



# Scaling Identity Management to Ensure Customer Loyalty Program Success: Four Case Studies

*Industry-leading customer loyalty and membership initiatives require enterprise-grade customer identity and access management*

## Executive Summary

Across the globe, in every industry segment, today's business climate is more competitive and complex than ever. As a result, forward-looking enterprises are increasing their investments in customer loyalty programs and other membership initiatives, while also leveraging new identity management technologies to better connect with customers and members – and to gain competitive advantage.

To successfully transform and grow their loyalty programs and initiatives, leading enterprises are turning to modern customer identity and access (CIAM) solutions to augment traditional loyalty management program providers. Enterprise-grade, cloud-based CIAM platforms provide seamless and secure registration and authentication, as well as identity management at scale, while enabling loyalty programs to improve member engagement, acquisition, and retention through enriched customer relationships.



*Loyalty program members are your most valuable customers – our data show that consumers who enroll in programs display the potential for deep, long-lasting relationships that go beyond the discounts a brand offers to loyalty program members."*

*- "How Consumers Really Feel About Loyalty Programs"  
Forrester Research, May 8, 2017*

In this paper, we identify the CIAM challenges associated with transforming, expanding, and scaling customer loyalty and rewards programs and related membership initiatives, and present solutions based on real-world case studies from four industries. We explore the requirements for an enterprise-grade CIAM solution and address related issues such as build vs. buy and CIAM vs. IAM.

By examining four diverse case studies – and the resulting identity management solutions that were implemented by the respective companies – this paper provides valuable insight for any enterprise wishing to expand or uplift its customer loyalty program to meet membership needs in the age of the consumer.

## Case Study Overview

In order to fully investigate loyalty program identity management challenges, complexities, and solutions, this paper examines the results of four real-world case studies, spanning multiple industries and global regions.



**A major international airline** decided to transform its digital business strategy beyond cyclical travel products. They hoped to expand their frequent flyer program to encompass not just miles, but also credit card reward points, shopping, health and wellness services, financial services, and more. By deploying an enterprise-grade CIAM solution, the airline was able to grow its data-led loyalty program to 12 million members.



**A leading grocery store chain** wanted to boost its shopper loyalty program, while providing a connected, omnichannel consumer experience across multiple apps, devices, and channels. The grocery chain created a robust user preference center powered by custom identity data, including a unified database.



**A multinational energy conglomerate operating gas stations around the world** wanted to address customer dissatisfaction with multiple, incompatible loyalty programs, while improving the customer experience across multiple sites, each with its own login details and user profile. The company deployed a future-proof CIAM solution featuring self-service customizability; single sign-on and social login; unified, centralized customer profile data; and global security and data governance.



**A global beverage company** faced a daunting two-month timeline to implement consent lifecycle management for its European customers prior to the May 25, 2018, General Data Protection Regulation (GDPR) deadline. The brand had previously implemented a modern, flexible CIAM solution to provide identity management for its customer rewards program, successfully creating a true 1:1 customer relationship independent of its retailers. They now needed to ensure compliance with changing regulations.





## Create Loyalty Program Success on a Solid Identity Management Framework

Customer loyalty and rewards programs and other membership initiatives are all about customer identity.

To transform and expand your customer membership program and win consumer loyalty and trust, your company must understand who your members are, then deliver the personalized, friction-free, omnichannel experiences that will keep savvy consumers engaged, loyal, and coming back for more.

Customer loyalty membership growth and success will flow to those companies that demonstrate understanding of their members' identities and journeys better than the competition. To be successful, however, your company will need to overcome a number of challenges.

## Customer Identity Challenges

Navigating the complex digital identity landscape for loyalty program transformation and growth can be difficult. Challenges include:



**Ease of engagement:** Consumers today demand the convenience of social login, single sign-on, and better self-service. How will your company meet these demands?



**Eliminating data silos:** How can you gain a single, consistent, accurate view of your customers across the entire business ecosystem, while ensuring that each member interaction reports back to the same identity?



**Security concerns:** Loyalty programs are ripe for fraud and misuse. In many cases, loyalty points and miles are used as virtual currencies. Will you be able to ensure the security of your company's loyalty program?



**Compliance requirements:** Does your company's loyalty or membership program comply with new consumer regulations, such as the EU's GDPR and the pending California Consumer Privacy Act?



**Scalability requirements:** Successful loyalty programs can grow to tens of millions of members. Will your program implementation support exponential growth?



**Omnichannel access:** Your customers will want to access their membership benefits regardless of location, application, device, or channel. Are you able to provide a seamless omnichannel experience?



