

Global Energy and Petrochemical Conglomerate Builds Worldwide Customer Identity Ecosystem



The Situation

A global conglomerate of energy and petrochemical companies with revenues exceeding \$300 billion is looking to become the most innovative energy company in the digital world. With 500,000 service agents serving over 30 million customers every day, the company operates 43,000 gas stations and convenience retail sites in 80 countries around the world. More than 19 million users are currently active members of the energy company's customer loyalty program.

The Challenge and Goals

The global energy conglomerate faced a number of challenges related to customer identity management, including:

- Disjointed user experiences across the company's global digital sites – each with its own user profile – requiring customers to hold multiple accounts and keep track of multiple login details
- The inability to gain a single 360-degree view of the customer, significantly restricting the ability to gain consumer insights and use analytics
- The need to seamlessly support mobile applications and access

Mobile access is by far the company's most important channel. Since customers and retail site managers are spread across the globe, the company's IT team must fully support mobile apps for point-of-sale purchases, loyalty and rewards programs, and more. The company determined that it needed to implement a single sign-on solution across multiple sites and applications to leverage customer experience enhancements such as social login. The company envisioned a new solution to streamline registration, using federated identity to create a single view of each user across all channels.

COMPANY

Global energy and petrochemical company

INDUSTRY

Energy

SOLUTION

Akamai Identity Cloud

KEY IMPACTS

- Friction-free account registration and login, including single sign-on and social login
- Seamless support for mobile applications
- Single 360-degree view of each customer

Global Energy and Petrochemical Conglomerate Builds Worldwide Customer Identity Ecosystem

Why Akamai Identity Cloud

To meet these challenges, the energy company developed a comprehensive, worldwide customer identity and access management (CIAM) ecosystem based on the Akamai Identity Cloud platform. Today, the global ecosystem provides friction-free, single sign-on access for its customers across all web and mobile channels – including websites, mobile applications, POS electronic payments, loyalty programs, and other touchpoints. The new solution streamlines and improves the user experience by offering both traditional and social login with two-factor authentication for improved security.

The CIAM solution centralizes all user accounts to provide the energy company with a single 360-degree view of the customer. Identity Cloud integrates with the company’s existing analytics and automation tools. It supports open standards such as OpenID Connect and OAuth, allowing the company to deploy new identity services in minutes without having to change application code. What’s more, Identity Cloud helps the company address disparate global data protection regulations by adopting GDPR and similar standards worldwide.



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 www.akamai.com](http://www.akamai.com), blogs.akamai.com, or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at www.akamai.com/locations. Published 04/19.