersecurity has always been about a journey and not a destination. We're happy to have you join is in this journey together in building a community towards creating safer ecosystems and making an impact in society.



Threat actors are significantly affecting organisations in 2023 compared to 2022

PwC's 2023 Digital Trust Insights

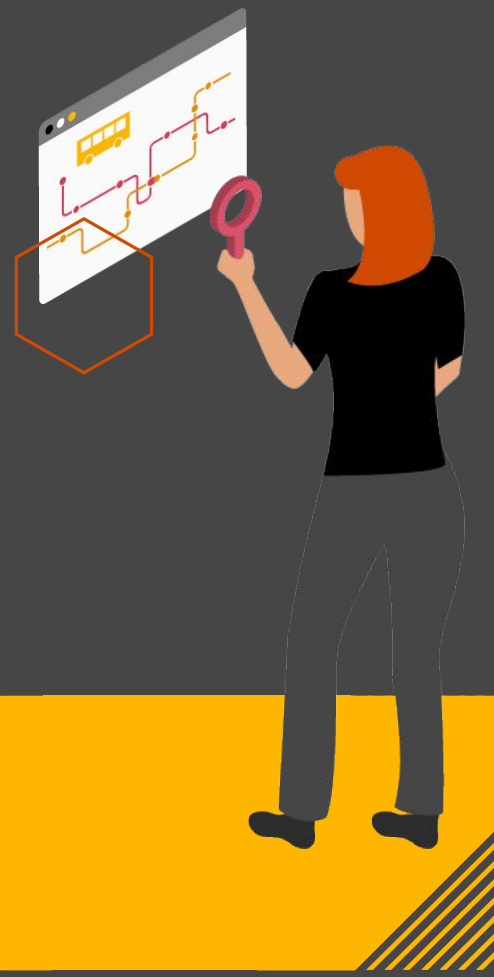
Threat vectors most organisations expect to *significantly affect their organisation* in 2023:

PwC's 2023 Digital Trust Insights
The Southeast Asia Perspective

46%
Web applications

43%
Humans/users (social engineering)

41%
Software supply chain and access



The challenge

Customer identity is a moving target

In the world of customer experience, nothing stands still. New requirements, applications, capabilities, and tooling are introduced frequently in an ever-changing environment.

Success cannot be achieved by simply performing a one-size-fits all approach. One cannot simply approach the world of customer identity armed with a sledgehammer.

Questions to ponder

Customer identity as a moving target

01 Do you have a **seamless and user-friendly experience** for customers **across multiple channels and devices**, while also ensuring security and privacy?

