Identity Cloud
Customer Identity & Access Management

Today’s consumers are digital natives. They expect seamless digital brand experiences that are also secure, private, and personalized. For brands that put identity first, Akamai’s cloud-native Customer Identity & Access Management (CIAM) solution empowers fast-to-deploy Single Sign-On (SSO), registration, and authentication, and enables regulatory-compliant consent and profile access policy management on a flexible platform built to scale and perform across use cases and around the world.

“Full end-to-end IDaaS, that gives businesses fast and easy access to everything from end-user experiences to the entire back-end data management functionality, allows companies to implement enterprise-grade identity management in a fast and flexible way. The Akamai Identity Cloud makes complete CIAM available as a cloud-based service, which provides the versatility and agility that large players are looking for in today’s fast-changing markets.”

John Tolbert, Lead Analyst
KuppingerCole

Fast Deployment
- Fast-to-market registration, authentication, SSO, and profile management
- Support of multi-factor, risk-based authentication and attribute-based profile access
- Regulation-compliant customer consent and privacy management
- Developer-friendly APIs and fully customizable customer interfaces for mobile, web, and IoT applications
- Integrations with CMS, native mobile, marketing automation, CRM, security, data infrastructure, and other business systems

Flexible Configuration
- Flexible data schema to accommodate any use case
- Centralized customer data access policy management
- Identity resolution and convergence of existing customer PII data silos into a unified, 360-degree customer view
- Optimize the customer journey – from anonymous visitor, registered subscriber, active user, to advocate
- Intuitive administration console and developer tools

Security and Scalability
- Cloud-native and engineered to manage billions of identities for the highest availability and performance application requirements
- The largest global SaaS footprint of any CIAM provider
- Follow-the-sun, 24/7 support for mission-critical applications
- All data safeguarded by Akamai Intelligent Edge Security and the most advanced fraud detection
“The Akamai Identity Cloud allows us to federate identity services across all global business-to-business and business-to-consumer applications. Akamai’s IDaaS services replace a number of disparate solutions for registration, login, and preference management with a single SaaS solution. The Akamai Identity Cloud provides all needed functionality to store, manage, and use our customer profile data. This greatly helps us to bring functionality to market faster and at lower cost.”

VP of Innovation, Global Energy Retailer

---

**Registration & Authentication**

- Traditional & social registration and login
- Progressive consumer profiling
- Identity resolution
- Industry-leading data rigor
- Single-sign on across sites and apps
- Passwordless authentication
- OIDC and SAML authentication
- Adaptive, risk-based authentication

Follow best practices for easy deployment, increased registration rates and improved user experiences for fast return on investment

---

**Identity Management & Data Governance**

- Activity and profile data
- Customer consent and privacy management
- Preference management
- Customer care center
- Centralized policy administration
- Access rights enforcement
- The highest level of security certifications and attestations in the industry

Manage customer data with the highest degree of security, and put consent management in your customers’ hands to build trust and adhere to data regulations
Transformational user experiences and fast ROI

Identity Security
- Fraudulent account creation monitoring and activity monitoring
- Encryption in transit and at rest
- Integration with SIEM and third-party fraud intelligence data
- Edge Security provides scalability, intelligence, and expertise for identity protection

Build trust in your brand, decrease risk and mitigate attacks by storing consumer data securely across all regions and applications

Identity Analytics
- Identity Business Intelligence for all customer activity
- Anonymous to known behavioral analysis
- Predictive profiling and customer segmentation
- Bot and fraud analytics

Get usable insights into your customers’ journeys from anonymous to known with a single, global view

Global Identity Cloud
- The largest SaaS footprint of any CIAM provider
- Engineered to intelligently scale with application capacity needs to accommodate spikes in traffic for unmatched performance and availability

Let a cloud-native architecture provide the worldwide availability and performance digital-first customers expect
Akamai: Security Builds Trust

Protecting customer profile data is both more important and more complicated than ever. That’s why Akamai provides unprecedented protection from both network-based and identity-based threats, with Identity Cloud. With the Identity Cloud, organizations get the assurance of a multi-component protection layer and risk-adaptive protection that leads the CIAM industry. The result is a barrier of protection from digital attacks — such as DDoS, direct-to-origin, and web application attacks — for digital applications and identity API infrastructure. The advanced identity-based security capabilities of the Akamai Identity Cloud include risk-based adaptive authentication powered by automated fraud detection for an additional layer of protection.

Setting a higher standard for identity security

Cloud Security Alliance Level 2 Certification
ISO 27001:2013 Certification
ISO 27018:2014 Certification
ISO 27005 Compliance
SOC 1 Compliance
SOC 2 Compliance
SOC 3 Compliance
HIPAA Compliance
HITECH Compliance
OpenID Connect (OIDC) Certification

PIPEDA Compliance
COPPA Compliance
GxP (FDA CFR 21 Part 11) Compliance

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, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 02/19.