Digital identity and access management (DIAM)

Authors:
Kaushal Patel
Danish Udani
Atul Ojha
Digital enterprises are facing the need for improved capabilities, managing identities and access as part of their journey through digital transformation. Managing customer identities becomes the standard, beyond traditional employee-focused identity and access management (IAM). Digital IAM (DIAM) needs to support organizations in balancing new business requirements with the regulatory compliance challenges they are facing, while also being able to handle the need for rapidly and securely onboarding cloud services and scaling to potentially millions of customers.

Organizations should always keep in mind that DIAM systems must support all of their IT — all users, all types of devices and access, all deployment models for IT services — with particular attention to in-house developments and legacy applications.
Digital transformation

Why digital?
Digital transformation has been labeled as “the next industrial revolution” because it will change the way people live, work, entertain and travel. The digital revolution has already started transforming the functioning of companies and individuals. The large, successful companies that haven’t adopted digital can feel the pressure, with hundreds of start-ups attacking traditional markets. But it’s not too late for any incumbents to adapt, especially as they have considerable resources, along with a broad range of capabilities and decades of institutional know-how to transform into the digital model.

Business leaders across all sectors are grappling with the strategic implications of these transformations for their organizations, industry ecosystems and society. The economic and social implications of digitalization are contested and raising serious questions about the wider impact of digital transformation.

Becoming a digital enterprise requires far more changes than just investing in the latest digital technologies. Companies need to search for new business models and rethink their operating models, while revamping how they attract and grow digital talent.

Digital growth is creating higher demand for humans to work together effectively with machines. Advancements in wearable devices, natural interfaces and smart machines open up new opportunities to empower human talent through technology.

What is digital?
Digital transformation is the process in which businesses are adopting new technology platforms to interact with their employees, contractors, partners and customer base. As we embrace the digital age, new business opportunities arise for us to apply the power of digital platforms. This moves the business from brick and mortar to a digital enterprise.

The future of the digital world looks smart, mobile, cloudy, social and big!
Building blocks

Foundational

Within the building blocks of a digital enterprise, the two foundational services are unified data and unified processes. The three focal objectives are customer-centric, operational excellence and workforce enablement. In order to attain these three objectives, a digital enterprise needs to provide appropriate backing of governance, change management and program management. The six change agents are mobile, social, cloud, analytics, Internet of Things (IoT) and crowdsourcing.

Unified data and processes

Every digital transformation starts with a fundamental need for unified data and processes to build a successful digital platform. It is a common scenario where large companies operate in siloed departments that have their own systems, data definitions and business processes. Generating a unified view of customers or products can be very difficult, as the lack of a unified view will hinder advanced approaches to customer engagement or process optimization.

The difficulty of operating without a common platform becomes greater as companies engage in multichannel operations. Many companies, for example, cannot link customer activities in stores or bank branches to their activity on the web or mobile. This is a huge disadvantage for their operations and business, since the lack of unified data and processes can lead to an inconsistent user experience and personalized service/product offerings.

We tend to discuss big data, and it alone cannot overturn a firm’s business. We need “smart data,” by which firms can achieve higher levels of operational efficiency and innovation. Several firms still think in the legacy way to identify, develop and launch new business ventures. They have to enhance their strategic mind-set. It is no longer “buy” versus “build”; they need to customize, build, buy, partner, invest and incubate/accelerate. Organizations have to make investment decisions much quicker and change their internal processes to identify and evaluate investments, with greater emphasis on decisions informed by data and analytics.
Focus area

**Customer-centric**

Companies try to differentiate themselves from their competitors by competing on price, which reduces profitability over the long run. This model is not sustainable. One way to address the situation is to develop innovative and distinctive products/services. However, products/services can be copied, making the competitive advantage short-lived. In order to sustain the competitive advantage, companies have to invest in innovation excellence while consistently improving their customers’ experience.

