

## Building Systems Company Realizes IoT Connected Home Vision with Akamai Identity Cloud



### The Situation

A major electrical building systems maker is becoming a key player in furthering the intelligent, connected home. Historically focused on selling directly to building contractors, the company realized that the emergence of the Internet of Things (IoT) offered an unprecedented opportunity to provide direct services to end users of its products. The company envisioned offering connected home services – security, energy management, and more – directly to homeowners, landlords, and renters, making a major investment in the business-to-consumer (B2C) arena for the first time. The company had the know-how to create the intelligent products enabling this vision, but it saw that managing user and device identities would be crucial to technical and marketing success.

### The Challenge and Goals

The building systems maker realized that it needed to shift from being a B2B manufacturer and distributor to being a B2C service provider. Connecting with end users and their homes suddenly became core to the company's business. To bring IoT into the home, the company had to be able to register users, associate them with their devices, and manage their identities consistently. The entire process had to be easy for consumers – and secure.

With a plan to keep growing its IoT offering, the company also needed to be able to adeptly manage identities at scale, while taking advantage of identity data to continue improving the customer experience. With these requirements top of mind, the company launched its search for a robust customer identity and access management (CIAM) solution.

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#### COMPANY

Leading electrical building systems company

#### INDUSTRY

In-home electrical, energy, and security

#### SOLUTION

Akamai Identity Cloud

#### KEY IMPACTS

- Enabled business expansion from B2B manufacturer to B2C service provider
- Able to offer in-home users easy identity-based management of smart home devices
- Improved the customer experience while instilling trust

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### Why Akamai Identity Cloud

The company selected the Akamai Identity Cloud, determining that the solution offered the best fit and the smoothest deployment path. Only six months elapsed between launching the selection process and final solution deployment.

With its IoT, service, and CIAM platforms integrated, the building systems maker is now bringing intelligent services into the home – and customer identity is at the core of its architecture. All users have unique, consistent, real-time identities as they manage their homes and move across desktop and mobile devices. They can even use their social identities for access without requiring a new username or password. And the company can utilize data insights to enhance its products and services, better serving its customers.

As the company continues to build its services, it never loses sight of a key element of the customer experience: trust. Homes are private – and they must stay that way for people to welcome IoT inside. Akamai Identity Cloud’s security features help the company to protect data associated with its customers’ identities and the intelligent devices in their homes.



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