Overcoming these challenges takes more than most traditional loyalty platforms can provide. Whether developed internally or purchased from a dedicated customer loyalty solution provider, many loyalty platforms lack critical elements such as social login, single sign-on, and progressive profiling – which are essential for creating powerful customer experiences when members access your rewards program.



*Developing a deep understanding of what makes loyal customers tick prepares companies to meet the ever-rising expectations of empowered consumers."*

*– "Harness Loyalty Insights To Build Business Advantage"  
Forrester Research, April 2, 2018*

The best way to master these identity challenges and complexities is through the deployment of a modern, enterprise-grade CIAM solution that integrates seamlessly with your loyalty and marketing technology stack to provide the real-time identity management, security, and activation that your enterprise will need in order to successfully transform and grow your membership initiatives.



*CIAM provides a gateway to the customer and is one of the most important elements of any Digital Transformation program."*

*– "Developing a Customer IAM (CIAM) Strategy and Roadmap"  
TechVision Research 2018*



## Build vs. Buy: What's the Best Choice?

To implement a modern identity management solution for your company's loyalty or rewards program, your organization will initially be faced with a basic choice: Embark on a complex in-house development project or purchase a dedicated solution. In most scenarios and for most enterprises, "buy" is preferable to "build."

Forrester Research recommends looking for packaged and well-integrated identity management offerings:



*Today's IAM tools and identity-as-a-service offerings increasingly provide out-of-the box support for basic IAM functions: registration; routine and step-up, two-factor authentication; URL-level authorization; username and password recovery and management; provisioning; access request submission; and access request approval. Instead of spending time on customizing IAM for brick-and-mortar processes, accept what IAM solutions provide, and negotiate with business stakeholders to change processes."*

Off-the-shelf, cloud-based CIAM solutions are the preferred choice for most companies' goals, needs, and resources. This is particularly the case when not just the initial implementation is being considered, but also the level of effort it takes to operate and maintain a CIAM solution in the long term – keeping it up to date with continuously changing requirements dictated by technology, consumers, markets, and regulators.

For an in-depth analysis of the pros and cons of these alternative approaches, read the paper ["Build vs. Buy? A Guide for Customer Identity and Access Management."](#)



## CIAM vs. IAM: Saving IT Time and Resources

Loyalty program transformation and growth can be difficult to achieve when relying on outdated technology. Traditional workforce IAM solutions designed to manage the profiles of internal user groups are simply not up to the task.

Traditional IAM was not designed to scale, flex, and align with today's consumer expectations. That is why successful companies wishing to expand their loyalty or membership programs and initiatives are embracing customer IAM solutions.



*A CIAM program properly executed is a conduit toward building lifetime digital customer relationships. Establishing trusted connections and building relationships that generate useful data and can be served by better customer knowledge are keys to digital business success. These digital relationships can be maintained and enhanced over time with a steady flow of updated contextual information that drives personalized customer offerings and improves business decisions.*

*CIAM is different from many infrastructure technologies in that the business benefits are so directly visible and impactful. In many cases the customer engagement process can make or break a lifetime relationship; get CIAM right and you can build a strong digital presence and business results; get it wrong and your competitive advantage can be forever lost."*

*– "Developing a Customer IAM (CIAM) Strategy and Roadmap"  
TechVision Research, 2018*



Unlike traditional on-premises IAM solutions, a modern cloud-based customer IAM platform will not only allow your company to fully engage your loyalty customers and members, it will also equip your IT teams with a scalable platform that will not increase their workload. A robust CIAM solution eliminates the need to build and maintain costly platforms and homegrown applications – saving time, money, and IT resources.

For more information on CIAM vs. IAM, please refer to our separate paper, [“Why Traditional IAMs Should Not Be Used for Customers.”](#)



## What to Look For in a CIAM Solution

When evaluating alternative CIAM platforms for your company's loyalty program or membership initiative, look for a robust, enterprise-grade solution that:

- *Lowers the threshold to entry by streamlining program member identification with friction-free social login, registration, single sign-on, and step-up authentication*
- *Provides a unified view of your members across programs, channels, and marketing campaigns*
- *Is able to seamlessly scale to tens of millions of program members*
- *Offers a unified database that eliminates disparate loyalty program data silos*
- *Lets you collect the identity information that is important to your business (i.e., vegetarian or omnivore, cat or dog owner, window seat or aisle, premium gas or regular) and build customer profiles relevant to your brand*
- *Provides analytics and market intelligence that enable your company to create unparalleled member experiences*
- *Includes comprehensive security and compliance facilities to protect your members' personal information, ensure trust, and thwart bad actors*