Changing landscape of marketing approach

<table>
<thead>
<tr>
<th></th>
<th>Traditional approach</th>
<th>Digital approach</th>
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</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Customer acquisition</td>
<td>Long-term vision by customer loyalty and preference</td>
</tr>
<tr>
<td><strong>Focus</strong></td>
<td>Pre-sales</td>
<td>Entire customer life cycle</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>One-way communication</td>
<td>Multichannel and two-way</td>
</tr>
<tr>
<td><strong>Approach</strong></td>
<td>Transaction selling</td>
<td>Needs- and methodology-based selling</td>
</tr>
<tr>
<td><strong>Time scale</strong></td>
<td>Short-term</td>
<td>Long-term</td>
</tr>
</tbody>
</table>

Customer-centric use cases

<table>
<thead>
<tr>
<th>Life cycle</th>
<th>Information</th>
<th>Offering</th>
<th>Purchase</th>
<th>After sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use cases</td>
<td>• Access to information anytime, anywhere and any channel</td>
<td>• Location-based offering</td>
<td>• Payment anytime, anywhere through multiple channels</td>
<td>• Unified experience across channels</td>
</tr>
<tr>
<td></td>
<td>• Location-based information</td>
<td>• Personalized offering</td>
<td>• Device mapping to customer</td>
<td>• Proactive communication based on usage and other data</td>
</tr>
<tr>
<td></td>
<td>• Leads from social media</td>
<td>• Offers based on guest demographic</td>
<td>• Integrated purchase experience across platforms/services</td>
<td>• Analytics about customer experience from social and corporate platforms</td>
</tr>
<tr>
<td></td>
<td>• Collaborate with customers (crowdsource)</td>
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<td></td>
<td>• Self-service</td>
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<tr>
<td></td>
<td>• Build and support two-way communications</td>
<td></td>
<td></td>
<td>• Online chat</td>
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<tr>
<td></td>
<td>• Push/pull notification</td>
<td></td>
<td></td>
<td>• Co-browsing</td>
</tr>
<tr>
<td></td>
<td>• Adjust based on access pattern, demographics and preferences</td>
<td></td>
<td></td>
<td>• Cross/up-sell</td>
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</tbody>
</table>
Focus area

Workforce enablement

For a successful digital transformation to take place, leadership should promote a culture embracing innovation, encouraging risk taking and empowering employees at all levels of the company. Key questions that most corporations deal with include:

- How often is change accepted by the corporation, especially with the millennial workforce?
- Is the cultural transformation visible at every level of the organization and driven by the board, CEO and leadership team?
- How can companies attract, retain and foster talent through cultural transformation and offering incentives that are relevant in the digital age?

Transparency and open communication in the workplace contribute to better performance through improved creativity and speedier problem solving.

In this digital age, several IT systems are available to effectively leverage wearable technology, data analytics, integrated social networking platforms and mice-to-human communication.

Workers in an organization can be involved in one or more processes mentioned below at any point in time.

- Knowledge creation — developing a new skillset or updating an existing skillset
- Knowledge storage and retrieval — storing knowledge in a repository and reusing it as required
- Knowledge transfer — transferring knowledge from one person to another
- Knowledge application — implementing knowledge to build an enterprise capability

Workforce enablement use cases

<table>
<thead>
<tr>
<th>Life cycle</th>
<th>Use cases</th>
<th>Creation</th>
<th>Storage and retrieval</th>
<th>Transfer</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use cases</td>
<td></td>
<td>• Knowledge creation anytime, anywhere (e.g., social media, blogs, wikis, forums, shared mailboxes, webcasts and videos) • Forum discussion beyond corporate digital asset boundaries • Real-time discussion in a virtual world • Capturing meeting notes or progress updates • Real-time collaboration tool • Tagging collateral anytime, anywhere and on any channel</td>
<td>• Effective access to stored knowledge • Searching and sorting context-specific knowledge • Real-time updates of events, such as calendars</td>
<td>• Sharing collateral with specific workers • Virtual training tours • Training and educational material accessible anytime and anywhere</td>
<td>• Real-time application of knowledge • Coordinating tasks among peers • Review and approval of requests anytime and anywhere • Automation of routine steps from a process • Real-time interaction with direct customers • Real-time teamwork with other workers using cloud-based collaboration platforms • Role-based training awareness and education • Self-service/enablement</td>
</tr>
</tbody>
</table>
Operational excellence

Operations include business processes in and across all functions of an organization. Operational excellence requires outstanding and sustained performance of a firm’s core business or support processes. With appropriate digital capabilities, business processes will be effective and efficient.

