



The Ultimate Guide to Customer Identity and Access Management (CIAM): Executive Summary

Digital experiences are now the norm, and customers' expectations have changed accordingly. To maintain loyalty, brands need to make it easy and secure for customers to interact online and maintain control of their data.

To meet those expectations, businesses must find the elusive sweet spot between three key priorities:

- 1. Convenience:** Making every digital engagement effortless
- 2. Security:** Shaping safe and secure digital interactions
- 3. Privacy:** Protecting users' personal data

Finding that sweet spot is possible with **customer identity and access management (CIAM)**. When done right, CIAM can help you ensure that your customer journeys deliver the seamless and secure experience users expect at every stage.

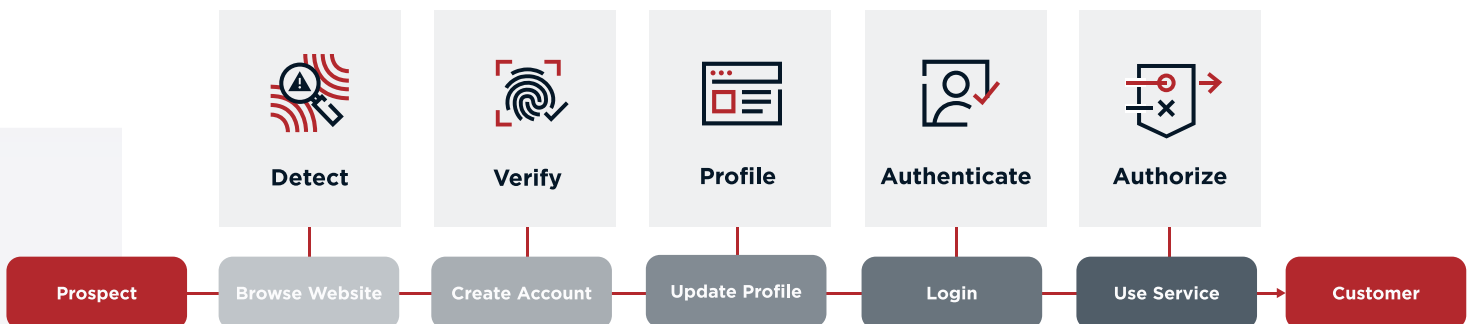
But CIAM can be a double-edged sword. If you get it wrong, you can leave customers with a disjointed, high-friction experience, while still leaving security and privacy gaps exposed.

Using CIAM to Deliver Experiences That Customers Want

The role of CIAM in the digital experience has expanded beyond a security tool to protect customers and businesses from fraud and breaches. In fact, the way you manage customer identity also has an outsized impact on how customers engage with your business online.

Understanding the influence of customer identity at every interaction point allows you to remove friction and drive better engagement with your brand.

The typical customer journey spans several touchpoints:



By weaving in the right CIAM capabilities at every touchpoint—and integrating them seamlessly across the entire journey—you can shape engaging digital experiences that don't sacrifice security or privacy.

This is a point where many businesses struggle. Due to the complexity of the problem, the limitations of legacy tools, and a general lack of skilled resources, it's often challenging to bring all the necessary customer identity services together into a coherent solution. These challenges end up manifesting as friction for the customer—the very thing you were trying to avoid in the first place.

The good news is that there is a way to eliminate the friction, complexities, and costs associated with integrating identity and access management services with your business applications. How? With help from **identity orchestration**.

Identity orchestration is a flexible approach to designing, testing, and optimizing digital experiences. Without code, your organization can seamlessly weave together different identity services and applications to create integrated, identity-aware customer journeys. With identity orchestration, your organization can design and deploy digital experiences that bring together convenience, security, and privacy without compromise. Identity orchestration can even become your secret weapon, enabling you to out-manuever your competition by:

1. Freeing your teams to focus on **building experiences that stand out and deploying them fast**, instead of worrying about integrations or custom development.
2. Ensuring customers enjoy **consistent, personalized experiences** with your brand, no matter what channel they are engaging with.
3. **Giving you full control** over the vendors and services you want to integrate into your digital experiences.

Take Your Next Step

To get the full picture of how identity can help you shape seamless and secure customer journeys, download [**Ping's Ultimate Guide to Customer Identity and Access Management**](#)

[Visit our website](#) to learn more about Ping's no-code orchestration platform for streamlining identity experiences.