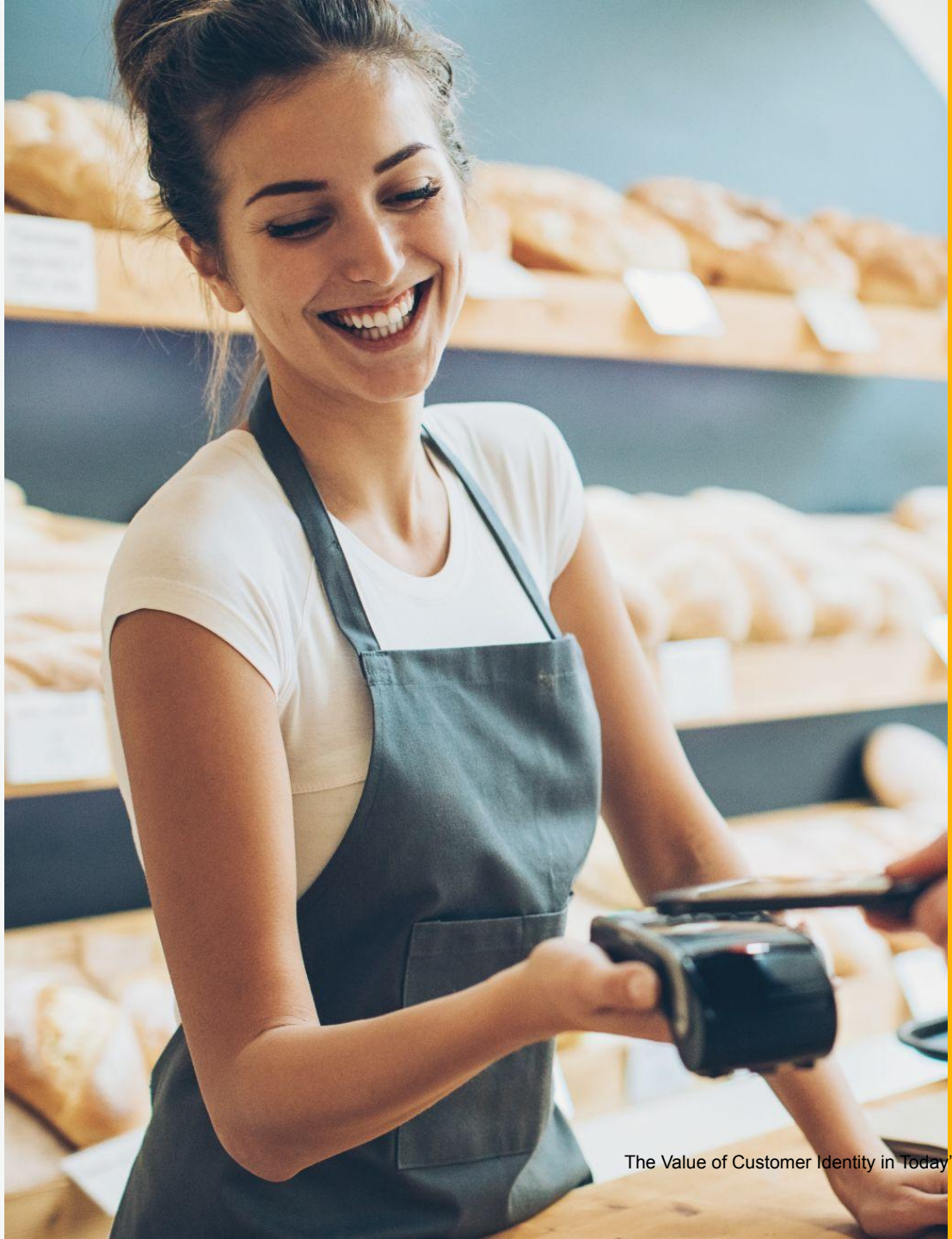
02 Do your existing customer authentication and authorisation platforms provide **multi-factor authentication, risk-based authentication,** and **fraud detection capabilities**?

03 **Are you compliant** (e.g. RMiT, PDPA, GDPR, PCI DSS), with the capability to cater to consent management, data access requests, and data portability?

04 Are you able to **scale sustainably** and have you projected forwards to cater to large numbers of customer identities and access requests while doing so **cost-effectively**?

Enter CIAM

Customer Identity Access Management (CIAM) is a type of identity technology that allows organisations to manage customer identities, providing security and an enhanced experience. The primary purpose of CIAM is to help organisations deliver a great experience to customers and to protect their user data.



How can CIAM *propel* your business forward?

1

Registration

Simplifying the customer's registration processes

2

Authentication

MFA, SSO, seamless authentication cross-device

3

Authorisation

Adaptive, risk-based authorisation that is user-friendly

4

Self-service

Profile data and preference management, password reset, help requests, and more

5

Data privacy

Enforce data privacy while enabling customers to manage their data

So, why are we here today?

Explore new POVs on securing your customers' identity using by exploring new CIAM concepts and tools that can bolster your current identity security technology stack.

Question conventional wisdom to understand perspectives on customer identity from industry leaders and experts, to share ideas and challenge the common narratives.

Network and rub shoulders with industry peers, thought leaders, and executive leadership to expand horizons and build your connections while sharing bold, new ideas.

Thank you

We look forward to a collaborative partnership in building a secure world.

