

# Financial Services Identity and Access Management



Manage identities, enhance security and privacy, and comply with regulatory standards in a friction-free, consumer-centric environment.

In today's rapidly changing environment, digital business teams at banking, wealth management, and other financial institutions must ensure security, privacy, and compliance while providing the frictionless access that online customers demand. However, in a consumer-centric industry, it can be a challenge to secure and manage identities while providing convenient real-time access.

Identity Cloud is the first choice of leading financial institutions to provide seamless, authorized access to financial information and assets. Our customer identity and access management (CIAM) solution makes it easy to manage customer identities in compliance with regulatory requirements. Your organization and your customers will benefit from the peace of mind that comes from knowing that the right people have access to the right content – all in a secure, consumer-focused environment.

## OMNICHANNEL ACCESS MANAGEMENT



Create, manage, and secure identities for your prospects and customers, and give them convenient, seamless, and friction-free access to financial information across channels and devices.

- Simplify and safeguard access to digital properties with single sign-on, two-factor, and step-up authentication
- Build better customer relationships with comprehensive preference and consent management tools
- Deliver personalized customer experiences with real-time customer profile data

## GAIN DEEPER CUSTOMER INSIGHTS



Combine demographic data with behavioral and personal preference insights into consumer interactions on your digital properties. Managing identities centrally creates a richer view of customer data that can expand revenue opportunities and brand loyalty.

- Improve user experiences with consumer identity data
- Gain new insights on customers from reporting tools and segment data
- Optimize the customer journey for conversions



## PRIVACY AND COMPLIANCE

Benefit from the compliance tools to address regulatory standards and industry certifications, tailored to fit your unique business requirements.

- Supports EU General Data Protection Regulation (GDPR), Canadian Personal Information Protection and Electronic Documents Act (PIPEDA), and similar regulations
- ISO 27001:2013, ISO 27018:2014 (PII protections in the cloud), SOC 2 Type II (all five Trust Principles: Security, Availability, Confidentiality, Processing Integrity, and Privacy), Cloud Security Alliance (CSA star), U.S.-E.U. Privacy Shield Framework (reviewed by TrustArc), and privacy policy and practices (reviewed by TrustArc)



## SECURE YOUR CUSTOMER DATA

Protect your institution's reputation with comprehensive authentication, access management, and data governance features. Identity Cloud adheres to the strictest security and privacy best practices in the CIAM industry.

- Real-time fraud analytics help prevent fraudulent access attempts
- Multi-factor and adaptive authentication enhance security
- Strict data management and scoped access controls designed to reduce risk
- Customer care portal simplifies user provisioning and support



HOLISTIC BANKING EXPERIENCE WITH **SEAMLESS AND SECURE 24/7 ACCESS**



**CENTRALIZED IDENTITY** CONNECTS PREVIOUSLY SILOED CUSTOMER SYSTEMS



REAL-TIME INCIDENT RESPONSE **REDUCED FROM HOURS TO MINUTES** WITH SIEM INTEGRATION

### Banks get results with Identity Cloud

A North American bank chose Identity Cloud to provide a flexible CIAM solution that ensures security, privacy, and compliance, while at the same time providing frictionless access and a modern digital bank experience for its online customers.



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](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](http://www.akamai.com/locations). Published 06/19.