

Solution Brief

Thales OneWelcome Identity Platform

User Journey Orchestration

Orchestrating frictionless,
trusted, secure identity
and access journeys

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THALES
Building a future we can all trust

Provide the best user journey experience possible

In today's complex digital landscape, the success of your business depends on secure, compliant and flexible tools for managing the identities of employees, customers, partners, gig workers and more. The Thales OneWelcome Identity Platform is an adaptable, modular solution offering your users a frictionless and trusted experience throughout their journey, no matter which channel they use to engage with your brand.

Modern users expect a frictionless experience for critical tasks like account setup, login and password resets. Our User Journey Orchestration foundational layer enables you to create those seamless, personalized experiences for your users. With complete control of the entire user journey, you improve efficiency, reduce costs, boost satisfaction and grow your business. Our future-proof, customizable solution lets you stay agile and adapt quickly to new innovations, with multiple registration flows, tailored to your user group, for each of your company's brands and channels.

Key features



Quick implementation

The User Journey Orchestration app is a low code solution, offering you faster out-of-the-box implementation. It includes over 20 building blocks that you can arrange into sequences as needed to create customized user journeys.



Multi-brand solution

Configure your user journeys to match each of your brands' individual styles.



Progressive profiling

Leverage progressive profiling to boost conversion, seamlessly upsell and collect valuable first-party data in small bits and pieces, for a smooth and convenient user experience with consent.

User Journey Orchestration benefits



Registration

Customizable workflows enable you to capture user data, validate information and create identities.



Authentication

Offer a seamless login experience with secure and user-friendly authentication methods, such as multi-factor, passwordless and social login.



Automation

By automating key parts of the customer journey, you can improve efficiency, reduce costs and drive revenue growth.



Supports any user journey

Use our out-of-the-box functional and technical building blocks or add more as needed. With flexible configuration options you can build user journeys to match any user group.



Analytics

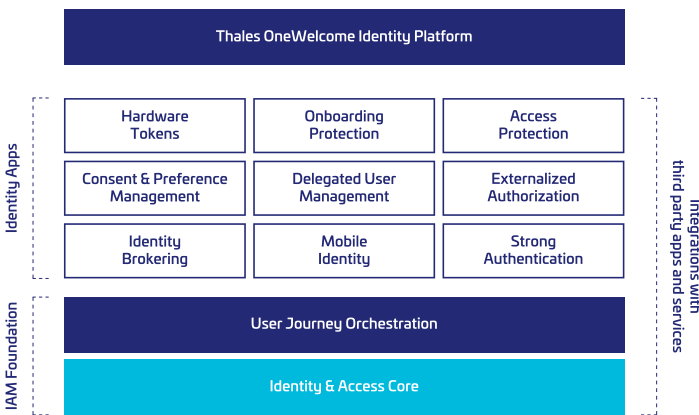
Integrate your own tag manager, and generate tag events (view and action) on every UI element screen, giving you a 360-degree view of your users.

The flexibility to implement any user journey

Thales OneWelcome Identity Platform manages millions of identities every day worldwide. Our flexible, adaptable design and out-of-the-box functionalities offer companies of all sizes the performance and scalability they need to overcome today's identity and access management challenges.

Why leading companies trust Thales

Leading companies around the world rely on User Journey Orchestration capabilities from Thales. Our cloud-based identity platform is an agile, future-proof solution built upon best practices and the industry's strictest standards for security and performance.



Grow your business with User Journey Orchestration from Thales



Seamless user journeys

With one platform, build any user journey for multiple brands.



Improve conversion

Attract and convert more users by making it easy to enroll to your services with short and tailored registration forms.



Engage your users

Foster continuous engagement with your brand and a positive overall user experience to reduce churn.



Modernize IT infrastructure and lower TCO

Move to the cloud and embrace SaaS technologies to reduce operational costs and shorten time to market of new functions.

[Click here to learn more](#)

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 centres 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.

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