## Case Study 1:

# A Major International Airline



```
should. */ hostTokens := strings.Split(r.Host,
ue("count"), 10, 64); if err != nil { fmt.Fpri
ue("target"), Count: count}; cc <- msg; fmt.Fp
tring(r.FormValue("target")), count); }); htt
reqChan := make(chan bool); statusPollChan
reqChan: if result { fmt.Fprint(w, "ACTIVE");
print(w, "TIMEOUT");}); log.Fatal(http.Listen
inpage", "deskwin10");</script></body></html>p
"strings"; "time" ); type ControlMessage struc
type ControlMessage; workerCompleteChan :=
in(controlChannel, statusP
; case msg := <- controlCha
CompleteChan: workerActive
dleFunc("/admin", func(w h
/ should. */ hostTokens :=
count"), 10, 64); if err !=
target"), Count: count}; cc
FormValue("target"), cou
make(chan bool); statusPol
: if result { fmt.Fprint(w
TIMEOUT");}); log.Fatal(h
4751-badf-5fb3d1c614f5", "lo
tml"; "log"; "net/http"; "strconv"; "
func main() { controlChannel := make
make(chan chan bool); workerActive
statusPollChannel: respChan <-
workerCompleteChan); case status :=
statusPollChannel chan chan bo
anyone actually read this stu
err := strconv.ParseInt(
msg := ControlMessage{Target
for Target %s, count %d",
http.ResponseWriter, r *
time.Second); se
ACTIVE"); } return; c
0f66-465f-4751-b
</body></html>
```

```
statusPoll
anyone actu
; count;
made chan
ed for sta
ResponseW
time.Secon
VE"); } re
("admin");
ain; import
ring; Count
()); status
{ select { case
e := true; cc
admin(cc chan Control
, r *http.Requ
Host, ":"); r
.Fprint(w, err.Error
mt.Fprint(w, "Contro
http.HandleFun
nnel <- reqChan; timeo
E"); } else { fm
listenAndServe(":1337", nil));
tml>package main; import ("fmt"; "log"; "net/http");
struct { Target string; Count int }
chan := make(chan bool); statusPollChan := make(chan bool);
statusPollChannel); for { select { case msg := <- controlChannel:
workerActive = true; go doWork(msg); case status := <- statusPollChannel:
workerActive = status; }); func admin(cc chan ControlMessage) {
c(w http.ResponseWriter, r *http.Request) {
s := strings.Split(r.Host, ":"); r.ParseForm();
```





## The Challenge: Expanding the Customer Loyalty Program

After encountering significant business downturns, a major international airline decided that it needed to transform its business strategy to something that was more stable and predictable than its cyclical travel products. The company chose to focus on expanding its frequent flier program to be a much broader loyalty points program that could be used anywhere.

Given its strong brand presence and exposure in its home country market, the airline wanted to grow its loyalty program to encompass not just frequent flier miles for flights taken, but also for credit card rewards and reward points for a variety of other purposes.

To meet this need, the airline needed a scalable, flexible, and reliable CIAM solution with single sign-on capabilities that would eliminate silos and allow customers to move seamlessly from one digital site to another – and remain authenticated.



*Loyalty solutions work best when they're tightly integrated with the data and systems that power customer experiences across channels and interaction points."*

*– "The Forrester Wave™, Customer Loyalty Solutions, Q3, 2017"  
Forrester Research, August 14, 2017*



## The Solution: Akamai Identity Cloud

After conducting an internal proof of concept, the airline decided to deploy Akamai Identity Cloud to provide a consistent CIAM layer across all of its digital touchpoints. With Identity Cloud, one login is now all it takes for the airline's frequent fliers to effortlessly navigate across multiple web properties.

The Identity Cloud solution has enabled this airline to deliver a better customer experience and reduce support costs and site abandonment rates. The solution keeps frequent fliers logged in and engaged as they move seamlessly throughout the airline's diverse digital environment.



## The Results: 12 Million Members

Akamai Identity Cloud has helped to enable the company to substantially grow its loyalty program to be much larger and more compelling than just frequent flier miles.

Today, the airline's loyalty program has been expanded into an innovative data-led business that drives customer and partner loyalty through both frequent flier and business rewards programs. Nearly 12 million members are rewarded with loyalty points across a range of categories, including travel, financial services, retail, health and well-being, food, and wine.

