

# CUSTOMER IDENTITY AND ACCESS MANAGEMENT (CIAM) SERVICES



Improving end-user engagement and brand loyalty

At Akamai, we see a world of unimagined potential, all enabled through the unique power of the Akamai Intelligent Edge Platform. Akamai Identity Cloud, our customer identity and access management (CIAM) solution, provides a seamless digital experience on a flexible platform with deep customer insights.

## CIAM OVERVIEW

Akamai Identity Cloud is a CIAM solution that enables organizations to capture, manage, and secure customer identities, as well as protect against identity fraud and optimize user experience.

The main components of this leading CIAM solution include:



**Registration, login, and authentication** – including multi-factor authentication



**Preference management** – the ability for customers to view and edit certain preferences within their accounts



**Social login** – authentication through Facebook, Google, LinkedIn, or other social media identity providers



**Data aggregation and storage** – storing all related customer data in a secure way, designed to comply with data protection and privacy regulations



**Single sign-on (SSO) and federated identity** – providing access to multiple sites and systems with a single login



**Integration** – with the existing landscape of CMS, CRM, ERP, marketing automation, analytics, and security information and event management (SIEM) systems through webhooks



**Access control** – the ability to implement and enforce access policies to control what customers can and cannot do on a site

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## CIAM SERVICES PACKAGES

Akamai offers these packages to help customers implement Identity Cloud.

<b>Provisioning</b> (~2 weeks) Included with license	<b>Managed Integration – Basic</b> (~8-12 weeks)
Includes: <ul style="list-style-type: none"> <li>• Access to Akamai support portal</li> <li>• Deployment of registration flows, a standard profile schema, and reference implementation on a temporary website</li> <li>• Console</li> <li>• Data migration service</li> <li>• Customer insights</li> </ul>	Includes: <ul style="list-style-type: none"> <li>• Technical project Management and solution architect support</li> <li>• Registration setup and integration configuration:               <ul style="list-style-type: none"> <li>– Two environments (Development and Production)</li> <li>– Technical training</li> <li>– Email templates setup</li> <li>– Basic webhooks integration</li> <li>– Customer insights</li> </ul> </li> <li>• Integration support:               <ul style="list-style-type: none"> <li>– Language support for translations</li> </ul> </li> </ul>
<b>Managed Integration – Advanced</b> (~12-18 weeks)	<b>CIAM Professional Services – Security</b>
Includes: <ul style="list-style-type: none"> <li>• Technical project management and an A-team of solution architects</li> <li>• Three environments supported (Development, Staging, and Production)</li> <li>• Enhanced configuration support:               <ul style="list-style-type: none"> <li>– Enhanced webhooks integration</li> <li>– Consent and preference management</li> <li>– Console</li> <li>– Advanced API training</li> <li>– Enhanced customer insights</li> </ul> </li> <li>• Integration support:               <ul style="list-style-type: none"> <li>– Language support for translations</li> <li>– One cycle of performance</li> </ul> </li> </ul>	Includes: <ul style="list-style-type: none"> <li>• Technical advisory services</li> <li>• Basic data migration</li> <li>• Advanced data migration</li> <li>• Performance testing</li> <li>• Data integration design workshop</li> <li>• Custom SOW</li> <li>• Premium identity providers</li> <li>• Configurable identity providers</li> <li>• Two-factor authentication</li> </ul>



Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit [akamai.com](http://akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [akamai.com/locations](http://akamai.com/locations). Published 04/19.