SAP® Customer Experience

SAP Product Brief
SAP Customer Data Cloud from Gigya

SAP® Customer Identity
Identify and Engage Customers Across Channels and Devices
Quick Facts

Summary
How can you create a frictionless, personalized, and value-packed digital experience across devices and channels while respecting the privacy and security of your customers? Start by enabling a more transparent and simpler way for online visitors to gain access to your properties and make themselves known. In other words, to deliver the best possible experience to customers, invite them in and get to know them.

The SAP® Customer Identity solution enables a flexible and highly secure “front door” to your business, helping to turn anonymous online visitors into known, loyal customers. Our customer identity solution helps you establish meaningful relationships with customers based on trust, giving you a deeper understanding of your audience to drive increased engagement and revenue.

Objectives
To drive better marketing, sales, e-commerce, services, and product initiatives in a digitally transforming marketplace, your enterprise needs a complete solution for:
• Giving customers a more flexible and convenient way to connect with your brands and properties
• Identifying and engaging customers across devices, channels, and regions securely and with minimal friction
• Delivering more personalized and highly valued customer experiences that take advantage of permission-based data collected directly from consumers in ongoing, transparent value-for-information exchanges
• Balancing an optimized customer experience with security and privacy

Solution
SAP Customer Identity can help your enterprise:
• Provide a frictionless point of entry for customers across brands, regions, and properties, with customizable and secure registration and social login screens and flows
• Identify online visitors securely from any touchpoint, with data federation and single sign-on functionality and flexible user authentication options
• Capture customers’ permission-based identity data to power more valued and trusted digital experiences in a privacy-friendly manner
• Use specialized protection against account takeover and distributed denial-of-service (DDoS) attacks

Benefits
By implementing this advanced customer identity solution, our clients have:
• Raised per-customer value by as much as 5x by streamlining registration and login
• Improved conversions from unknown to known by 35%
• Increased new registrations by more than 48%
• Achieved 2x campaign yields and a 300% increase in click-through rates
• Standardized security best practices across brands and regions
• Saved up to 12 months in development time and significantly reduced costs for ongoing technology deployments, infrastructure, and maintenance

1. Results volunteered by clients of Gigya, now a part of SAP, during 2016 and 2017 through a third-party, cloud-based survey platform.
Create a Frictionless Experience

REGISTRATION AS A SERVICE
This scalable and responsive feature allows you to identify and register customers while capturing a wide variety of customer data through customizable registration and social authentication screens and flows.

SOCIAL LOGIN
Increase registrations and smooth authentication processes across any screen while gaining access to social identity data such as your customers’ interests, activities, and media preferences. Support for more than 25 social networks and other identity providers helps you deliver a convenient and consistent experience to customers around the globe.

PROGRESSIVE PROFILING
By adding progressive and conditional elements to our best-practice forms and flows, you can collect customers’ interests, traits, and preferences to help personalize their experiences.

INTERNET OF THINGS
Our market-leading capabilities help you connect people, data, and devices in a secure and compliant way through the power of digital identity.
Comprehensive and Secure Access for Customers

FLEXIBLE AUTHENTICATION
Best-practice authentication functions with SAP Customer Identity meet a wide variety of business needs, offering options for risk-based, multi-factor, and one-time-password (mobile SMS) authentication, robust password security, automated e-mail flows, account harvesting detection, secure digital signatures, and advanced key management.

SINGLE SIGN-ON
The solution’s site groups feature facilitates multi-site, multi-brand administration and enables single sign-on functionality that allows a customer to log in to one site and be signed in automatically to every site in the same site group. Logging out on one site 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 touchpoint.

FEDERATION
SAP Customer Identity supports federation standards using the SAML and OpenID Connect protocols. For SAML federation, SAP Customer Identity can act as either an identity provider or service provider, enabling single sign-on and single logout functionality between separate security domains. For OpenID Connect, our technology partners can act as OpenID Connect providers, allowing third-party sites – or relying partners – to authenticate their users against our clients’ existing customer bases.

The most successful companies are crafting transformational customer experiences – game changers in even well-established industries – with a light touch and a firm commitment to establishing and maintaining trust with customers while protecting their data and privacy.
Connect with Your Audience Through Optimized Registration Workflows

IDENTITY ACCESS
Manage high volumes of user records and get a complete view of any customer within your database from a user-friendly dashboard. Data available for query includes social, system, registration, account, and loyalty, and and behavioral information.

REGISTRATION ANALYTICS
Optimize workflows based on users’ individual behaviors. Create reports detailing the number of logins and registrations per date and provider, as well as valuable information on conversion versus abandonment rates, so you can continuously gauge and adjust your marketing strategies. Reports can be filtered contextually for particular devices, brands, and more, helping you achieve the best possible results for each business case.

PREBUILT RAAS AND SOCIAL LOGIN CONNECTORS
SAP Customer Identity offers the ability to natively integrate registration-as-a-service (RaaS) and social login features across properties powered by content management systems or e-commerce platforms.

First-party identity data and additional profile data captured as customers register, browse, and purchase should be managed with SAP Customer Profile for use in gaining a better understanding of shoppers. The profile and insights data can then be integrated back into the e-commerce solution or merged with broader customer segmentation strategies to help increase cart conversions, repeat purchases, and brand loyalty.

SAP Customer Identity helps your business turn unknown online visitors into known, loyal customers.
Protect Your Customers

NETWORK PROTECTED IDENTITY
We constantly monitor the 1.3 billion digital identities managed by our solution and can deliver stepped-up security measures whenever we detect unusual account activities. If we detect a possible account takeover attempt – prompted when a preset threshold for login 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 SAP Customer Identity as its authentication solution.

DDOS PROTECTION
While no one can guarantee full immunity from DDoS attacks, our solution can, in case of attack, switch over to a secondary location where malicious requests can be filtered and then directed back to the primary data center. We are also constantly looking for new ways to improve protection for our clients from these types of cyberattacks.

Security with SAP Customer Identity includes multiple regional data centers, advanced data encryption and password hashing, secure-channel API transfers, and stringent application development security measures.

Network Protected Identity: Strength in Numbers

1. Attack
2. Failed attempts cross threshold
3. Step-up authentication activated on flagged accounts
SAP Customer Identity

Connect with customers in the way they prefer. Our comprehensive solution enables your business to:

• Create an optimized and progressive customer journey using best-practice screen sets that are customizable through an intuitive UI builder, markup extensions, or direct API access
• Tap into flexible and secure authentication and access options, including traditional username and password flows, social login through more than 25 social networks and third-party identity providers, and support for biometrics, multifactor, and risk-based authentication. Then smooth the experience for logged-in customers with multi brand and region-specific single sign-on and federation using the SAML and OpenID Connect protocols
• Benefit from our massive scale and protect your customers and your business with our network effect, “strength in numbers” approach to deterring identity theft, and the ability to detect account harvesting attempts