

Secure your customers' digital experiences

Customer Identity and Access Management as a Service

Our low-code CIAM model — which includes a scalable platform built for multicloud environments — helps you speed up time to market, meet regulatory requirements and build stakeholder trust. Gain a competitive edge with secure, personalized customer experiences.



Fraud and identity theft are on the rise

The rise in security threats, including identity theft and account takeover attacks, has made robust security measures a top priority.

Security breaches come at a high cost: revenue is lost as operations grind to a halt, ransomware attacks are expensive and organizations struggle to regain the trust of their customers.

At the same time, users are more aware of their rights and want more control over their data. This is supported by strict regulations like the General Data Protection Regulation (GDPR) and the revised Payment Services Directive (PSD2), which require responsible data handling and strong customer authentication.

Businesses that do not comply with regulations face hefty fines.

CIAM enhances business security, builds stakeholder trust, ensures compliance and boosts competitive advantage through secure, personalized customer experiences and engagement.

Data from the Federal Trade Commission shows that US consumers reported losing more than \$12.5 billion to fraud in 2024, a 25% increase from 2023. Consumers also reported losing more money to investment scams — \$5.7 billion — than any other category in 2024. And that's in the US alone.¹

CIAM protects your customers and your business

Your business

When done right, CIAM can increase customer trust, give your business a competitive edge and support revenue growth through increased interactions, personalized experiences and brand loyalty.

- Manage customer identities at scale
- Improve the customer experience by offering social app login options
- Strengthen your security posture and mitigate risk
- Manage and automate the consent lifecycle
- Remove data silos and improve data quality and accuracy
- Gain a unified view of customers
- Robust access management
- Cost benefits in administering CIAM

Your customers

Our CIAM solution secures digital experiences without adding extra security steps that could frustrate your customers.

- They can choose to integrate solutions with their social app logins.
- Seamless access to customer apps
- Consistent consumer across devices

Open standards supports

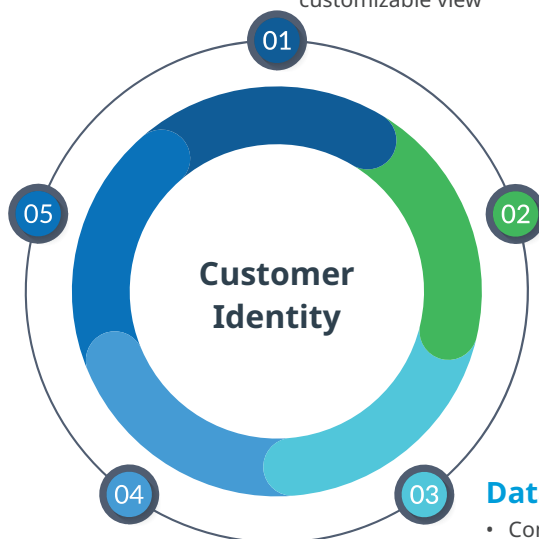
- Open standards support
- Common REST API framework

Compliance

- Consent and privacy management
- Regulatory compliance and tracking

Single customer view

- Secure centralized customer identities' repository
- Integrate across the business ecosystem for a single customizable view



Improve experience

- Self service portals
- Social login and Single Sign-On
- Contextual access
- Progressive profiling
- Identity proofing

Data driven insights

- Contextual and behavioral analytics to potimize the customer journey
- Improve customer adoption
- Increase customer retention and loyalty

Secure and seamless access to your OT environment

CIAM services

Consulting

- Assessment of current CIAM state
- CIAM strategy roadmap
- Business requirement mapping
- Target-state CIAM architecture
- Set up proof of concept
- Technology demo
- Product evaluation

Design and architecture

- CIAM user journeys and workflow design
- CIAM logical and physical architecture design
- UI customization and branding
- CIAM processes and policies design
- Adoption strategy for organizational identity and access management
- Migration and cutover strategy

Implementation

- Foundation build
- Product configuration
- Wrapper API development
- Peripheral integrations
- Product administration
- Business application integration
- Plug-in customization

Operations

- Incident and problem management
- Service requests and change management
- Proactive platform support
- Monitoring and service availability
- Patching and testing
- Backup and recovery
- Audit and compliance reporting
- Knowledge management
- Continuous service improvements

Why NTT DATA

NTT DATA's Identity Risk Intelligence Service Framework

No-code/low-code CIAM model and scalable cloud-native platform

Real-time risk intelligence and single pane visibility of the identity landscape

GenAI-based fraud-prevention solution

Global IAM expertise and experience

- Global scale with local expertise across 50+ countries
- 1,000+ IAM resources and 150+ certified identity resources
- 400+ IAM projects and 10+ CIAM engagements

Global strategic partnerships with leading CIAM vendors:

- Okta
- Descope
- Ping
- Microsoft

Learn more.





Learn more about NTT DATA

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NTT DATA is a trusted global innovator of business and technology services, helping clients innovate, optimize and transform for success. As a Global Top Employer, we have diverse experts in more than 50 countries and a robust partner ecosystem. NTT DATA is part of NTT Group.