Identity Cloud

Secure, seamless, scalable customer identity and access management (CIAM)

Digital-native consumers expect seamless online brand experiences that are personalized, secure, and private. Akamai's customer identity and access management (CIAM) solution, Identity Cloud, provides fast-to-deploy single sign-on (SSO), registration, and authentication. It enables regulatory-compliant consent and preference management on a flexible platform that scales across use cases, regions, and regulations, and supports millions of users. The choice of many of the largest brands across the globe, Identity Cloud delivers large-scale consumer onboarding, customizable workflows to support the widest application experiences, and a highly performant cloud-native infrastructure to intelligently accommodate spikes in usage. Accompanied by a full set of marketing and IT analytics dashboards and integrations with all major MarTech solutions, Identity Cloud is the CIAM choice of high-volume consumer brands.

Identity Cloud

Built on the Akamai Intelligent Edge Platform, Identity Cloud delivers secure and scalable CIAM for large consumer-facing brands. Identity Cloud offers API- and SDK-based implementations to support a broad variety of fully customized and fast-to-market use cases.

As a cloud-native, pure software as a service (SaaS) solution, Identity Cloud is designed to intelligently scale to ensure that customer registration, authentication, and SSO functions are always available and perform with the lowest latency. Flexible data schemas and workflows can support almost any consumer-facing use case. From its origin, Akamai's identity platform has been architected to give global brands and their customers the data governance and availability that they require. Simply put, Identity Cloud enables seamless, secure, and scalable customer experiences.

Business Benefits

- Improve customer onboarding with fast-to-market registration and authentication — including SSO and social login options — and complete insights into visitor login actions

- Scale to a multitude of users and use cases with a cloud-native, global architecture built with the data-schema and cloud storage capabilities to handle complex use cases and millions of consumer identities

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How It Works

Centralizing consumer identity management

Identity Cloud easily integrates into your identity infrastructure, giving your organization a central and flexible solution for managing high volumes of customer user identities. Identity Cloud's highly flexible schemas can accommodate the needs of your developers and marketing teams.

Identity Cloud can act as the central master data management (MDM) for your organization or readily integrate with preexisting data management, sales, and marketing automation systems.

Delivering reliable, compliant consumer experiences

Customer onboarding needs to be possible anytime, all the time. Identity Cloud offers unparalleled uptimes, and its global data footprint and intelligent scaling are designed to ensure that sudden increases in traffic will not result in decreased performance. Our flexible data schemas allow you to share your customers' data with other systems and marketing automation platforms in adherence with data protection regulations.

Consumer Data Privacy Compliance

Collecting consumer data is easy; doing so in the new age of global privacy regulations is significantly more challenging. The EU's General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), Canadian Personal Information Protection and Electronic Documents Act (PIPEDA), and other regional consumer data regulations place the onus firmly on brands to track and understand the data they collect and to provide privacy management options directly to consumers.

Identity Cloud allows progressive profile building and customer-facing consent and preference management, turning these new regulations into opportunities to build trusted relationships with your customers that ultimately result in higher brand loyalty and better business.

Business Benefits

• Support data compliance and security with regulation-compliant consumer-facing data controls and the data protections of the Akamai Intelligent Edge Platform

• Expand customer visibility across your organization with real-time registration and authentication, activity data monitoring, and the ability to segment activity data across regions and custom segments

• Deploy customized user experiences with an API-first implementation and flexible data schemas designed to accommodate complex integrations and personalized user experiences

• Minimize customer identity security risks by utilizing SDK-based deployments to house your registration, authentication, and customer data management within the safeguards of the Akamai Intelligent Edge Platform

Key Capabilities

Seamless and safe authentication and SSO: Identity Cloud gives you the widest array of authentication methods, including social media login, directory services, and OpenID Connect (OIDC) – as well as role-based and attribute-based access control (RBAC and ABAC), and risk-based and multi-factor authentication options – for secure access and SSO across your ecosystem.

Flexible deployments: API-first deployment methods support a wide array of customizations and use cases while SDK-based deployments enable fast-to-market delivery of multiple apps. Flexible data schemas were designed from origin to support the widest array of customer-facing use cases.

Scalability and availability: Identity Cloud is purpose-built for the demands of high-volume customer identity management. From regional differentiations to managing spikes in consumer usage, Akamai's cloud-native CIAM solution offers our clients unparalleled scalability and availability.

Analysis and integrations: Identity Cloud's built-in dashboards give marketing and IT teams real-time visibility into customer activity data – helping to understand the factors influencing a customer's journey and the difference between legitimate and fraudulent registrations.

Regulation-compliant customer privacy options: Identity Cloud offers fast solutions to support compliance with GDPR, CCPA, PIPEDA, and other regional consumer data regulations– including customer preference management, scoped access to consumer data, and centralized management of data consumption by downstream systems.

The Akamai Ecosystem

The Akamai Intelligent Edge Platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure.

To learn more about Akamai Identity Cloud and request an identity assessment, visit **akamai.com/identitycloud.**