

DNA-TELECOM

CASE STUDY

Ubisecure IAM solution helps DNA achieve strategic goals and create new business

Customer Case DNA-Telecom

With a mission to improve customer satisfaction, reduce churn and enable extensive self-service functions, DNA deployed an innovative identity and access management (IAM) solution from Ubisecure. The IAM solution provides DNA with a more streamlined way of managing customer identities and their access to DNA services, enabling them to cut costs and more efficiently and effectively roll out new online services.

DNA MyCompany Portal

The first service to adopt the Ubisecure IAM solution was a corporate self-service portal, "DNA MyCompany," where DNA corporate customers are able to manage their contracts and invoicing, acquire additional services, and review their usage data. The Ubisecure IAM solution enables DNA to outsource the identity management of external users to their customers, including authorization management. In the first full year of the self-service portal in operation with the IAM solution, DNA recognized a cost savings of €1million for DNA, and reduced the time to register a new corporate customer by 95%.

"The configurable and highly adaptable workflows in Ubisecure Identity Server enabled us to realize our business requirements for the delegated identity management, empowering our customers to take control of their identities. The robust REST APIs helped us mass import close to a million entries to the Identity Server and integrate the IAM solution to our CRM systems", Laura Lähti, Development Manager, DNA

IAM Enabling New Business Development: Cloud Brokering

After the successful launch of the MyCompany portal, DNA realized that the IAM investment could be expanded to support new projects. One of these projects was a cloud brokering service, DNA Pouta. DNA Pouta is a marketplace for best-in-class cloud services for SMEs, and with their established identities, DNA customers can easily acquire cloud services, Single Sign-On between them, and avoid the multiple password problems inherent in a multi-provider environment. Ubisecure Identity Server was the key component of the IAM solution for providing convenient access to DNA corporate customers, enabling DNA to standardize the integration of the selected cloud applications to the IAM infrastructure.

DNA Plc is a Finnish telecommunications group providing high-quality voice, data and TV services for communication, entertainment and working. DNA is Finland's largest cable operator and the leading pay TV provider in both the cable and terrestrial networks. DNA offers diverse telecommunication services to consumers, facilitating communication, security and entertainment. For companies, DNA provides easily deployable and secure high-quality communications and network services.

FEEDBACK FROM DNA

"Ubisecure Identity Server has helped us realize a unified IAM solution for both consumers and corporate customers, creating an environment where you only need one identity," Taneli Ropponen, Director of IT-production, DNA

"With Ubisecure Identity Server our customers can use a single identity to acquire and use our brokered cloud applications. Extensive support for IAM standards in Ubisecure Identity Server helped us standardize the integration between our IAM solution and the cloud services", Paula Al-Soufi, Business Development Manager, DNA

Following the Shifting Strategy

The new strategy objective of DNA, customer satisfaction, will have a considerable amount of help from the IAM investment. After the launch of the MyCompany portal, DNA has steadily integrated more and more applications, both internal and external, to the IAM infrastructure and Single Sign-On, removing the need for separate identity repositories and improving customer experience and satisfaction.

"As Ubisecure Identity Server can connect to a multitude of external identity repositories, it made it possible for us to consolidate our systems and shut down several of our legacy identity silos", Ismo Pietikänen, Group Manager, DNA

Embracing the Consumer

With the steady integration of B2B services under the IAM solution and Single Sign-On, DNA extended the functions to cover consumer services in Q2/2015. Now consumer customers can easily register, move between different online services offered by DNA business units to mobile communications to TV services.

"Ubisecure solutions were proven to be scalable and reliable in our corporate online use cases, and we wanted to extend the Single Sign-On and delegated identity management for all our 3 million customers", Taneli Ropponen, Director of IT-production, DNA

Single Identity

The Ubisecure IAM solution deployed by DNA reduced the number of required login credentials or identities into a single identity. If you have already registered as a consumer customer, you don't have to register as a corporate user. The access privileges and rights to use a particular service are controlled by assigning roles to the DNA online users, consumer or corporate.

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Cost Savings

The Ubisecure IAM solution has helped DNA streamline several of its customer management processes internally. Reduction of separate user repositories by integrating applications to the IAM infrastructure reduced the management burden in the IT organization. Enabling customer self-service through the MyCompany portal decreased costs related to customer service desk calls, and the consumer self-service portal launched in April 2015 will further reduce service related costs.

CHALLENGE

- Reduce cost and improve efficiency in customer registration
- Create online services for customers and reduce costs related to customer service desk
- Improve convenience, increase customer satisfaction and reduce churn
- Enable easy acquisition and use of cloud services
- Reduce the number of separate identity repositories

RESULTS

- A unified IAM approach for both consumer and business customers
- 95% decrease in time for registering a new customer through integrating DNA CRM systems to Ubisecure Identity Server
- Considerable cost savings through the MyCompany portal during the first year with early adopters of the self-services processes
- DNA Pouta cloud brokering using Single Sign-On for all connected cloud services
- Multiple internal and external online services connected to the IAM solution reducing the number of separate identity repositories and removing the license and support, maintenance and management costs

SOLUTION:

Ubisecure Identity Server

- Provides Single Sign-On and standardized way to integrate DNA online applications and cloud applications
- For streamlining customer registration, enabling secure self-services for both consumer and corporate users, and outsource the identity and authorization management to the customers themselves.

