

Protecting Gig Identities

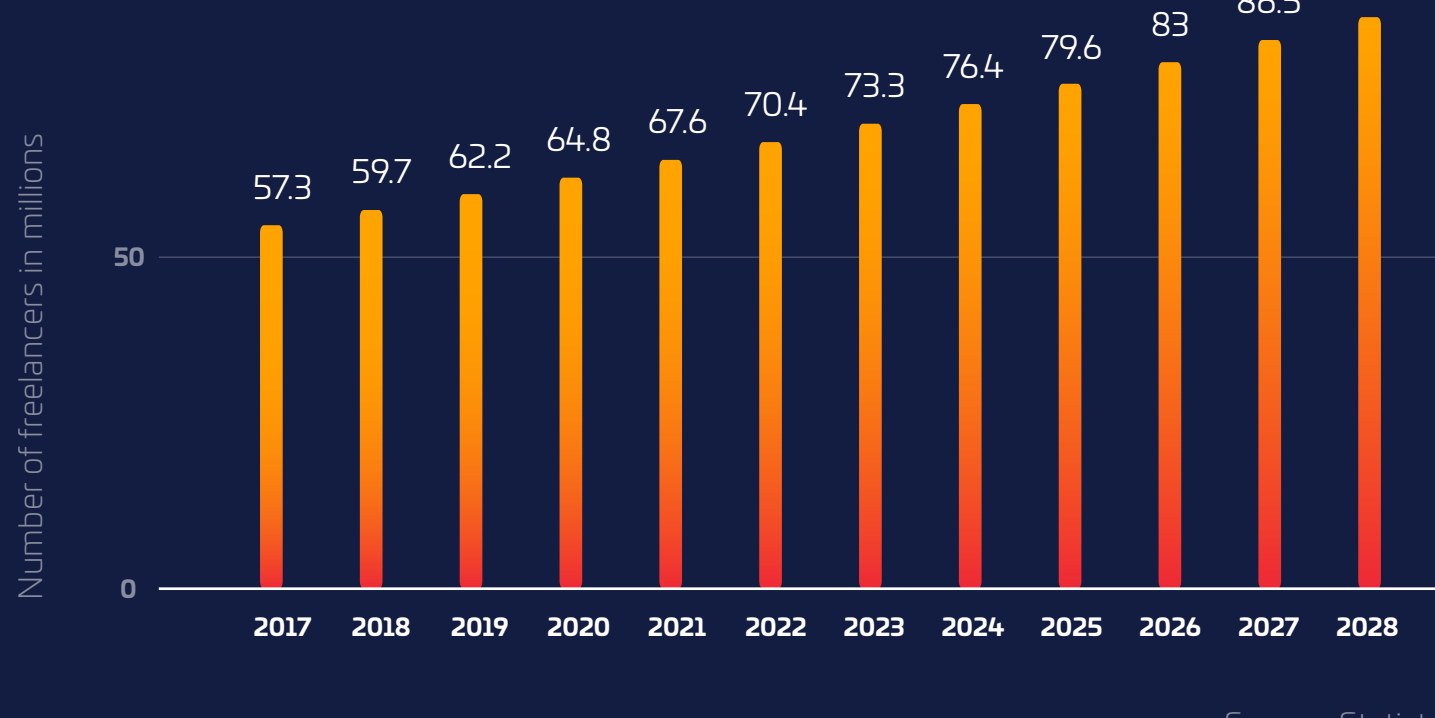
The 7 CIAM Capabilities You Need

Gig is Growing

In the US, the gig economy is **expanding 3x faster** than the total US workforce.¹

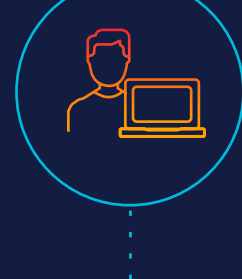
Number of freelancers in the USA from 2017 to 2028

(Number of freelancers in millions)



Source: Statista

Up to **30%** of the workforce in the US and the EU is **part of the gig economy**.