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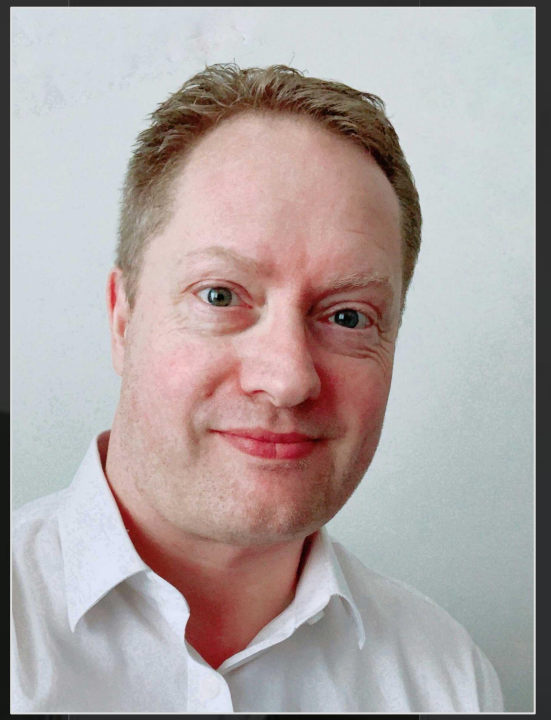

Johan Fantenberg

Principal Solutions Architect - APJ,
ForgeRock
Speaker

ForgeRock®

The Modern Customer Identity & Access Management (CIAM)

Kuala Lumpur
Johan Fantenberg
April 11, 2023

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Everything we do is digital.

The relationship between people and technology is **existential**

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CIAM: Consumer Identity and Access Management

78%

of consumers want digital versions of in-person experiences

90%

of B2C organizations will compete on the basis of customer UX by 2024

#2

market driver for CIAM is fraud reduction, security, and privacy

Gartner predicts the following: *"By 2025 adoption of CIAM with converged fraud detection and passwordless authentication will be able to reduce customer churn by more than half."**

*Gartner. "Innovation Insight for Customer Identity and Access Management." Gartner.com. 9 December 2021. Accessed June 2022

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CIAM Provides Tangible Benefits

INCREASE CUSTOMER ACQUISITION

Customer On-Boarding

133%

Customer Conversion Increase

Customer Experience

400%

Increased Customer Engagement

REDUCE RISK

Security & Privacy

$4.7M

Fraud Impact Reduction

SAVE ON COSTS

Operational Efficiency

40%

Reduction in Security Related Calls to Call Center

**ForgeRock customers benefits over 3 years. Source: Forrester TEI Economic Study July 2022*

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Experience & Security

INCREASE CUSTOMER ACQUISITION

Customer On-Boarding

Customers may abandon a difficult account registration process

Customer Experience

Customers may engage less after just one bad experience

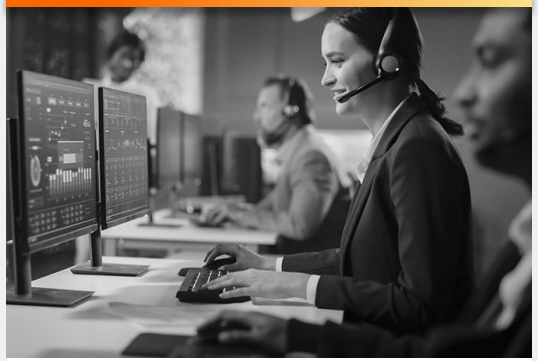
REDUCE RISK

Security & Privacy

Most organizations will experience at least one data breach due to digital transformation

SAVE ON COSTS

Operational Efficiency



High helpdesk costs and limited developer resources to respond quickly to digital business needs

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CIAM is the right place to unify systems of intelligence

(Image credit: http://csnblog.specs-lab.com/2014/05/25/neuroprosthetics-wearable-tech-inside-the-brain/)

Bad actors have perfected their game

Image credit: https://webneel.com/wallpaper/sites/default/files/images/07-2013/bowling-strike-hd-wallpaper.jpg

The king of attack vectors is **unauthorized access**

50%	For the fourth consecutive year, **unauthorized access** was the leading cause of U.S. breaches, up from **45%** in 2020
24%	Method no. 2, with a bullet, was **phishing**
22%	**Supply chain and third-party attacks** grew **297%** to become method no. 3 – the cause of almost **500** breaches vs. **126** in 2020

