

# OneLogin Customer Identity

Protect customer identities while delivering a frictionless customer experience

When it comes to Customer Identity and Access Management (CIAM), companies must focus on ensuring a strong level of security while delivering frictionless user experiences. Most companies do one or the other, but not both, impacting usability due to complexity in the authentication process or resulting in an increased security risk to the organization.

## As Threat Landscape Changes, Home-Grown Solutions No Longer Work

The rise in security breaches, cyberattacks and identity thefts have created an environment that is further complicated by regulatory compliance. Companies need to deliver agile, scalable and secure customer identity services that improve the user experience and help meet regulatory demands without hindering the speed of business. While home-grown solutions may have worked in the past, these will no longer suffice, as they often require specialized skillsets, meeting new regulatory and compliance requirements and ensuring the necessary scalability to meet growing business demands. These considerations and more need to be taken into consideration when evaluating a Customer Identity and Access Management (CIAM) solution.

## Seamless Customer Identity And Access Management

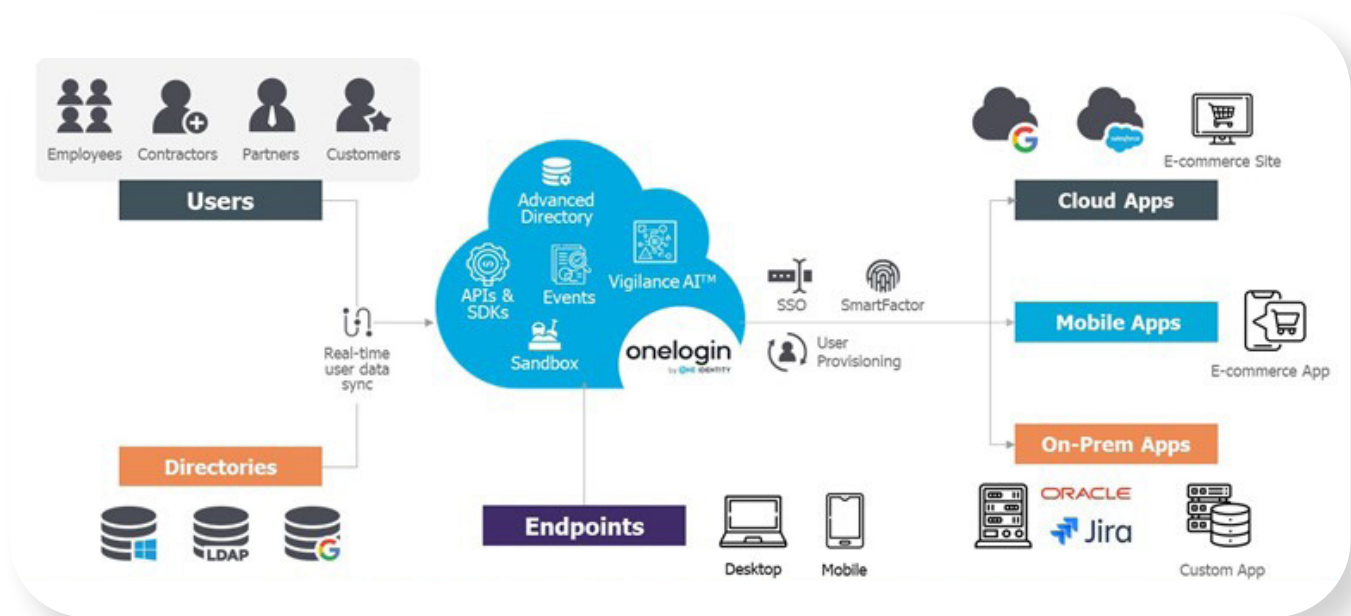
One Identity's CIAM solution, OneLogin Customer Identity, provides organizations with seamless CIAM that improves user experience. OneLogin Customer Identity enables easy customer registration and log in processes, self-service password and account

### Benefits

- **Out-of-the-Box authentication** and self-service flows
- **Easy** customer registration
- **Simple** and secure login
- **Seamless** migration
- **Privacy** by design
- **Scalability** and high availability

resets and profile management. The solution integrates with your existing OneLogin Access Management environment, empowering you to manage customers, partners and employees from a single management console.

