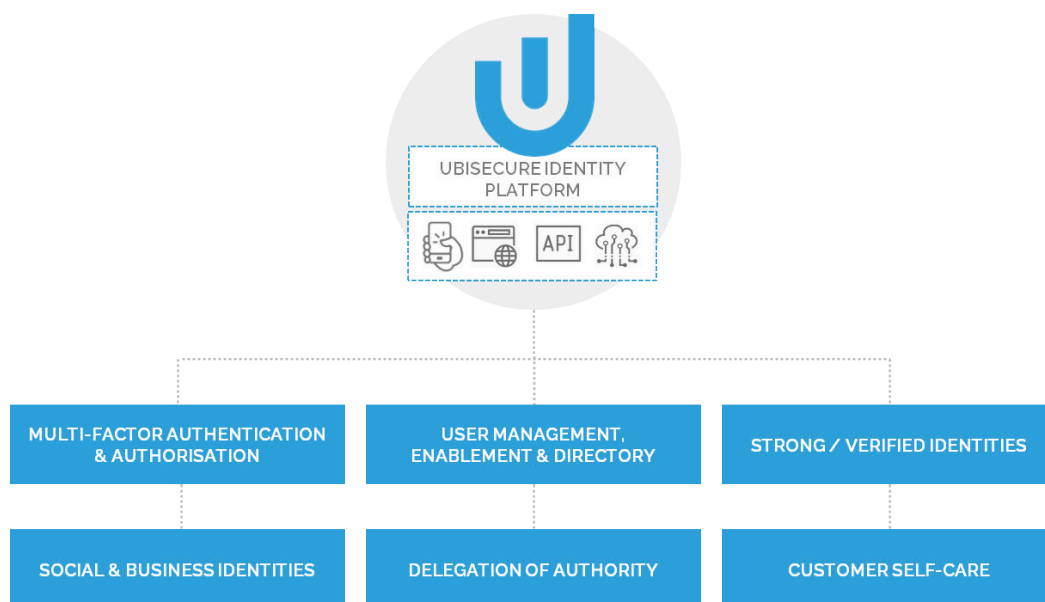




# CUSTOMER IDENTITY PLATFORM USE CASES



## MULTI-FACTOR AUTH (MFA) & AUTHORISATION

Improve customer usability and assurance levels with support for wide range of multi-factor authentication (MFA) methods. Out of the box step-up authentication workflow matches identity assurance level with situational authorisation requirements to provide step-up authentication as needed.

## USER MANAGEMENT, ENABLEMENT & DIRECTORY

Eliminate multiple risky identity data silos with out of the box support for registration, authentication, SSO, federation and attribute requirements across multiple applications. Configurable identity-based standards-led workflows for different user groups. Benefit from new business models by exposing existing identity data pools for utilisation as SSO to external sites.

## STRONG/VERIFIED IDENTITIES

Reduce risk of fraud and improve customer experience by connecting strong/verified identities to applications. Strong identities include those federated by unlimited KYC and AML level assurance identity providers such as Banks, Financial Services, Telcos, Government and others.

## SOCIAL & BUSINESS IDENTITIES

Streamline customer registration and login by supporting bring-your-own-identity credentials to connect ubiquitous social and business identities and their attributes from unlimited 3<sup>rd</sup> party identity providers such as LinkedIn, Facebook, Twitter and more to applications.

## DELEGATION OF AUTHORITY

Allow customers to directly delegate user roles both internally within their organisation and externally across partners, vendors and customers. Delegation of Authority provides a multi-tier electronic power of attorney system that moves admin overheads out of the organisation.

## CUSTOMER SELF-CARE

Free support staff from mundane, costly and high-risk tasks by empowering customers to manage their own identity credentials and attributes, and empowering external organisations to manage user identities and access rights belonging to partners, vendors and their own customers.