As part of digital transformation, many companies will also have to change the business models for product/service delivery, re-evaluating how their operations are performed today. This could involve introducing a digital operating model or adopting new technologies to find operational efficiencies.

<table>
<thead>
<tr>
<th>Department</th>
<th>Digital capabilities</th>
<th>Potential benefit</th>
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</thead>
<tbody>
<tr>
<td>HR</td>
<td>Key technologies include virtual collaboration, peer-to-peer reputation systems and digital interviews.</td>
<td>The use of talent portals for hiring was found to reduce talent gap and HR costs.</td>
</tr>
<tr>
<td>Finance</td>
<td>Innovations will include cloud accounting systems and artificial intelligence (AI) to automate procedures.</td>
<td>These technologies could reduce the costs of the finance function.</td>
</tr>
<tr>
<td>IT</td>
<td>The most significant technologies include cloud computing, SaaS (Software as a Service), AI, big data, security and, in the future, quantum computing.</td>
<td>Cloud computing alone can lead to significant IT cost savings.</td>
</tr>
<tr>
<td>Procurement</td>
<td>Key technologies will include autonomous transport and drones, sensors for monitoring supply chains and 3D printing.</td>
<td>Digitally enabled companies will incur less procurement costs than their peers.</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>Crowdsourcing, AI and robotics are leading the shift toward the R&amp;D of tomorrow.</td>
<td>These lead to key measures of R&amp;D performance.</td>
</tr>
</tbody>
</table>

Managing processes to realize efficiency and continuous improvement

Operational excellence use cases

Performance measurement – metrics define the key success criteria for the right digital traction.

• Does the organization rely on metrics based on behavioral key performance indicators (KPIs) vs. financial metrics for its digital transformational model?

• Are any actions or initiatives being undertaken in real time based on gathered insights?

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<tr>
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<td>• Real-time integration with suppliers</td>
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<td>• Real-time alerts and notification</td>
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<td>Warehousing and distribution</td>
<td>• Smart inventory management</td>
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<td></td>
<td>• Smart monitoring of storage condition</td>
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<td>Procurement</td>
<td>• Key technologies: autonomous transport and drones, sensors for monitoring supply chains and 3D printing</td>
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<td>• Product maintenance indications</td>
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<td>• Real-time notification of maintenance issues</td>
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<tr>
<td></td>
<td>• Providing mobile service apps to customers</td>
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</tbody>
</table>
DIAM: enabler for digital transformation

As digital enterprises leverage different clouds (PaaS), Identity as a Service (IDaaS), etc., deploy applications on mobile devices and employ social media services that they neither own nor control, they have to first determine how to maintain a security across these disparate technologies. Then they have to make the process user-friendly. Securing access requires a paradigm shift. Digital enterprises need to provide all of these capabilities to their users, but you can’t make it overly disruptive to them in the process.

Digital enterprises need an in-depth understanding of customer’s needs to successfully deliver new products and services that can increase and sustain brand loyalty. While marketing teams have traditionally managed customer data, today’s complex IT environments and multiple interaction points require a cross-functional approach to manage and secure customer data. Identity unification across delivery and support channels is paramount to today’s time and age. From a customer point of view, DIAM needs to provide some core services, such as identity registration, device registration, identity device and service relationship, authentication and authorization, step-up authentication and customer self-service.

Digital customers, employees and contractors need to be confident that the enterprise cares about their data. Digital leaders need to strike a balance between usability and security. For customers, DIAM needs to provide comprehensive capabilities around privacy and preference management, including allowing consumers to update their preferences, such as opting out of marketing communications and other privacy preferences. The privacy management policies and reporting are essential for auditing and compliance purposes. One example is the ability of DIAM to delete an account automatically if a given user’s social identity credentials are compromised. This auto-deletion helps facilitate compliance with privacy regulations and helps protect sensitive customer data.
Digital transformation

Journey from an identity to an ecosystem

Evolution of identity: Identity has come a long way to support and enable digital transformation. Dating back to the digital wallet launch to create a single sign-on system and now much evolved and trusted, the journey has been through many stages of success and failure. Now the identity can be federated through various platforms and systems in a very seamless manner for the end user without compromising other critical factors, such as security.