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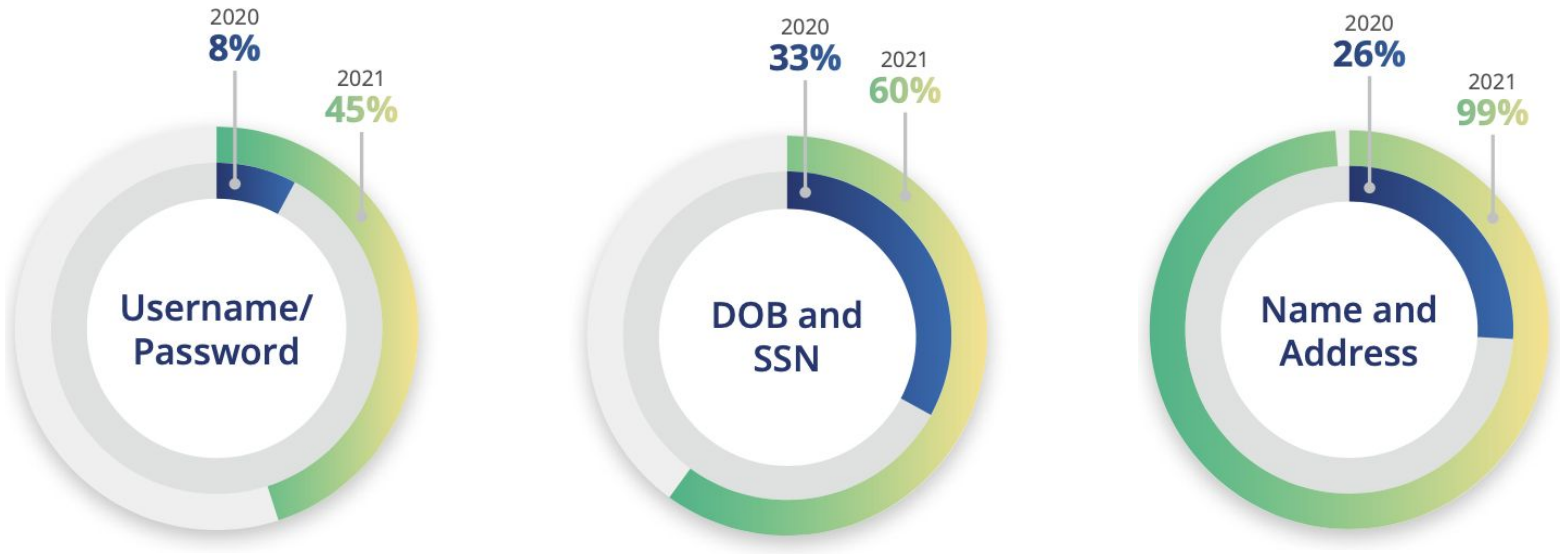
It’s a one-two punch

Credentials from previous breaches enable ever more **data-rich** breaches, widening the impact to users and businesses

60% of all records breached included SSN, DOB, or both — a sharp rise from the **33%** seen in 2020



*2022 ForgeRock Consumer Identity Breach Report published in July

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Consumer trust has sunk, fast

74%

of U.S. adults now **highly value** their data privacy

20+ points more than other typical ethical issues of the day

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Power Safe, Simple Consumer Journeys With Identity