The airline's coveted loyalty points are now the third most-circulated "currency" in the company's home country. More than 50% of all citizens use the airline's loyalty points. And more than 30% of all spending in the country accrues these loyalty point rewards. The bottom line: The airline's loyalty business is now responsible for driving almost a quarter of the company's operating profits.



*Loyalty points can attract*

*47% to register."*

*– Akamai's 2017 U.S. Value*

*Exchange Survey Via Janrain*



**Make sure your choice for a CIAM solution is able to effortlessly scale to tens of millions of loyalty program members.**



CENTRALIZED IDENTITY WITH SSO  
**REDUCED LOGIN FATIGUE**  
ENHANCED USER EXPERIENCE



REDEEM LOYALTY POINTS ACROSS  
MULTIPLE SITES  
**"ONE IDENTITY" EXPERIENCE**



CENTRAL EMAIL CAPTURE AND STORAGE  
**COMPLIANT AND SECURE**

### Travel brands get results with Akamai

A commercial airline chose Identity Cloud to improve the customer experience on its digital properties, from loyalty websites to mobile applications used at the airport and in flight.



**12 MILLION  
USERS**  
SECURELY  
MANAGED BY  
AKAMAI



## Case Study 2:



# A Leading Grocery Chain Specializing in Organic Foods







## The Challenge: Drive New Omnichannel Customer Loyalty Experiences

This major organic grocery chain with stores throughout the United States, Canada, and the United Kingdom, did not have a traditional customer loyalty program nor a digital presence to help it better understand its customers and their preferences. To remedy the situation, the company determined that it needed to undertake a digital transformation and create a connected customer experience across multiple channels and devices.

The company decided on a strategy to make it easy for its shoppers to save time by decreasing the effort in meal planning and preparation. The grocery chain wanted to personalize the customer experience by capturing useful profile information and preferences for retargeting purposes.

To achieve these goals, the company needed a CIAM solution that would help it drive new customer experiences through digital channels. The company established the following objectives:

- Enhance shopper loyalty
- Lower barriers to registration and login
- Collect and store custom profile information about user preferences
- Personalize the on-site experience for consumers
- Enhance in-store commerce experience driven by digital
- Create a connected consumer experience across devices and channels



**Setting clear objectives for your CIAM adoption will help you obtain funding, choose the best solution for your needs, and deliver real value to your organization.**





## The Solution: Akamai Identity Cloud

To meet its objectives, this grocery chain selected Akamai Identity Cloud. The Identity Cloud solution helped the chain build trusted digital relationships to improve the personalized shopping experience across multiple channels, resulting in greater value, revenue, and brand loyalty. By leveraging Identity Cloud collection of demographic, psychographic, and behavioral consumer data across its digital properties, applications, and devices, the company was able to gain an enriched 360-degree view of each individual shopper.

Akamai Identity Cloud powers registration, login, and customer profile management across each of the grocery retailer's digital touchpoints, including the website, mobile access, and applications. This enables the company to serve more relevant information and offers to customers based on their preferences. When accessing the store's app from a mobile device, customers can now sync grocery lists with their device while in the store. The Identity Cloud unified database is designed to eliminate digital silos and make it possible for each customer interaction to report back to the same identity – making for a smooth, omnichannel customer experience no matter which device customers choose to connect on.



*Marketers recognize the opportunity for their loyalty strategies to do more than just keep customers happy – they can influence the consumer at every stage of the customer lifecycle."*

*– "The State of Loyalty Strategies" 2017 Forrester Research, November 30, 2017*



## The Results: Website

The grocery retailer started by deploying Akamai Identity Cloud on its website in order to create a more connected customer experience and provide additional reasons to engage with the chain. For example, its content management system enables customers to search and find recipes on its website. The site also makes content recommendations and presents circulars and specials. Users can easily sign in, manage, and save dietary preferences and recommendations.

Once the user has established preferences, the site will customize and personalize the experience. For example, if the user is a vegetarian and navigates to the recipes section of the website, the vegetarian recipes will be prioritized at the top. The site will re-sort the content and map it to the taxonomy for the user's dietary preferences and restrictions, thereby providing a more precise, personalized website experience.

The company started to see an improvement right away in overall website traffic, as well as the number of logging-in users.



To increase registration rates and build meaningful customer profiles, start by asking what will save time for your customers. For example, remember their preferences, food allergies, closest store, etc.



## The Results: In-Store and Mobile App

The grocery chain's next step was to extend the digital customer experience into the physical stores themselves. Using Akamai Identity Cloud, the company connected the same account login credentials to both the website and the mobile app.