Identity relationship evolution: Identity has also evolved from its very core definition. It is no longer just confined to people. Today, it’s a divine triangle of people, devices and associated services.

1990 2000 2010 2017 2030
Evolution of IAM

Smart, connected ecosystem: Instead of silos of identity or devices alone, the new digital world is about the connected ecosystem where the perimeter of silos is being diluted at the speed of light.

Below is an illustration of this evolution of identity, relationships and a connected ecosystem.
Digital foundational services

DIAM — enabler for unified identity

Identifying users and checking their credentials is consuming more cycles, slowing authentication and reducing the benefits of single sign-on (SSO). Gathering attributes to build a complete user profile from across today’s array of identity stores and protocols has become a complex integration challenge, and adding new user populations remains a lengthy and difficult process. As a result, the efforts to enable SSO and attribute-driven authorization often fail or achieve only partial success. Without a unified identity infrastructure, it is hard to open up and extend the enterprise to web and cloud-based applications — or new groups of users. This is the exact juncture where we need identity unification.

<table>
<thead>
<tr>
<th>Business case</th>
<th>Advantages</th>
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</thead>
<tbody>
<tr>
<td>Presents a unified authoritative source for counterparty identities</td>
<td>Control cost, reduce risk, improve sustainability, increase compliance and visibility, boost operational efficiency</td>
</tr>
<tr>
<td>Synchronizes data across existing repositories</td>
<td>Reduce risk, improve sustainability, increase compliance, boost operational efficiency</td>
</tr>
<tr>
<td>Sets the stage to consolidate user repositories</td>
<td>Control cost, reduce risk, improve sustainability, increase compliance and visibility, boost operational efficiency</td>
</tr>
<tr>
<td>Provides contextual views of users and attributes — flexible, scalable, standards based, protocol agnostic — and supports personalization</td>
<td>Monitoring product condition</td>
</tr>
<tr>
<td>Supports risk-based and adaptive authentication, federation and SSO use cases</td>
<td>Enhance the customer experience, control cost, reduce risk, improve sustainability, increase compliance and visibility, boost operational efficiency</td>
</tr>
<tr>
<td>Supports fine-grained authorization</td>
<td>Enhance the customer experience, control cost, reduce risk, improve sustainability, increase compliance and visibility, boost operational efficiency</td>
</tr>
<tr>
<td>Supports audit requirements and accountability</td>
<td>Reduce risk, increase compliance and visibility, boost operational efficiency</td>
</tr>
<tr>
<td>Enables rapid deployment through standardization</td>
<td>Enhance the customer experience, control cost, reduce risk, improve sustainability, increase visibility, boost operational efficiency</td>
</tr>
<tr>
<td>By using the transition/implementation approach and technology capabilities, limits impact to the current operating model</td>
<td>Control cost, reduce risk, improve sustainability, boost operational efficiency</td>
</tr>
</tbody>
</table>
# Digital core objective