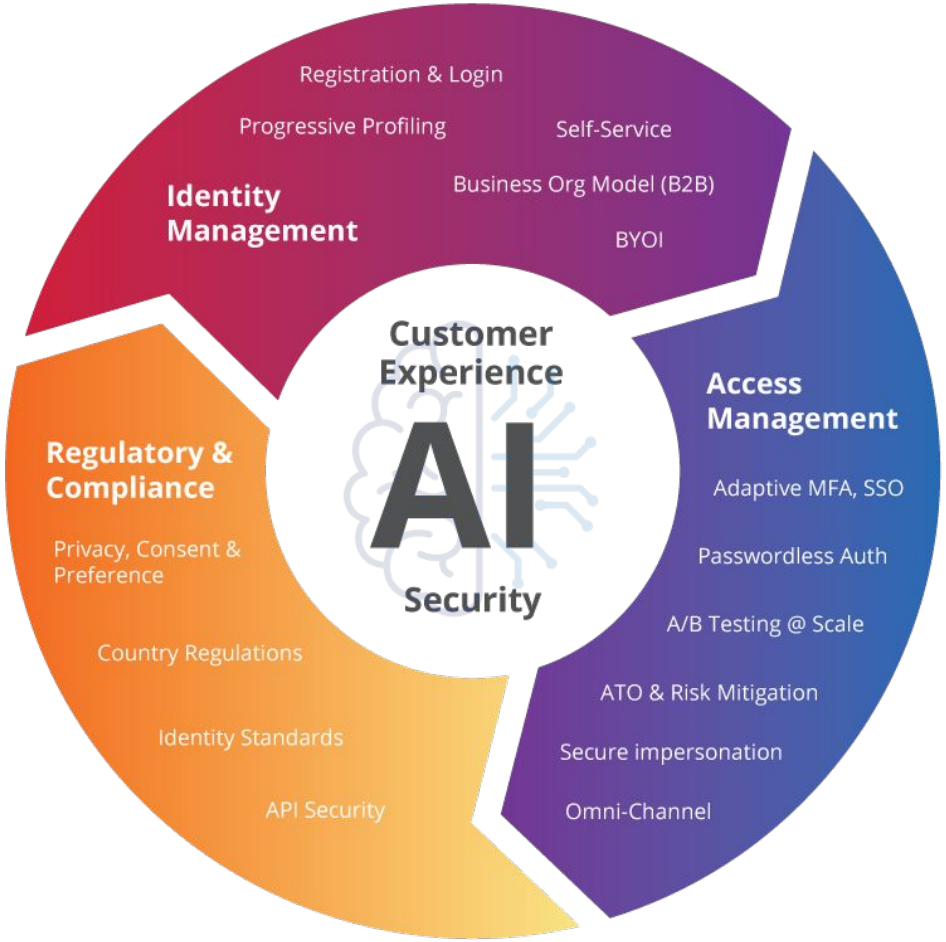
Focus on CX to create a loyal customer base with a positive life time value

Identities

Consumers
IoT
Business Partners
(B2B2C)

Integration of APIs/SDKs

No-code Orchestration



Endpoints

BYOD
APIs

Applications

Online products and services
Consumer apps
B2B SaaS apps

Ecosystem

Trust Network Partners

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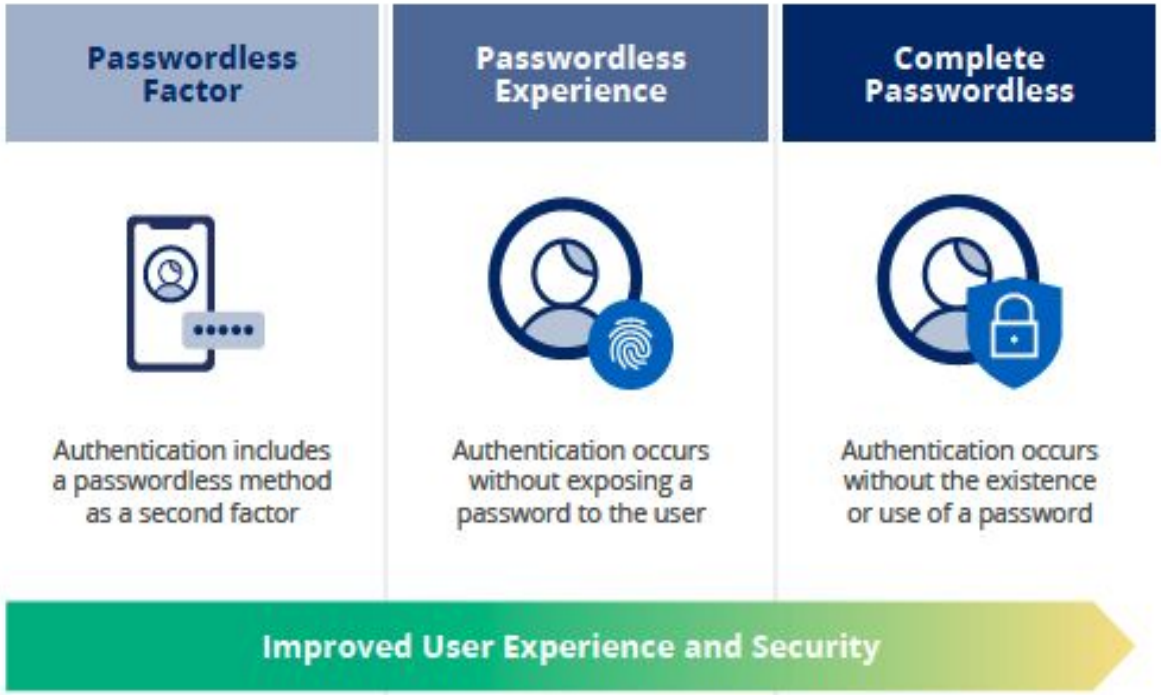
What About Passwordless?

