

# Deliver secure, privacy-protected and frictionless experiences across the board

When managing their daily lives online, customers expect secure, fast, and seamless digital experiences. The Thales OneWelcome identity platform helps enterprises deliver on this promise. We ensure that your customers can easily access online services while protecting their identity and data to build trust at every touchpoint.

## CIAM is a key strategic initiative to drive customer loyalty

To remain competitive and maintain customers' trust in a digital-first landscape, companies must offer safe, easy and seamless experiences. OneWelcome's cutting-edge CIAM platform is at the forefront of this. We combine future-proof technology with focused customer-centricity, offering advanced capabilities such as biometrics verification, identity proofing, single sign-on (SSO), multifactor authentication, and more.

## How does OneWelcome's CIAM solution transform the customer experience?

Recognized by KuppingerCole as an overall leader within the CIAM industry, OneWelcome brings direct value to enterprises – and their customers. Our cloud identity platform empowers you to:

### Enable easy access online with a frictionless user experience

Provide a unified, one identity experience across all your customer touchpoints. Balance security and usability with an innovative CIAM solution that enables frictionless, privacy-protected access for your customers at scale – regardless of their location, device or application.

#### Comply with regulations

Enable your organization to thrive in a regulated market. Ensure you always meet the requirements of local, national and international data legislation with a CIAM solution that handles the most complex data privacy and protection regulations.

Customer Identity Brochure 2

#### Prevent cyberattacks and mitigate fraud

Reduce risks, protect against account takeover, fraud and harmful cyberattacks with secure log ins. Prevent fraud and unauthorized account activity with the most secure CIAM solution in the market. Securely authenticate and onboard customers in seconds with ID verification systems than can also support KYC processes.

#### Allow customers to manage their personal data

Put customers in control of their data. Build trust by enforcing user consent and empowering customers to manage and configure their preferences.

#### Streamline logins with passwordless authentication

Say goodbye to passwords and deliver an effortless log-in experience without compromising security. Our CIAM platform enables secure, passwordless authentication that leads to seamless customer experience and decreased support costs.

#### Integrate Identity Wallets safely

Bring physical and digital credentials together. Protect digital identities, documents and transactions. Securely verify true customers and execute the highest level of security – every time.

#### Centralize customer data in one location

Benefit from storing your customers' identity data in a single location, reducing department silos and increasing visibility and efficiency to achieve a unified customer experience.

#### **About Thales**

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.



Customer Identity Brochure 3

### THALES **Building a future** we can all trust

#### **Contact us**

For all office locations and contact information, please visit <u>cpl.thalesgroup.com/contact-us</u>

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