SAP Customer Data Cloud

Turn Unknown Online Visitors into Known, Loyal Customers
SAP® Customer Identity and Access Management Solutions for B2C
Quick Facts

SUMMARY
With SAP® Customer Identity and Access Management (SAP CIAM) solutions for B2C, you can create a flexible and highly secure “front door” to your digital properties and establish more meaningful, trusted customer relationships. In addition, you’ll gain a deeper understanding of your audience to drive increased engagement, better experiences, and higher revenue.

OBJECTIVES
• Give customers a more flexible and convenient way to connect with your brands and properties
• Seamlessly and securely identify and immediately engage customers across devices, channels, and regions
• Deliver more personalized and valued customer experiences based on permission-based data, collected directly from consumers in ongoing, transparent, value-for-information exchanges
• Balance optimized customer experiences with security

SOLUTION: SAP CIAM FOR B2C
• Provide frictionless points of entry for customers across brands, regions, and properties, with customizable and secure registration and social log-in screens and flows
• Securely identify online visitors from any touch point, with data federation and single-sign-on functionality and flexible user authentication options
• Orchestrate unified profiles across the business to deliver personalized, trusted experiences at every customer engagement

BENEFITS
• Increase e-commerce revenue by as much as 10 times
• Standardize security best practices across brands and regions
• Drive better outcomes from your CRM, data management platform, content management system, or other marketing and sales technologies

LEARN MORE
Discover how SAP CIAM for B2C can help you build more trusted, personalized customer relationships by visiting us online.
Mastering the Data Landscape to Earn Customers for Life

With the customer experience rising to become the key market differentiator, knowing who your customers are has never been more critical.

In today's hyperconnected marketplace, customers increasingly switch brands due to poor customer experiences. We are in the midst of a revolution that has ushered in the experience economy – a reality that is driving businesses to deliver five-star experiences to customers in a more holistic way through digital transformation initiatives (see Figure 1).

To better understand customers and serve their needs across an omnichannel journey, organizations are rejecting siloed point solution strategies. Data silos created by operating multiple disparate customer engagement solutions, each with its own data model and store, inhibit a complete view of customers and complicate the delivery of relevant, end-to-end experiences.

Line-of-business leaders have known this for some time, but what’s different now? First, an expanded range of data has combined with an explosion of customer engagement channels to create a need for a better way to manage it all. Secondly, the conversation has moved up to the boardroom, and the C-suite is emphasizing this strategic direction. Customer experience is no longer a singular event: it must now be part of the fabric of the entire organization.

This new paradigm calls for a holistic platform that can help a business understand who their customers are, what they are buying and engaging with, and their impressions of their experiences. Only with this unified understanding can companies deliver the kind of trusted, personalized experiences that are winning the hearts and minds of modern customers.

1. Eileen Brown, “Consumers Four Times More Likely to Dump Brands After a Bad Experience”, Zdnet.com, November 17, 2018
Soaring Expectations in the Experience Economy

Eighty percent of brands feel they deliver exceptional experiences. Unfortunately, only 8% of their customers agree.² We call this the experience gap (see Figure 2).

A key reason for why this gap exists: today’s customer journey has grown much more complex. With more touch points to manage, channels to engage through, and data points to collect, many of today’s brands have difficulty keeping up.

Friction-filled customer journeys
One bad experience can drive a would-be customer away. Whether they’re subscribing to a newsletter, filling out a credit loan form, requesting a quote, registering for an account, or indicating interests and “likes,” it’s imperative to offer customers a convenient, flexible, and secure front door at every engagement.

Lost customer insights caused by data silos
Enterprises rely on customer data to drive better experiences, services, and products. Yet too often, the data locked away in the silos of legacy architectures cannot be made actionable across the organization. This is a roadblock to true in-the-moment, one-to-one personalization.

An inability of legacy systems to scale
While legacy identity and access management might seem like a natural starting point for managing customer identities, an issue of scale quickly surfaces. For the largest enterprises, the digital identities of employees, partners, and vendors are measured in hundreds of thousands, but customers of those same companies are often measured in hundreds of millions. To deliver winning experiences, there must be no compromise in performance at any time for any layer in your stack, regardless of the volume, variety, or velocity of incoming data streams.

² Ryan Smith, “Manage Every Experience That Matters: Why X-Data Is the New Imperative”, Qualtrics.com, March 16, 2017
Customer Identity and Access Management (CIAM)

Business-to-consumer (B2C) companies used to focus on the transactional sale of products or services. Today, they need to think about the lifetime value of customers and how to build trusted, personalized relationships (see Figure 3). To solve this major challenge, market leaders are turning to CIAM solutions.

