Buyer's Checklist:
Top 10 Considerations in Selecting a CIAM Solution

This is the age of the consumer. As the digital world becomes increasingly interconnected, your customers and users expect to move seamlessly and safely between web applications, mobile devices, and digital channels. Your customers' key to their connected world is their unique digital identity; it's one of the most valuable things they own.

To leverage digital identity and succeed in this transformative environment, your company needs a well-thought-out strategy for customer identity and access management (CIAM). This will allow you to meet challenges related to customer loyalty, digital transformation, security, and growing privacy regulations such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

Customer loyalty and trust will flow to brands that leverage digital identity to demonstrate that they understand their consumers best. Richer consumer data — used in more nuanced ways — is critical to success.

Evaluating CIAM Solutions

To master these challenges and succeed, your organization needs a robust, enterprise-grade CIAM platform. Your solution must provide real-time identity management, end-to-end security, and activation capabilities that enable seamless and safe customer experiences — while providing your organization with the deep customer insights that you require.

Look for a CIAM solution that:

☐ 1. Goes beyond traditional IAM

Legacy solutions designed to manage internal user groups — known as workforce identity and access management (IAM) platforms — were not designed to scale, flex, and align with today's consumer expectations. That's why successful companies are embracing the new breed of customer IAM solutions: CIAM.

☐ **2. Lowers the threshold to entry**

An efficient CIAM platform lowers the threshold to entry by streamlining customer onboarding with friction-free social login, registration, single sign-on (SSO), and step-up authentication.

☐ **3. Produces a unified customer view**

Make sure that the CIAM solution provides your organization with a unified 360-degree picture of your customers across all devices, channels, and marketing campaigns. This helps you to better understand key trends such as demographics, regional distribution, behavior, and preferences.

☐ **4. Scales seamlessly to tens of millions of users**

Choose a modern CIAM solution that's designed to run in the cloud and scale on demand. Unlike on-premises IAM solutions, a cloud-native CIAM platform eliminates the need for hardware and data center resources, while offering a high level of efficiency and optimization.

☐ **5. Eliminates disparate data silos**

Look for a CIAM platform with a unified database — one that provides your organization with a single, consistent, and accurate view of your customers across the entire business ecosystem.

☐ **6. Collects the identity information that's important**

Select a flexible CIAM solution that lets you collect the specific information that's important to your business (e.g., vegetarian or omnivore, cat or dog owner, window seat or aisle, premium gas or regular) and build robust customer profiles relevant to your brand.

☐ **7. Delivers customer journey analytics**

Make sure that your solution provides comprehensive customer journey analytics, market intelligence, customer insights, and reporting. Your company can use this to create unparalleled user experiences.

8. Offers integration and interoperability

Your solution should include robust application programming interfaces (APIs) and software development kits (SDKs). This will allow real-time integration of customer profile data into your apps, communication platforms, specialized network segments, reporting tools, and marketing automation systems.

9. Provides comprehensive security

Make sure to select a secure CIAM platform that's built to withstand the challenges of denial-of-service attacks (DoS), stolen identities, and fraudsters trying to penetrate your system. Your solution should be ISO compliant and hold a clean SOC 2 report.

10. Meets privacy and data compliance standards

Finally, choose a CIAM solution that complies with evolving data privacy regulations such as GDPR, PIPEDA, CCPA, and more. Your customers place great value in their digital identities — and only share them with organizations they trust.

To learn more about Akamai's CIAM solution, Identity Cloud, visit akamai.com/identitycloud.