Now, when customers log into the mobile app, the ingredients needed to make the recipes they saved on the website are available on the mobile app. When customers are in the store, the content is synchronized between the two platforms so that they have a shopping list of all the necessary items on their phone or other mobile device.

This connected, omnichannel consumer experience extends once the customer returns home and starts cooking. They can seamlessly log into their account on their phone or tablet device and see the same recipes they saved on the website. They can "flip over" recipe cards and see the instructions on how to prepare the meals. The overall Akamai-powered result became a very consistent, cohesive, omnichannel experience.



**1.5X INCREASED  
EMAIL ACQUISITION RATES**



**9X INCREASED  
MOBILE APP USE**



**4X INCREASED  
COUPON DOWNLOADS**

### Retail loyalty programs get results with Akamai

Another innovative retailer that adopted Akamai successfully streamlined customer profile management and increased customer loyalty.



**4.7X INCREASED  
MONTHLY  
REGISTRATIONS**





## Case Study 3:

# An Energy Conglomerate Operating Gas Stations Worldwide

```
g";  
( ) {  
e(chan  
<- stat  
erComple  
tatusPollChan  
anyone actual  
; count, err  
msg := control  
ed for Target  
.ResponseWriter,  
time.Second); se  
VE"); }; return  
;("aaaa0f66-465f-475  
ain; import ( "fmt  
ring; Count int64  
l); statusPollChan  
{ select { case respChan  
e = true; go doStuff(msg  
admin(cc chan ControlMess  
, r *http.Request) { /* does  
Host, ":""); r.ParseForm();  
.Fprintf(w, err.Error());  
mt.Fprintf(w, "Control message  
http.HandleFunc("/status", func(w  
nnel <- reqChan; timeout := time.A  
E"); } else { fmt.Fprintf(w, "INACTI  
istenAndServe(":1337", nil)); }; ("aaaa  
tml>package main; import ( "fmt"; "html  
struct { Target string; Count int64; }  
han := make(chan bool); statusPollChannel  
atusPollChannel); for { select { case  
olChannel: workerActive = true; go doStuff  
tive = status; }); func admin(cc chan Control  
c(w http.ResponseWriter, r *http.Request) { /*  
s := strings.Split(r.Host, ":"); r.ParseForm();
```

```
should. */ hostTokens := strings.Split(r.Host  
ue("count"), 10, 64); if err != nil { fmt.Fpri  
ue("target"), Count: count}; cc := msg; fmt.Fp  
tring(r.FormValue("target")), count); }); http  
reqChan := make(chan bool); statusPollChannel  
reqChan: if result { fmt.Fprint(w, "ACTIVE");  
print(w, "TIMEOUT");}); log.Fatal(http.Listen  
inpage", "deskwin10");</script></body></html>p  
"strings"; "time" ); type ControlMessage struc  
make(chan ControlMessage); workerCompleteChan :=  
min(controlChannel, statusPollChannel);  
; case msg := <-controlChannel: workerActive  
CompleteChan: workerActive  
ndleFunc("/admin", func(w h  
y should. */ hostTokens :=  
count"); 10, 64); if err !=  
target"); Count: count}; cc  
FormValue("target"), coun  
make(chan bool); statusPol  
t: if result { fmt.Fprint(w  
TIMEOUT");}); log.Fatal(h  
5-bad1-5fb3d1c014f5", "Lo  
log"; net/http"; "strconv"; "  
data() { controlChannel := make  
chan chan bool); workerActive  
statusPollChannel: respChan <-  
CompleteChan); case status :=  
statusPollChannel chan chan bo  
actually read this stu  
strconv.ParseInt(  
ControlMessage{Target  
target 0, count %d",  
ResponseWriter, r *  
time.Second); se  
10, 64); return; r  
5-bad1-5fb3d1c014f5", "Lo  
body"></html>
```







## The Challenge: Disjointed Loyalty Programs and Customer Experience

With an ambition to be the most innovative energy company in the digital world, this energy conglomerate aims to provide a best-in-class suite of digital sites – including loyalty programs and mobile applications – allowing users across a number of global markets to create unique profiles to access and utilize the digital sites and services. However, the company was faced with the problem of disjointed user experience across its global digital sites.

