

# Travel and Hospitality Identity Management



Deliver personalized, omnichannel guest experiences to help drive bookings and business value.

Travel and hospitality brands today face a number of challenges, including competitive pricing pressures, web-based private accommodation and transportation services, and global security threats.

Loyalty and trust are flowing to those companies that best understand their customers and deliver highly personalized, engaging, and satisfying experiences. For hotels, airlines, and cruise operators looking to streamline guest identification and account management, a customer identity and access management (CIAM) solution is key to boosting bookings and brand loyalty.

Identity Cloud provides real-time identity management, identity security, and identity activation solutions that enable seamless and secure experiences anywhere in the traveler's digitally connected world, while providing brands with deep customer insights.

## ENGAGE TRAVELERS



Easily acquire and recognize customers across all your digital properties with an omnichannel registration and access management solution that can help increase conversions and improve guest experiences.

- Simplify guest registration with social login and single sign-on (SSO)
- Achieve a 360-degree view of travelers with demographic and behavioral data
- Build better relationships with customer preference management

## GAIN DEEPER CUSTOMER INSIGHTS



Combine demographic data with behavioral and personal preference insights on consumer interactions with your travel and hospitality brands. Managing identities centrally creates a richer view of customer data that can increase revenue opportunities and brand loyalty.

- Improve guest experiences with consumer identity data
- Gain new insights on travelers from reporting tools and segment data
- Optimize for conversions with the help of customer journey analytics



## CONNECT YOUR TECHNOLOGY STACK

Identity Cloud enables centralized, usable, and secure customer data for travel and hospitality brands. We work with you to integrate customer profile data into your technology stack and provide real-time traveler insights to your entire ecosystem.

- Simplify guest profile management with a platform that integrates seamlessly with your technology stack
- Share real-time customer profile data with apps and digital properties for personalized omnichannel experiences
- Benefit from a single source of truth for universal guest identity



## SECURE YOUR CUSTOMER DATA

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

- Consent lifecycle management supports General Data Protection Regulation compliance
- Strict data management and scoped access controls reduce risk
- Customer care portal simplifies user provisioning and support



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 Identity Cloud

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.



**10+**  
MILLION  
**USERS**  
**SECURELY**  
**MANAGED**  
WITH  
IDENTITY CLOUD



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.