Passwordless Factor
Use a passwordless method, such as a push notification or an emailed magic link, as an additional authentication factor beyond a password.

Passwordless Experience
Remove the password from the user experience and perform any password-based authentication securely in the background.

Complete Passwordless
Eliminate creation and use of passwords completely and perform authentication with biometrics or private-key cryptography.



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fido ALLIANCE simpler stronger authentication

FIDO solutions are changing the game
WebAuthentication & Passkeys

Image by Skywalter from Pixabay

Passwordless Considerations

Passwordless Authentication Methods

- WebAuthn/Passkey
- OTP (OATH)
- Push
- Biometrics
- QR Code

Orchestration (signal collectors and user journeys)

- General Signals
- Device Signals
- Intelligent Signals
- Intelligent Access

Application integration

- Standards (SAML, OIDC)
- Gateway
- Agents
- SDK
- Workstation & Servers
- Radius
- Remote Desktop
- LDAP
- REST

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Five Big Ideas…and Two Foundations

We believe in…

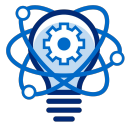
Decentralized Identity & Wallets

Wallets as the last thing you may ever log in to

IDENTITY USERS

Privacy & Relationships

No data about you without you



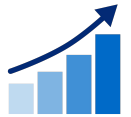
AI & Intelligent Decisioning

Enhancing experience and safety with intelligent automation

Orchestration & Ecosystem

Getting identity users and developers into the flow

IDENTITY IMPLEMENTERS



Marketplace & Extensibility

A world of choice to make best better

Security & Experience

The twin foundations of modern digital identity

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Tanvinder Singh

Cybersecurity Director, PwC
Speaker

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Customer IAM (CIAM)

CIAM Security and Compliance

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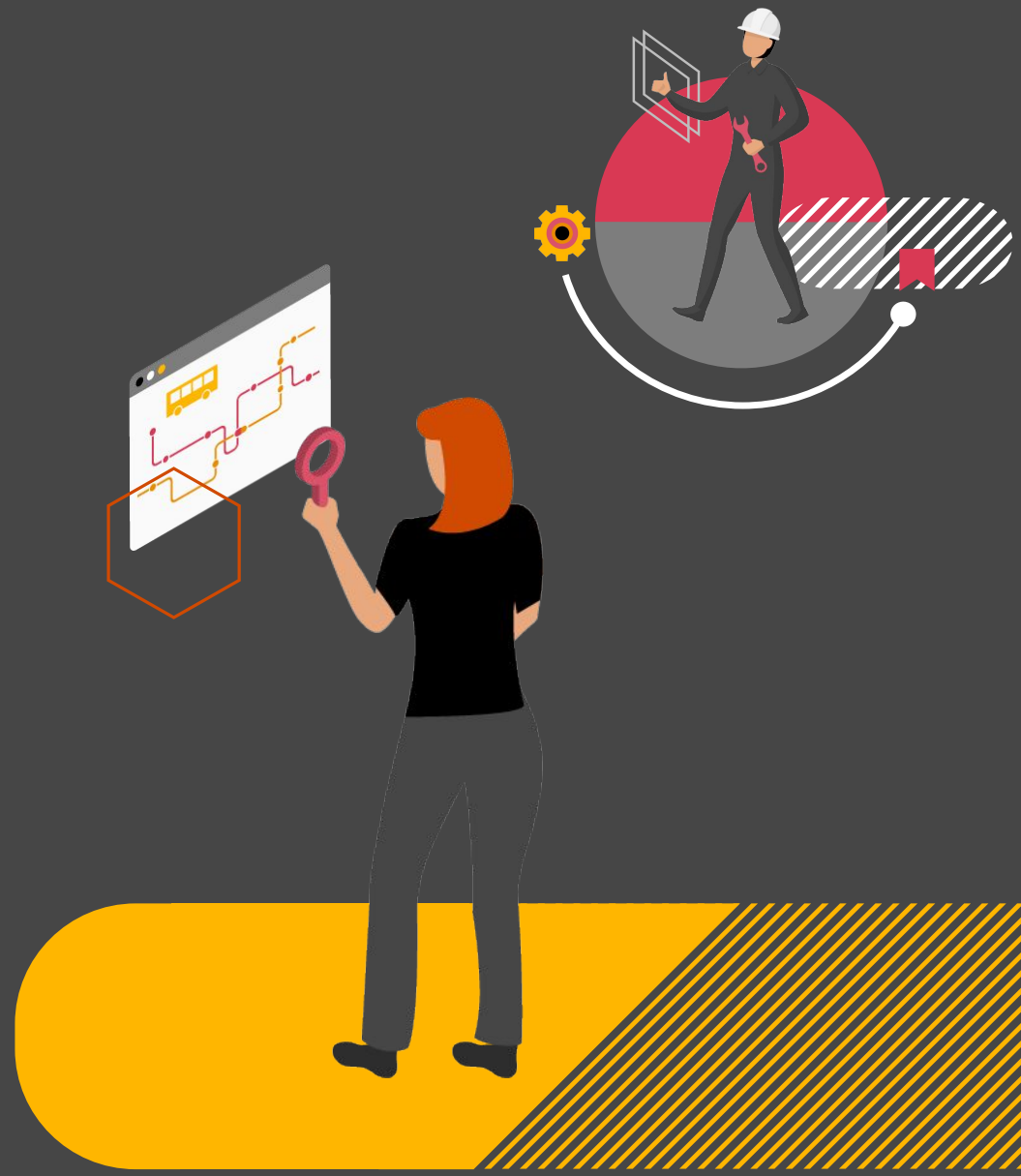
Customer identity

