Strong in-country partnership for launching a new mortgage & personal loans

THALES

Building a future we can all trust

A new brand based on simplicity and flexibility

The financial services market is on the move. With increased market access, greater competition due to new FinTech players and new product offerings, it's more important than ever for service providers to interact digitally with potential customers. Whether financial services are sold directly to consumers or through business partners, launching a new product in this evolving market demands a solid Identity and Access Management (IAM) infrastructure.

In search of a strong, flexible and simple digital infrastructure, Credem turned to Net Studio S.p.A., an Italian company specialised in design and implementation for Logical Security Systems. Net Studio realised that traditional IAM solutions would not be sufficient in a model where advanced Delegation User Management and privacy & consent capabilities were important requirements. They needed an innovative Customer Identity and Access Management (CIAM) solution suitable for B2B processes. That search led them to Thales.

A strong partnership

Net Studio and Thales developed a strong partnership. Led by Net Studio, Avvera implemented and executed its new B2B IAM strategy which involved managing identities, delegating to reduce the workload for internal IT, and increasing security.

Maurizio Pratesi, Senior Consultant and one of the founders at Net Studio said, 'With the implementation of the Thales Identity-as-a-Service (IDaaS) solution as the central data store and login & authentication portal, Avvera is ready to conquer the mortgages and personal loans market. The platform is flexible enough to add other applications, matching the client's ambitions of adding further financial products to the Avvera offering.'

Registration and federation

External users who want access to the Avvera platform are submitted to different types of onboarding processes. New partners can request an account, after which they are invited for a physical meeting to establish the new relationship and provide all necessary details for authentication. Once all details are verified, the partner account is activated.

Other banking groups in Italy can log in to the platform using a federation based on a Security Assertion Markup Language (SAML) integration. Users at these banks are trusted and do not need additional authentication or verification within the Avvera platform.

Advanced Delegation User Management

Besides registering new partners, the Thales OneWelcome Identity Platform offers Avvera a high level of Delegation User Management.

Once verified and connected to the platform, every external partner can appoint a Business Delegate power user, who can add new users within the company, either manual or in bulk upload. The power user can also add hierarchical attributes, such as region and types of products that can be sold per user. This hierarchy serves as a governance structure.

Consent management

One of the reasons that Net Studio and Credem chose the Thales OneWelcome Identity Platform are the extensive consent capabilities. 'There is no other CIAM product that manages consent and privacy like thales', states Maurizio. 'We use Thales Consent and Preference Management, amongst others, for document consents. If a partner or specific user has not agreed on new terms and conditions, the request comes back negative, and it is not possible for them to gain access to the sales portal.'

Reaching consumers through B2B

The Avvera platform serves as a B2B2C sales framework. Intermediaries already use the platform to sell mortgages, and will eventually also be able to offer salary-backed personal loans to consumers.

Flawless B2B2C service is all about keeping consumers happy and satisfied. At the same time, the platform offers special B2B features for business partners, such as access to details about their commission balance.

With its versatile B2B platform from Thales, Avvera is proving that impeccable B2B service is a powerful tool for reaching consumers.

About Thales

Today's businesses and governments depend on the cloud, data and software to deliver trusted digital services. That is why the most recognized brands and organizations around the world, rely on Thales to help them protect sensitive information and software wherever it is created, stored or accessed – from the cloud and data centers to devices and across networks. As the global leader in data security, identity & access management, and software licensing, our solutions enable organizations to move to the cloud securely, achieve compliance with confidence, create more value from their software and deliver seamless digital experiences for millions of consumers every day.

10,000
Business users

6
Hierarchical levels

1
Implementation partner