CIAM supports a nonintrusive yet highly effective “progressive identity” strategy. This helps extend and enhance your customers’ journeys by collecting valuable first-party data from them over time through ongoing, transparent, value-for-information exchanges. As a result, you can grow profiles of increasing richness and value – with transparency and trust at their core – so customer relationships can flourish and evolve as your business grows.

Cloud-based CIAM platforms offer the flexibility needed to manage customer identities at massive scale. Off-the-shelf integrations with today’s leading marketing and service applications get you to market with speed. At the same time, you can depend on the industry-leading security standards and the ability to address regional privacy regulations to offload significant risk.

“CIAM focuses on the connectivity with the customer when accessing all customer-facing systems, from registration and throughout the relationship.”

KuppingerCole Leadership Compass Report, December 2018

Purpose-built CIAM providers also enable you to extract maximum value from unstructured user data by providing a unified customer view across every channel and by progressively building profiles over time so you can gain a deeper understanding of your audience.

3. Sara Vizard, “The Challenges of Measuring Marketing Effectiveness”, MarketingWeek, November 6, 2018

Figure 3: The Impact of Customer Identity and Access Management on the Full Customer Journey
Turn anonymous online visitors into known, loyal customers. Deliver frictionless, personalized experiences at every touch point. And gain a deeper understanding of your audience to drive increased engagement and revenue.

Market-leading SAP CIAM solutions for B2C help you transform into a true customer-first enterprise by enhancing and individualizing your customers’ journeys across channels, regions, and devices.

Offered through the SAP® Customer Data Cloud portfolio, this highly secure, scalable, and cloud-based Web platform conserves development resources and gets you to market in a fraction of the time required for a DIY implementation.

SAP CIAM for B2C: THREE CORE PILLARS

Boost conversions and drive engagement
Onboard customers quickly with intuitive user registration and use social log-in workflows to capture rich, permission-based data to drive personalized engagements.

Smooth customer journeys across all channels
Improve omnichannel strategies with single sign-on, SAML 2.0, and Open ID Connect data federation standards and risk-based, multifactor, and password-less authentication options.

Power trusted personalization at scale
Bridge data silos, create unified customer profiles, synchronize with prebuilt integrations, and fuel any application or service with first-party data to deliver trusted, relevant, and personalized experiences.
CUSTOMER-FACING FLOWS
Gain powerful, easily customizable templates and solutions for all authenticated and unauthenticated user scenarios, including registration, login, password reset, profile updates, and account linking. This helps accelerate time to market and reduce maintenance on all of your customer experience applications. Plus, GConnectors make these flows easy to implement in commerce platforms and content management systems.

SELF-REGISTRATION
Our UI builder helps create transparent and simple flows so online visitors can gain access to your properties and make themselves known. This scalable and responsive feature enables you to easily identify and register customers across brands, channels, and regions while capturing a wide variety of first-party data from the beginning.

SOCIAL LOG-IN
Support for more than 35 social networks and other identity providers helps you deliver a convenient and consistent experience to customers around the globe.

IOT
Connect people, data, devices, and things in a secure and compliant way.

PROGRESSIVE PROFILING
Easily add progressive and conditional elements on top of our best-practice forms and flows. This enables you to collect customers’ interests, traits, and preferences over time for use in personalizing their experiences (see Figure 4).

GLOBAL ACCESS
Enable customers to log in with a single account from around the globe, independent of your Web architecture. With this capability, your customers can use the same credentials anywhere, see all of their data in a self-service preference center, and have relevant and consistent experiences defined by your brand no matter their location.

Figure 4: Build Unified Profiles Over Time
Offer Smooth and Secure Access for Customers

SINGLE SIGN-ON
The site-groups feature facilitates multisite, multibrand administration and enables single-sign-on functionality that allows a customer to log in to one site and be automatically signed into every site in the same site group.

Logging out on one site also signs a user out of the entire group, and any changes to customer accounts are also reflected throughout that group. This helps provide a more uniform experience across all sites that operate under one organization and gives users more seamless and secure access across every touch point.

IDENTITY FEDERATION
SAP CIAM for B2C supports federation standards using the SAML and OpenID Connect protocols. For federation, it can act as an identity provider enabling single sign-on and single log-out functionality between separate security domains.

STANDARDS-BASED ACCESS MANAGEMENT
SAML service providers and our technology partners can act as OpenID Providers, allowing third-party sites – or relying partners – to authenticate their users against your existing customer bases. In addition, comprehensive mobile SDKs enable rapid integration and deploy for iOS, Android, and Cordova-based applications.