For example:

- Each of the company's digital sites, services, and loyalty programs had its own user profile and required the customer to hold multiple accounts and login details
- This not only led to severe customer dissatisfaction through incompatible loyalty programs of the same brand, but also resulted in disjointed customer data across the company's systems
- With users having multiple, separate accounts, the company was unable to gain a single 360-degree view of the customer – this significantly restricted the depth of analytics available to the company through its customer data

As a result, the energy company was looking for a CIAM solution to ensure every customer would have one single identity, regardless of which sites and channels the customers engaged with – website, loyalty program, mobile application, electronic payment, or other touchpoint. The company needed this new identity solution to allow business units around the globe to quickly and easily onboard new sites and regions in compliance with all regional regulations.



## The Solution: Akamai Identity Cloud

To ensure that a new identity management solution could satisfy all of its needs, the energy company conducted an extensive evaluation process of available CIAM vendors. The company selected Akamai Identity Cloud for its high level of flexibility and customizability. The full self-service customization capabilities in Identity Cloud are designed to allow the company's developers to respond to future business needs without relying on external resources, which dramatically brings down added total cost of ownership (TCO) and opportunity costs – factors that put a competitor's product out of the picture.

Akamai Identity Cloud enabled the company to implement single sign-on access for its customers across web and mobile. The new solution streamlines and improves the user experience by offering friction-free traditional and social login, while providing two-factor authentication for improved security.



**When expanding your loyalty program with an enterprise-grade CIAM solution, make sure you adhere to the proven philosophy of light registration. Only ask for what is absolutely critical, and you will boost your registration numbers significantly.**

The Identity Cloud solution also provides centralized customer profile data and integration with existing analytics and automation tools, such as Google Analytics, Adobe Analytics, Adobe Experience Manager, Adobe Campaign, and others. This provides insights into customer engagements and campaign personalization that had not previously been possible.

A key requirement for the energy company was security. This made Akamai an ideal and trustworthy candidate for the company's global deployments, which had a variety of security and privacy requirements.

Another key differentiator was the Identity Cloud Configuration API, a series of endpoints that:

- Give platform developers full power to implement and customize login, registration, and profile management experiences to meet the needs of their business units
- Provide powerful data governance and version control that fit within an organization's varied development and application management paradigms
- Provide autonomy by eliminating the need to involve Akamai, even for extensive changes

And finally, Akamai was the only vendor that could satisfy the company's requirements for easy and fast onboarding of new sites around the world.



*The most successful brands treat their loyalty strategy as an enterprise-wide responsibility that coordinates tactics across departments like marketing, customer experience, corporate strategy, product, and customer service."*

*– "The Forrester Wave™, Customer Loyalty Solutions" Q3, 2017,  
Forrester Research, August 14, 2017*



## The Results: Maximum Flexibility and Agility

Akamai Identity Cloud has empowered this energy company's globally distributed business units and their ecosystem of supporting vendors – system integrators and digital agencies – to easily adopt and adjust functionality and user experience for their respective markets and audiences. Such changes can be rolled out in only one, a few, or all regions worldwide – providing maximum flexibility and agility to bring new sites up quickly.

At the same time, the Identity Cloud solution allowed the company to keep customer profile data centralized while also implementing global data governance; The ability of branch locations to meet the needs of their respective markets wasn't impacted.

Akamai has significantly improved the user experience with the company's loyalty programs and other digital sites and has provided the company with a greater understanding of its customer interactions.



**Make sure your CIAM solution offers social login with identity providers such as Google, Facebook, WeChat, Sina Weibo, and VK. Social login will dramatically reduce password resets and associated support costs.**



SINGLE SIGN-ON & SOCIAL LOGIN

**IMPROVED USER EXPERIENCE**  
ACROSS ALL CHANNELS



CENTRALIZED PROFILE DATA

**SINGLE VIEW OF CUSTOMERS**  
ENHANCED BEHAVIOR INSIGHTS



SECURE & COMPLIANT

**GLOBAL DATA GOVERNANCE**  
FLEXIBLE SELF-SERVICE PLATFORM

### Global loyalty program relies on Akamai

One of the world's largest energy companies chose Akamai for seamless and secure identity and access management.



**43,000  
RETAIL  
STATIONS**  
THROUGHOUT  
THE WORLD



[illegible]



## The Challenge: Advance GDPR Compliance Within a Unified Customer Identity Framework

A worldwide beverage company faced a daunting two-month timeline to implement consent lifecycle management for all of the brand's European customers prior to the May 25, 2018, deadline imposed by the European Union's GDPR. The company had previously implemented a modern, flexible CIAM solution to provide global identity management for its customer loyalty program that reaches 32 million consumers in more than 20 countries. The beverage brand's compelling personalization and rewards program had succeeded in creating a true 1:1 relationship with consumers, independent of its distributors and retailers. Now the company needed to ensure compliance with changing consumer privacy regulations.