OneLogin Customer Identity puts security first while offering the scalability customers need to support their environment as it grows, in peak periods and for periods of sustained business growth. OneLogin is designed to run on Amazon Web Services (AWS) for improved availability, performance and security using the AWS Global Network, which takes advantage of AWS reliability advancements and performance improvements, shortens failover time and reduces latency. The OneLogin Customer Identity low-code/no-code solution is easy to use, with configuration and customization requiring less developer time than the alternatives.



Service Reliability | Login Clusters | High Performance (HydraBoost)

## Resolve Customer Challenges

Companies often have many customers and partners accessing their digital content. Whether you are a retail company that needs to authenticate users as they make purchases, a technology company that shares an ordering system/CRM with partners or a manufacturer that provides suppliers with access to internal resources for supply chain management, OneLogin Customer Identity can streamline your identity operations and simplify identity management for faster onboarding and easy account management, support more targeted marketing efforts and provide an enhanced user experience.

## OneLogin Core Capabilities

### CIAM Foundations

- Cloud Directory
- Single Directory Integration
- Multi-OIDC Clients
- Social Login & Registration
- Customizable Login Page
- Custom Domain
- Password Self-Service
- APIs

### SSO

- Unlimited App Integration (SAML & OIDC)
- Mobile SSO
- Pre-Built Application Catalog

### MFA

- Multiple MFA Factors
- Multiple Device Support
- OneLogin Protect
- TOTP & Hardware Token
- MFA Registration
- Authorization APIs
- 3<sup>rd</sup> Party Integration
- Password Block Listing

### Advanced Directory

- Directory Synchronization
- Unlimited Directory Integration
- Custom Fields
- Mapping Engine
- Directory Provisioning
- Security Policies
- Custom Connectors
- Trusted IdP

## Identity Lifecycle Management

- Automated User Provisioning
- Automated User De-Provisioning
- Custom Attributes
- Flexible Entitlement Mapping
- Admin Approval Workflows
- Application Specific Rules

## Additional OneLogin CIAM Capabilities

### SmartFactor Authentication

- All MFA Features
- Vigilance AI Threat Engine
- Policy-Driven Access Denial
- Smart Flows
- Smart MFA
- Smart Access
- Compromised Credential Check

### Enterprise Sandbox

- Production Data Clone
- Full Performance Testing
- Dedicated URL & Environment

### Delegated Administration

- Privileges Enforcement
- Role-Based Privilege Assignment
- Custom Granular Permissions
- Privileges API for CRUD Operations

### Universal Connector

- Custom, Pre-Built Connector
- Directory or App Integration
- Automated Data Synchronization
- API Integration (REST, SOAP)
- SQL Databases
- Text Files (e.g., CSV via STP)
- SaaS & On-Prem Apps

## CIAM Workflows

- Workflow Builder
- Pre-Built Templates
- Event-Based Triggers
- Scheduled Tasks
- Custom Notifications
- Data Transformation

## Deployment Options

With OneLogin Customer Identity Management you can choose the deployment model that best suits your needs from the following options:

- **Out-of-the-Box:** Leverage advanced branding capabilities without customization
- **Custom UI:** Create your own custom UI and consume OneLogin Customer Identity Management services using our APIs
- **Hybrid:** This option combines our APIs with URL Redirection with customization

OneLogin Customer Identity allows you to migrate users on your own terms. To keep the process simple and add customers as you go, choose bulk user ingestion with or without passwords, or migrate as needed with our user migration Smart Hooks.

## About One Identity

One Identity delivers unified identity security solutions that help customers strengthen their overall cybersecurity posture and protect the people, applications and data essential to business. Our Unified Identity Platform brings together best-in-class Identity Governance and Administration (IGA), Access Management (AM), Privileged Access Management (PAM) and Active Directory Management (AD Mgmt) capabilities to enable organizations to shift from a fragmented to a holistic approach to identity security. One Identity is trusted and proven on a global scale – managing more than 500 million identities for more than 11,000 organizations worldwide. For more information, visit [www.oneidentity.com](http://www.oneidentity.com).