POWERFUL AUTHENTICATION AND SECURITY
Benefit from powerful security built on industry standards. Our solution offers robust password security options for risk-based, multifactor, push notifications, and one-time-password (mobile SMS) authentication. This includes password-less authentication, automated e-mail flows, account harvesting detection, secure digital signatures, and advanced key management.

NETWORK PROTECTED IDENTITY
Constant monitoring of the more than two billion digital identities managed by this solution can trigger stepped-up security measures whenever unusual account activities are detected anywhere around the globe. If we detect a possible account takeover attempt — prompted when a preset threshold for log-in attempts on an account is passed — we can add additional authentication steps to the flow if someone attempts to access that account on any other property using our authentication solution.

DISTRIBUTED DENIAL OF SERVICE (DDOS) PROTECTION
In case of a DDoS attack, our solution can switch over to a secondary location where malicious requests can be filtered and then directed back to the primary data center. And, while no one can guarantee full immunity from these types of cyberattacks, we are constantly looking for new ways to improve protection for our clients.
TRANSFORM DATA INTO UNIFIED PROFILES
SAP CIAM for B2C transforms identity, profile, and account status data captured from online users into unified profiles for each customer. Additionally, it stores these profiles in a fully indexed dynamic schema database that can extend when necessary to provide unique experiences.

MAKE CUSTOMER DATA AVAILABLE AT SCALE
Transfer your entire customer data set in bulk between your platforms. As part of our flexible identity exchange suite, a robust extract, transform, and load feature enables scheduling and data synchronization.

MAKE CUSTOMER DATA ACTIONABLE IN THE MOMENT
Orchestrate profiles – or specific attributes within profiles including account status changes – across your business. Our flexible Web hooks can be used to send event notifications to any application, service, or data layer in your digital technology landscape to trigger personalized customer experiences in near-real time.

GOVERN ACCURATELY
Our platform enables you to govern your customer profiles throughout the customer lifecycle according to each user’s status (unregistered, registered, verified, active, blocked, deleted, and so on).

All information – including what each account is connected to and the identifiers of all connected systems – is readily available in a central location.

GAIN DEEP CUSTOMER INSIGHTS
Analyze customer identity, profile, and account status data through our standard reports to plan, predict, and optimize each customer’s experience across brands, channels, devices, and regions. This in turn helps drive higher conversion, engagement, and lifetime customer value.

EASILY VISUALIZE AND MANAGE CUSTOMER PROFILES
Through the identity access dashboard, your customer service reps, marketers, and administrators can easily search high volumes of user records, see a complete view of any customer within your database, and take actions to provide personalized experiences.

“SAP Customer Data Cloud allows us to **tie together the identities of all of our seven million customers around the globe** so that when they access any of our Web or mobile properties, we know who they are and can serve them better.”

Gaja Nagarajan Managing Director, IT, Maxim Integrated
SAP CIAM for B2C

Gain new and loyal customers by securely identifying them, offering personalized engagements, and delivering relevant experiences (see Figure 5)

CUSTOMER EXPERIENCE
- Screen sets
- Workflow UI builder
- Social log-in
- Global access
- Progressive profiling
- GConnectors

PERSONALIZATION
- Automated profile management
- Fully indexed dynamic schema database
- Extended data store
- Identity exchange platform
- Web hooks
- Governance workflows
- Insights
- Reports
- Identity access

SECURITY
- Single sign-on
- Federation
- Password-less authentication
- Mobile authentication
- Multifactor authentication
- Risk-based authentication
- Network protected identity
- Distributed denial of service

Figure 5: Features of SAP® Customer Identity Access Management Solutions for B2C
Fueling Customer Relationships for the Modern Enterprise

SAP CIAM for B2C helps you develop and execute customer identity and data strategies that can transform your business in profound ways. Clients that have implemented this solution consistently experience a quick and dramatic ROI while establishing a scalable and flexible foundation for innovation in the future.

SET UP FOR SUCCESS
Our implementation program is more than customer service: it’s customer enablement. We have established a sound methodology of best practices and techniques based on our experience implementing solutions at thousands of global brands across a variety of industries. We begin each project with a laser focus on the customer experience and help ensure that you attain a visible, quick win in the first 90 days. We also enable customer identity management expertise across your entire organization and establish a flexible, secure, and scalable foundation that you can build on.

LEARN MORE
For more information on SAP CIAM for B2C from SAP Customer Data Cloud, visit us online.