# Entrust Customer Identity and Access Management (CIAM)

**Protect consumer identities, interactions, and data while still providing seamless user experiences**

### OVERVIEW

Entrust's CIAM solution revolutionizes secure customer interactions with its advanced suite of features, offering:

- State-of-the-art security
- Comprehensive consent management
- Superior data privacy
- Advanced self-service capabilities

It helps ensure strong customer authentication that can protect against account takeover (ATO) attacks while improving user experience by only adding friction in the process when necessary, reducing customer frustration and cart abandonment.

Plus, the advanced security measures – including phishing-resistant, passwordless multifactor authentication (MFA) – safeguard customer data, instilling confidence and trust in your customers' brands.

## KEY FEATURES

- Phishing-resistant, passwordless MFA
- Digital onboarding
- Risk-based adaptive authentication
- User provisioning with SCIM (System for Cross-domain Identity Management)
- Single sign-on (SSO) with social login
- Secure digital signing
- Identity proofing

## KEY BENEFITS

- Protect against account takeover (ATO) attacks and prevent fraud
- Enable KYC and compliance
- Improve user experience
- Enable faster time to market
- Build trust and loyalty with customers and partners

**Learn more at entrust.com**

# Customer IAM (CIAM)

**KEY FEATURES & BENEFITS**

## Passwordless MFA

The Entrust CIAM solution enables organizations to offer a complete passwordless experience to their customers with high assurance, phishing-resistant authentication options such as:

- Certificate-based authentication
- FIDO2
- Passkeys

By enabling phishing-resistant, passwordless MFA, organizations can help ensure their customers can log in seamlessly and protect against remote-based ATO attacks. Entrust offers one of the broadest ranges of MFA options in the market to support nearly every use case and user group.

## Risk-based adaptive authentication

The Entrust CIAM solution offers a managed risk engine that takes multiple inputs to evaluate risk score based on contextual information when authenticating users. Inputs include:

- IP address
- Time-of-day/Day-of-week login
- Travel velocity
- Transaction details
- Behavioral biometrics, and more

The user can be required to authenticate using a different two-factor authentication (2FA) method or blocked if the risk score is beyond a pre-defined risk level threshold.

## Digital onboarding

Unlock the potential of seamless customer integration with Entrust CIAM's anywhere, anytime onboarding, offering a secure and effortless end-to-end process for your customers.

By leveraging advanced identity verification services (with support for more than 6,000 government-issued identification documents from 196+ countries, as well as presenter verification and liveness test options), each customer's identity is accurately and efficiently authenticated from the outset.

This anytime, anywhere process:

- Is reinforced by phishing-resistant, passwordless MFA
- Enhances security and efficiency
- Facilitates compliance with regulatory standards like KYC and PSD2
- Makes for a quicker, more seamless onboarding experience for your customers

Plus, with built-in digital signing capabilities, your customers can securely transact and sign digital documents as part of the registration process.

## Seamless user provisioning

You can provision and deprovision users across various applications and services that support the customer lifecycle to:

- Ensure a single source of truth for user profile and status
- Eliminate dormant accounts
- Reduce operational overhead

## Fast time to market

The Entrust CIAM solution makes it easy to integrate with existing applications and services through a low code/no code approach that includes:

- REST APIs
- Mobile SDKs
- Out-of-the-box integrations with a broad ecosystem of technology partners

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# Customer IAM (CIAM)

## FEATURES AT A GLANCE

**Phishing-Resistant Passwordless MFA:** Protects users against ATO attacks with advanced MFA and support for FIDO2 and passkeys.

**Seamless Digital Onboarding:** Integrated onboarding experience with identity verification and strong customer authentication that includes phishing-resistant, passwordless MFA and digital signing.

**Know Your Customer (KYC):** Quick user onboarding with extensive ID proofing supporting more than 6,000 identity documents from 196+ countries enables KYC and PSD2 compliance.

**Centralized Identity Management:** Consolidates user data into one platform for simpler administrative tasks and consistent application experiences.

**Risk-Based Adaptive Authentication:** Managed risk engine evaluates user risk, enabling higher assurance 2FA to secure high-value transactions and out-of-compliance users.

**Secure Digital Signing:** Enables secure online transactions and agreements, increasing customer trust and confidence.

**Single Sign-On (SSO) With Social Login:** Integrates with social networks for quick registration and SSO, enhancing user experience and improving conversion rates.

**SCIM Integration:** Automates user lifecycle management, synchronizing user profile and status across platforms for enhanced security.

**Low-Code/No-Code Integration:** Offers REST APIs, mobile SDKs, and easy integrations with existing applications and services, saving development time and ensuring quick time to market.

**Out-of-the-Box Integrations:** Pre-configured integrations simplify connections to enterprise identity systems for streamlined federation.

**Learn more at**
**entrust.com**

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