

CIAM as the foundation for commercial success and privacy protection

iWelcome CIAM – enabling and privacy-protecting your European consumer services

Benefits

- › Boost registration rates with social login
- › Offer one customer UI over all services
- › Easily manage customer data from one place
- › Be compliant to GDPR and PSD2
- › Lower Total Cost of Ownership
- › Use Best-of-Breed Private Cloud Technology
- › Go-live in weeks

CIAM Solutions

- › General Data Protection Reg. (GDPR)
- › Payment Service Directive (PSD2)
- › User Managed Access (UMA)
- › Internet of Things (IoT)
- › Know-Your-Customer (KYC)
- › Digital Transformation
- › Single-Sign-On (SSO)
- › Multi-Factor Authentication
- › Multichannel Registration
- › User Management

Key capabilities

- › Registration & Social login
- › Consent & Identity Lifecycle Mgmt
- › Authentication and Access
- › Marketing & Sales Intelligence
- › KYC and Profiling
- › Encryption & Private Cloud

Frictionless customer journeys and commercial success for the insurance industry

Top Priorities for Digital transformation

Today's customers expect personalised experiences and real-time availability of services accessible anywhere, anytime and from any device. With the rapid increase of interaction channels and an explosion of Internet-of-Things devices coming up, organisations face challenges like never before.

With digital transformation high on the corporate agenda, Insurance companies must deal with specific challenges:

1. Optimise customer experiences:

- › Multiple services with one customer offered via different user interfaces ending up in separate contracts
- › Complex registration processes lead to lower registration rates
- › Customers have multiple touchpoints with the organisation

2. Boost revenue by optimising internal data processes:

- › Data is stored in multiple databases limiting cross- and upselling opportunities
- › Customer care lacks one overview of the customer
- › Inefficient internal procedures (e.g. auditing) where information is gathered from different places

3. GDPR and PSD2 compliancy:

- › Requirements to gather, store, protect and manage the lifecycle of customer data
- › Proper consent lifecycle management process needs to be in place
- › Consumers must be able to view, edit and manage their own personal data

The central theme for all three challenges is consumer data management. To succeed, Consumer Identity & Access Management (CIAM) must become the foundation for commercial success and compliance of any insurer. Turn this page to find out how iWelcome helps insurers overcome these challenges.

CIAM at the heart of digital challenges faced by Insurance companies

CONSUMER IAM as enabler

Use CIAM to gather, store, protect and lifecycle consumer data, all in one place

Key User-Centric Capabilities:

- Consent Lifecycle Management
- User Self Service
- Easy Registration and Social Login
- Profile & Preference Mgt
- Identity Validation & Proofing
- Identity Matching
- B2B & Family Account structures

Key Business-Centric Capabilities:

- Marketing & Sales Intelligence
- Attribute Flexibility
- Multi-Branding / Omnichannel
- KYC and Progressive Profiling

Key IT-Centric Capabilities

- Data Management & Encryption
- Admin & Integration Interfaces
- Restful API
- Microservices based architecture

With CIAM, insurance companies build maximum flexibility into privacy protected customer journeys

iWelcome equips insurance companies with a powerful CIAM platform providing the critical capabilities needed for commercial success and compliance.

1. Consumers are offered one frictionless experience over all channels

With iWelcome's easy registration, social login and Single Sign-On capabilities, insurance companies can offer their consumers one UI over all channels.

2. Consumers can view and edit their data settings and preferences

Consumer data is stored at one place and consumers can view and edit their data, either via our customer branded portal solution or in the insurer's own portal (fed by our RESTful APIs).

3. Data reports and analytics are easily extracted from the platform

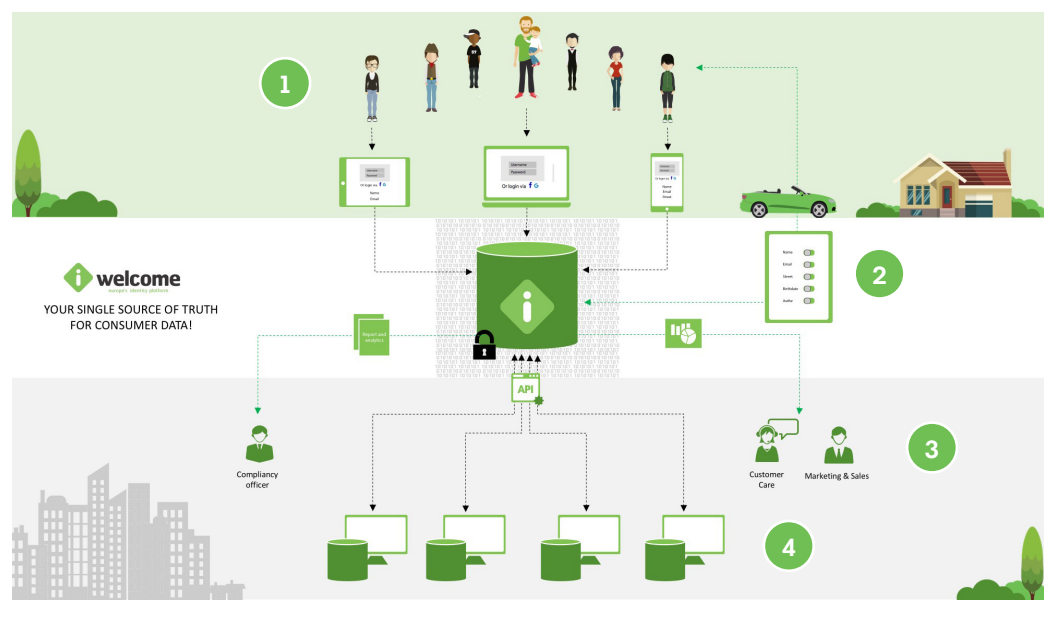
Several internal stakeholders benefit from the fact that data is stored at one place:

- Marketing & Sales: 360 overview of clients boosting cross & upselling
- Customer Care: 360 client overview to improve service
- Compliancy officer: lowering costs through efficient compliancy audits

4. No more consumer data complexity for (back-end) systems

CIAM takes away the complexity of maintaining different data systems for different services, leading to a decrease of IT costs.

The overview below illustrates how these 4 benefits relate to iWelcome's solution.



About iWelcome

iWelcome provides Identity as-a-Service for frictionless privacy-protected consumer services and security-enabled workforce processes. iWelcome is the only European born Identity Platform - headquartered in Europe, backed by European investors and specifically serving enterprise customers doing business in Europe. Millions of consumers

and hundreds of thousands of employees - across industries like banking, insurance, utilities, media & publishing, travel & services, retail/ e-tail and Governments & Non-Profit - rely on iWelcome on a daily basis. Analysts like Gartner and KuppingerCole have recognised iWelcome as a worldwide Product and Innovation Leader with "Excellence" ratings.

Building truly winning partnerships with its customers, iWelcome offers lowest Total Cost of Ownership and a time-to-service in weeks. Applying Best-of-Breed Private Cloud Technology, customers benefit from both ends: using a SaaS service while not having to share critical resources.