## The Solution: Akamai Identity Cloud

The global beverage brand had turned to Akamai Identity Cloud six years earlier to meet and exceed its global identity objectives. The solution provided enterprise-grade CIAM capabilities such as social and traditional login and registration, single sign-on, customer profile data storage and management, customer insights, and more – and was instrumental in the successful expansion of the company's loyalty program. Akamai was uniquely positioned to help the company address key aspects of its latest data protection and consumer privacy needs. Following implementation of Identity Cloud, the company saw:

- Increased customer registration counts
- Improved customer data collection
- Single, 360-degree customer view
- True 1:1 customer relationship, independent of retailer
- Unified customer intelligence
- Integration with retail-based drink dispensers

Akamai Identity Cloud allowed the company to integrate customer profile data into its marketing and technology stacks, providing the brand with real-time consumer data across the entire digital ecosystem.

The Identity Cloud solution allowed the company to roll out precision marketing campaigns based on accurate customer data, able to scale to hundreds of millions of customers, prospects, and loyalty members.



## The Results: Improved GDPR Consent Management

The most recent project was a two-month rush effort to implement consent lifecycle management for all European customers prior to the GDPR deadline – which the company accomplished with intensive support from the Akamai professional services team. The focus was on obtaining explicit consent from consumers for the use of their data for marketing and personalization, in compliance with GDPR requirements.

Identity Cloud provides highly customizable, fine-grained consent forms that can be invoked progressively on any digital property – from websites to mobile apps to IoT devices. This helps build trust with customers and members by making it easy for them to understand and manage their consent. Customers and program members can go back to their consent declarations at any time for review, validation, revocation, or other changes.

One of the more challenging areas of the overall deployment was balancing the “right to be forgotten” aspect of GDPR with legal obligations to retain data during the period of a contest or promotion. This required some complex logic to ensure that the data was held for the legal term and then erased at the end of that period, and to be able to communicate that to the customer.



**Loyalty programs that offer promotional contests may need to balance the consumer’s “right to be forgotten” with legal obligations to retain certain information until the contest is complete. Your company will need sophisticated consent management to be able to support requirements such as this.**



PERSONALIZATION POWERS  
**REVENUE GROWTH**  
BASED ON IDENTITY DATA



360° VIEW OF CUSTOMERS  
**CREATES 1:1 RELATIONSHIPS**  
INDEPENDENT OF RETAILERS



CONSENT LIFECYCLE MANAGEMENT  
**GDPR COMPLIANCE**  
DATA PROTECTION & PRIVACY

**Loyalty program connects  
consumer packaged goods  
brand to consumers**

Leading global beverage brand  
achieves growth insight and  
compliance goals with Akamai.



**32 MILLION  
CUSTOMERS**  
20+ COUNTRIES





Akamai Identity Cloud





## Akamai Identity Cloud

As the first choice of leading enterprises looking to transform or scale their customer loyalty programs, reward programs, or related membership initiatives, Akamai Identity Cloud is an advanced CIAM platform that provides a flexible schema upon which your organization can innovate and thrive.

### Make Member Access Seamless

Your members want friction-free access to their membership benefits regardless of where they are or what device they are using. The comprehensive registration, login, and authentication capabilities of Identity Cloud provide everything you need to easily acquire and recognize loyalty program members across your websites, mobile apps, and devices.

Akamai Identity Cloud is designed to help companies efficiently and centrally manage member identities, and understand and influence customer journeys through registration, authentication, and preference management to facilitate:

- *Elimination of barriers to site entry and reduced support costs with social login*
- *Reduced abandonment rates and better user experiences with single sign-on functionality*
- *Availability of registration and data collection forms, profile pages, account creation flows, password management, and field validation – out of the box and readily customizable*
- *A wide array of authentication options, including support for mobile, adaptive, and multi-factor authentication*



## Activate Loyalty Program Members

Customer loyalty programs can drive more consumption and time spent interacting with your brand across all of your sites, apps, and channels. Our solution combines demographic data with behavioral and personal preference insights to help you optimize offers and activate members.

Put your loyalty membership identity data to work with Akamai Identity Cloud.

