

Case Study



**Leading Global
Railway Operator
transforms Digital
Identity for seamless
passenger journeys
with Thales**

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Building a future we can all trust



A leading global railway operator, serving millions of passengers daily, struggled with fragmented digital systems that left users frustrated and slowed their operations. Seeking a solution to modernise their identity infrastructure, they partnered with Thales to seamlessly unify all their legacy systems into a unified identity management platform.

The Challenge

One of the world's largest railway operators faced a growing challenge: fragmented digital platforms that hampered customer experience and operational efficiency. To provide diverse services to a wide range of customers, the company developed eight separate online systems, each with its own architecture and authentication protocols. This disjointed approach led to user frustration, with customers juggling multiple accounts and logins across different services and channels.

To deliver on its vision of a unified and modernised rider experience, the railway operator needed a robust identity solution that could integrate these platforms while addressing stringent compliance and security demands.

The Solution

Thales CIAM provided the answer—a scalable and secure identity platform designed to meet the needs of millions of passengers. Through seamless integration, Thales enabled the operator to unify its online ecosystems into a single, user-friendly platform, transitioning all eight platforms to a centralised CIAM solution. The solution not only simplified passenger authentication by introducing one, secure log in for all systems and channels, but also laid the groundwork for future innovations. Such innovations include new digital services and payment methods tailored to passengers' evolving expectations, for example.

Key Benefits of the Implemented Thales CIAM Solution:

- **Unified Access:** A single, secure login for web portals, mobile apps, and kiosks, etc.
- **Streamlined Migration:** Smoothly transitioning more than 750,000 customer profiles without service disruption.
- **Future-Ready Infrastructure:** Ensuring scalability and adaptability for new services and compliance requirements.

The Result

The implementation was a resounding success. The migration process was completed seamlessly, with no disruptions for customers as they were transitioning to a new authentication system. This helped the railway operator to achieve their customer satisfaction and convenience goals.

By consolidating identity management, the operator also gained deeper insights into passenger behaviour, enabling them to personalise travel experiences and drive engagement. Operational efficiency improved significantly by streamlining authentication processes. This simplification extended to backend operations, reducing time spent on manual tasks, lowering administrative costs associated with human intervention, and minimising extra workloads. With the new unified platform, the operator freed up valuable resources, allowing for the launch of innovative services like real-time travel updates and new payment methods—services designed to meet the needs of a digital-first world.

Sustained Impact for the Long-term

Thales CIAM is empowering the railway operator to:

- Increase customer satisfaction by delivering a consistent and engaging experience for passengers across all digital and physical touchpoints.
- Enhance security and data privacy while maintaining compliance with global standards.
- Scale effortlessly to meet the demands of one of the busiest railway networks in the world.

As the operator continues its digital transformation journey, Thales remains a trusted partner, providing the tools and expertise to meet the needs of today's passengers—and those of tomorrow.

About Thales

In today's digital landscape, organizations rely on Thales to protect what matters most - applications, data, identities, and software. Trusted globally, Thales safeguards organizations against cyber threats and secures sensitive information and all paths to it – in the cloud, data centers, and across networks. Thales offers platforms that reduce the risks and complexities of protecting applications, data, identities and software, all aimed at empowering organizations to operate securely in the digital landscape. By leveraging Thales's solutions, businesses can transition to the cloud with confidence, meet compliance requirements, optimize software usage, and deliver exceptional digital experiences to their users worldwide.