\ Kuh · stuh · muh Ai · den · tuh · tee \

1. The consumption pattern through which a consumer describes themselves.



We know what CIAM is

But **why** use it?

*CIAM is woven into **every stage** of the customer's relationship with your organization*

CIAM enables businesses to enable quick, convenient, secure and unified access across multiple channels.

Allows you to use customer data, including customer behavior, to **understand your target audience better** and tailor your service, products, and marketing

Frictionless security

Enables seamless authentication between people, systems, and things, while still remaining secure.

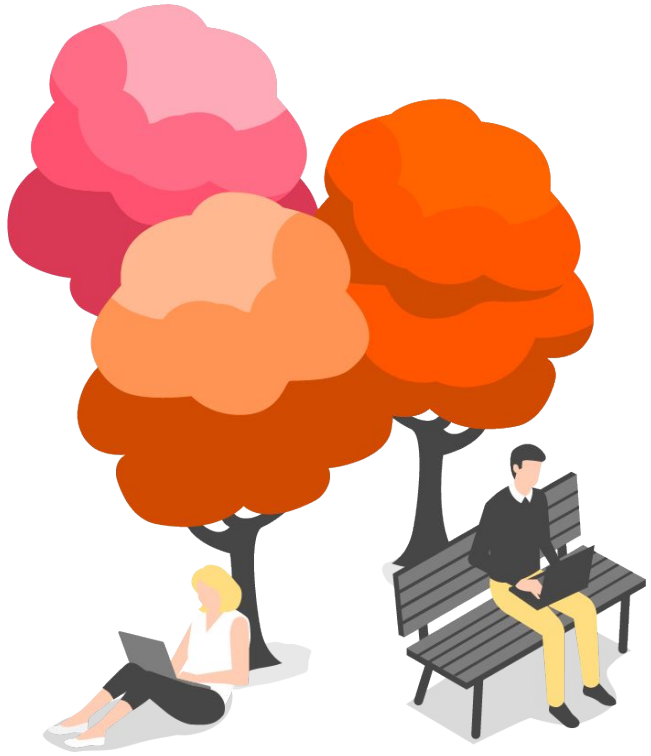
Enhanced user experience

Improved security

Better conversion rates

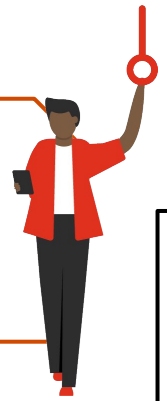
Tangible savings towards password reset / customer support

Strong privacy management

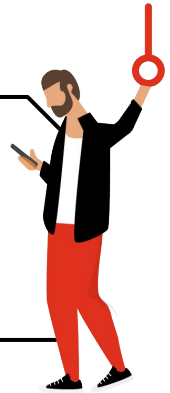


Country-specific or regional control over how personal data is stored and managed

User consent



User access and control



Customer *analytics*

- Personalised marketing
- Fraud Detection
- Cross-selling and upselling
- Improved customer retention

Integration with APIs

Connects all native and third-party applications that handle customer data

Create a seamless user experience across multiple channels and devices

Higher user satisfaction, improved engagement, and increased loyalty.