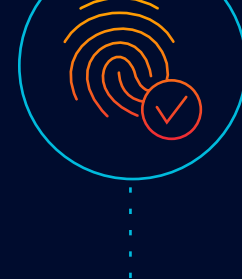
That's up to **162 million** working-age people.¹

CIAM is the Cornerstone to Enabling a Gig-Based Workforce



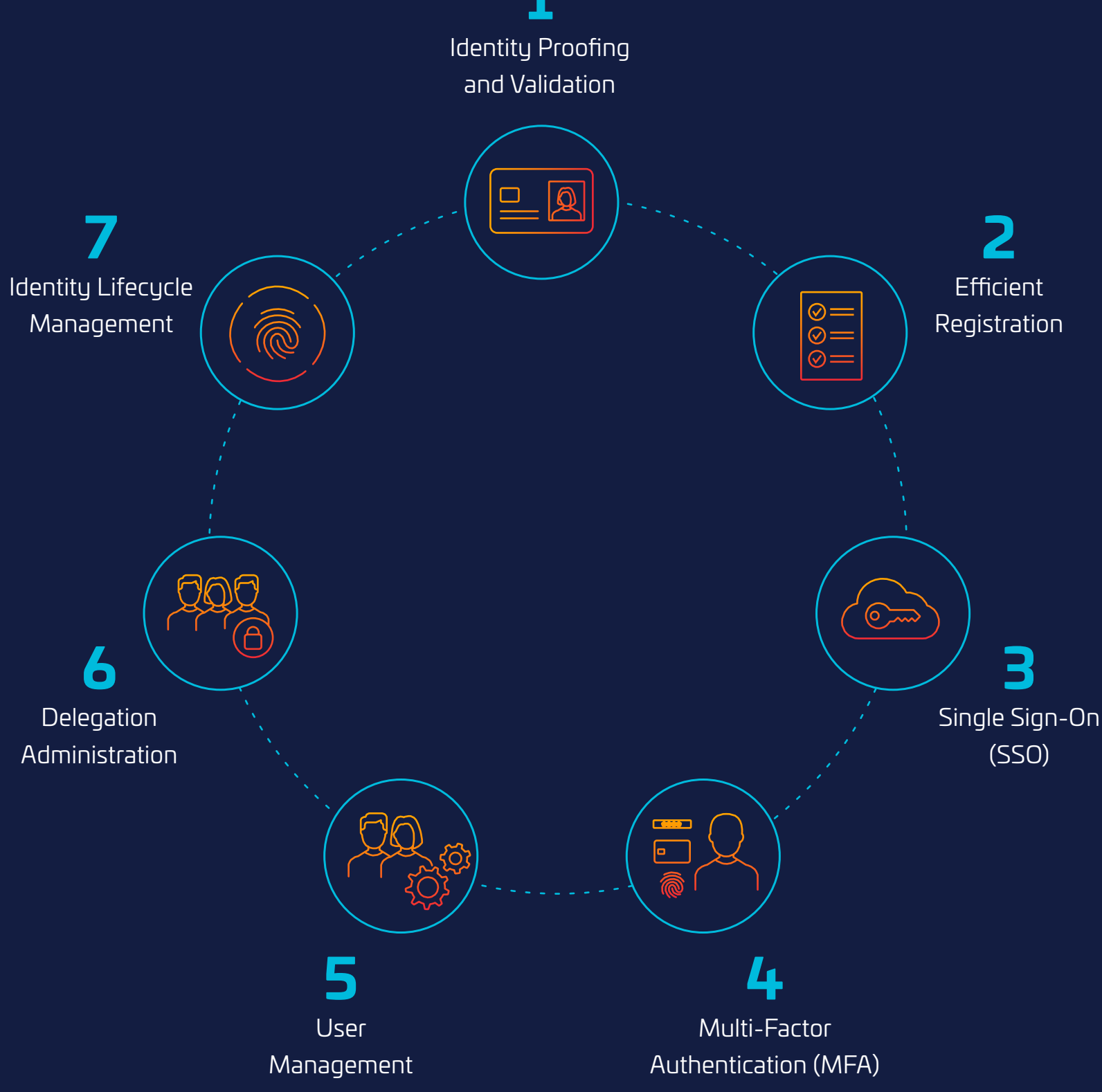
Instant and protected access to online resources and physical spaces are made possible by implementing a Customer IAM (CIAM) solution.

CIAM enables gig workers to register to a business – and authenticates and authorizes these workers when logging on to these services.



An effective CIAM solution delivers a positive digital experience while ensuring security, privacy, and compliance.

Our CIAM capabilities make on-demand work relationships more efficient



Every digital interaction begins with identity

A trusted **CIAM platform** can provide peace of mind when managing your gig workers' identities, striking the balance between security and user experience.

The **Thales OneWelcome Identity Platform** enables enterprises to accelerate growth in seasonal peaks, providing a cloud-first CIAM platform that facilitates the authentication journey of temporary workers and their digital identities.



Learn more about delivering one platform for every identity [here](#).

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¹ <https://symmetrical.ai/blog/gig-economy-statistics/#:~:text=The%20size%20of%20the%20gig,ic%20work%20in%20the%20USA>