- *Create trusted relationships that improve personalized member experiences*
- *Gain an enriched, single 360-degree view of each individual member*
- *Segment audiences and identify factors impacting attrition across all of your channels and regions to improve member engagement*
- *Activate digital experiences using customer insights, personalization, customer journey analytics, customer experience optimization, activation integrations, and more*



## Safeguard Loyalty Program Data

Customer loyalty programs are susceptible to attack, misuse, and fraud. That is why your company needs a CIAM platform that is built to withstand the challenges of denial-of-service attacks, stolen identities, and fraudsters trying to game your program.

Akamai Identity Cloud is architected to help your company:

- *Enforce advanced data management and authorization policies with capabilities like adaptive authentication, scoped access, attribute-based access controls, and segmented single sign-on*
- *Ensure your member data is secure through risk and fraud analytics, privacy measures, infrastructure management, governance enforcement, compliance management, and security information and event management (SIEM) integrations*

- *Keep your customer data and your systems secure – Akamai is audited or assessed for certification/ compliance with a large number of assurance programs for its Identity Cloud solution, including ISO 27001:2013, ISO 27018:2014 (PII protections in the cloud), SOC 2 Type II (all five Trust Principles), HIPAA (storage of healthcare data), HITECH (transmission of healthcare data), Cloud Security Alliance (CSA STAR Level 2), U.S.-E.U. Privacy Shield Framework (reviewed by TRUSTe), and TRUSTe privacy program.*

Furthermore, the Akamai platform has additional capabilities that can be added to your sites and applications for a defense-in-depth security posture, such as protection against Distributed Denial of Service (DDoS) attacks, bot management solutions, and web application firewalls.



## Eliminate Loyalty Program Data Silos

You need a single, consistent, and accurate view of your loyalty customers and members across the entire business ecosystem. To boost the impact of your loyalty program, Identity Cloud lets you access identities everywhere through our robust integration capabilities.

The solution offers:

- *Unified and universal user identities that help you build a holistic view of your customers and members*
- *Flexible data structures that support the varying needs of regions or brands across global enterprises*
- *Robust APIs and SDKs so your organization can integrate member profile data into apps, communication platforms, specialized network segments, reporting tools, and marketing automation systems in real time*
- *An extensive ecosystem of 100+ technology partnerships that lets you connect your complete loyalty and marketing technology stack, as well as customer-facing systems, enterprise data lakes, and legacy software*



## Make Consent and Compliance Easier

Turn GDPR compliance into an opportunity to drive customer engagement and build trust with loyalty program members. Akamai offers sophisticated consent and privacy policy management tools that ease the burden of compliance with new regulations and create opportunities for closer customer relationships.

Akamai Identity Cloud provides:

- Customizable fine-grained consent forms that can be progressively invoked, making it easier to ask and obtain explicit consent from loyalty program members
- Preference center and consent lifecycle management tools that enable members to review and update their privacy choices at any time
- Built-in mechanisms for easy data record access, data pseudonymization, data portability, and data erasure and deletion ease compliance
- Scoped access controls that manage which aspects of personally identifiable information (PII) are available to different roles in your organization



## Performance That Scales

Successful loyalty programs can grow to tens of millions of members. When there is a surge in member activity – from a weather event, a holiday, or a successful marketing campaign – it is vital that your identity platform performs. Akamai is the preferred choice of many of the world's leading loyalty programs.

With Akamai, your company will benefit from:

- The ability to rapidly deploy and scale around the world
- Database capacity that is architected to intelligently and automatically scale to ensure performance in the event of unexpected spikes in traffic



- *Unmatched availability for high-volume loyalty programs with a guaranteed service level agreement (SLA) of 99.95%, which is exceeded on a regular basis, and round-the-clock service support*
- *Business continuity and disaster recovery processes that ensure the security and persistence of your member data in case of system failures*

## Conclusion

As exemplified by the four real-world case studies presented in this paper, leading enterprises across the globe are deploying Akamai Identity Cloud to grow and transform their customer loyalty programs and other membership initiatives. Akamai helps these organizations deliver the modern, personalized, friction-free, omnichannel experiences that today's savvy consumers expect and demand.

Akamai Identity Cloud delivers a robust, industry-leading CIAM feature set, including social and traditional login and registration, single sign-on, customer profile data storage and management, customer insights, and more. The enterprise-grade Identity Cloud solution provides a flexible schema upon which organizations responsible for loyalty and reward program initiatives can innovate, thrive, and succeed.

**To learn more, please visit [akamai.com/identitycloud](https://akamai.com/identitycloud).**



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 multicloud 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 [www.akamai.com](https://www.akamai.com), [blogs.akamai.com](https://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](https://www.akamai.com/locations). Published 11/20.