Data access control and *aggregation process*

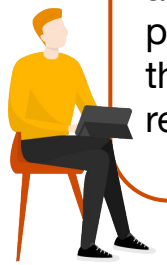
Centralized control

Granular access control

Data aggregation

Compliance - consent management, data deletion, and data portability.

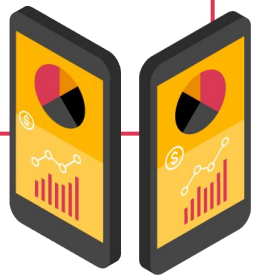
Maintaining compliance with **CIAM**

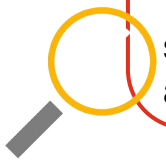


Frictionless security
Enables seamless authentication between people, systems, and things, while still remaining secure

Strong privacy management
Country-specific or regional control over how personal data is stored and managed

Integration with APIs
Connects all native and third-party applications that handle customer data





Data access control and aggregation process
Develops schemas flexibly so that data is securely protected yet available

Customer analytics
Advanced CIAM solutions have the ability to tie in customer analytics

What do the regulators say?

Bank Negara Malaysia stresses the importance of customer identity security

The **Risk Management in Technology (RMiT)** lists **14 clauses** that can be fulfilled with CIAM

RMiT requirements that **CIAM** can help you comply with

- Adequate protection of customer data
- Adequate measures to authenticate customer identity
- Ensure legitimate transaction authorisation
- Establish a set of factors reflecting the characteristics of financial transactions
- Ensure sufficient and relevant digital service logs are retained

Key takeaways in the value of customer identity in today's digital-first world

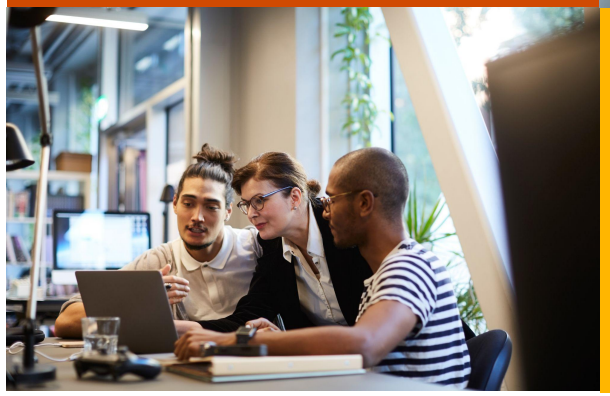
Securing CI/CD pipelines in a multi-cloud enterprise can be a complex task, but DevSecOps and automation can bring a number of benefits to a multi-cloud environment, including:

1

CIAM enables a relationship between the customer and the organisation

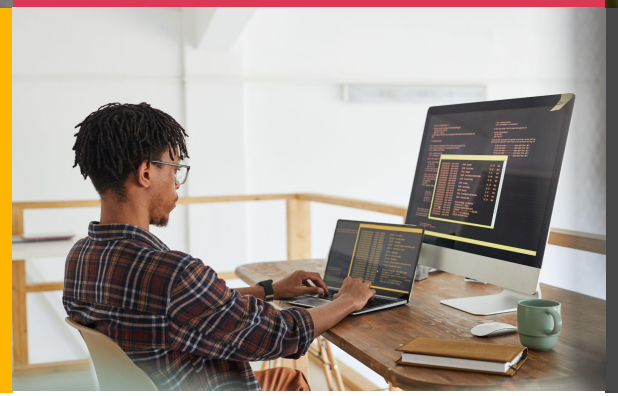
3

Define your CIAM strategy



2

CIAM provides a seamless digital experience for customers



4

Leverage on CIAM to meet legal requirements

Thank you

We look forward to a collaborative partnership in building a secure world.

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