## DIAM – enabler for customer-centric

<table>
<thead>
<tr>
<th>Life cycle</th>
<th>Use case</th>
<th>DIAM features</th>
</tr>
</thead>
</table>
| **Information** | • Access to information anytime, anywhere and from any channel  
• Location-based information  
• Leads from social media  
• Collaborate with customers (crowdsource)  
• Build and support communication  
• Push/pull notification  
• Adjust based on access pattern, demographics and preferences | • Adaptive authentication supported by multiple modes and on any device:  
• Single sign-on  
• Multi-factor-based authentication  
• Federated  
• Social media login  
• Digital certificate  
• Biometrics |
| **Offering** | • Location-based offering  
• Personalized offering  
• Offers based on guest demographic | • Identity relationship management (IRM) establishes relationship between a person, identity and services that can be accessed. As adaptive authentication, for any missing links (e.g., user not using the registered device while accessing service), IRM can invoke higher form of authentication to confirm identity and establish trust. |
| **Purchase** | • Payment anytime, anywhere through multiple channels  
• Device mapping to customer  
• Integrated purchase experience across platforms/services | • Contextual authentication and authorization establishes trust in sharing personally identifiable information (PII), location and other similar information to address privacy concerns. |
| **After sales** | • Unified experience across channels  
• Proactive communication based on usage and other data  
• Analytics about customer experience from social and corporate platforms  
• Self-service  
• Click to chat  
• Co-browsing  
• Cross/up-sell | • Unified identity establishes global identity across digital channels to address omnichannels and other similar digital capabilities.  
• Profile data gathered via social login enriches profile information and can improve targeting.  
• Access control manages access permission to data and functionality.  
• DIAM enables self-service capabilities such as password management.  
• Being the gatekeeper to services, DIAM provides detailed access information for improved analytics and business intelligence (BI)  
• Secure access and authorization from any device enable a customer to perform payment and can contribute to profile and preference data enrichment. |
## Digital core objective

**DIAM – enabler for workforce enablement**

<table>
<thead>
<tr>
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| Creation   | • Knowledge creation anytime, anywhere (e.g., social media, blogs, wikis, forums, shared mailboxes, webcasts and videos)  
• Forum discussion beyond corporate digital asset boundaries  
• Real-time discussion in a virtual world  
• Capturing meeting notes or progress updates  
• Real-time collaboration documentation  
• Tagging collateral anytime, anywhere and any channel | • Enables secure access to internal or external digital assets  
• Automates workforce entitlement at the time of joining the organization to boost productivity  
• Enables social and federated login to seamlessly transition user from internal to external assets or vice versa, which brings together the intellectual power of internet and corporate  
• Enables secure access from any device anytime and enforces corporate access policy and rules without limiting the user experience  
• Establishes and enforces access role for group, teams and departments within the organization  
• Tracks all access to digital assets to support compliance and legal requirements  
• Secures sharing of knowledge both internally and externally without worries of unauthorized or unintended access  
• Integrates knowledge of internet and corporate assets by providing secure access to the information, which can be controlled based on user role and permission  
• Enhances workforce productivity by enabling self-service capabilities to manage access, profile, preference and other customization parameters for intranet and internet usage  
• Protects workforce’s private and confidential information from unauthorized and unintended access |
|            | Storage and retrieval                                                                                                             |                                                                                                         |
|            | • Effective access to stored knowledge  
• Searching and sorting context-specific knowledge  
• Real-time updates of events, such as calendar |                                                                                                         |
| Transfer   | • Sharing collateral with specific workers  
• Virtual training tours  
• Training and educational material accessible anytime and anywhere |                                                                                                         |
| Application| • Real-time application of knowledge  
• Coordinating tasks among peers  
• Review and approval of requests anytime and anywhere  
• Automation of routine steps from a process  
• Real-time interaction with direct customers  
• Team with other workers using collaboration platforms  
• Role-based training awareness and education  
• Self-service |                                                                                                         |
## DIAM – enabler for operational excellence

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<tr>
<td>Warehouse and distribution</td>
<td>• Smart inventory management</td>
<td>• Enables secure access from any device anytime and enforces corporate access policy and rules without limiting the user experience</td>
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<td></td>
<td>• Automated material check-in and checkout</td>
<td>• Establishes and enforces access role for group, teams and departments within the organization</td>
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<td>• Smart monitoring of storage condition</td>
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<td></td>
<td>• Initiation of automated payment at delivery</td>
<td>• Secures sharing of knowledge both internally and externally without worries of unauthorized or unintended access</td>
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<tr>
<td>Production</td>
<td>• Machine and part computability detection</td>
<td>• Integrates knowledge of internet and corporate assets by providing secure access to the information, which can be controlled based on user role and permission</td>
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<td>• Monitoring product condition</td>
<td>• Enhances workforce productivity by enabling self-service capabilities to manage access, profile, preference and other customization parameters for intranet and internet usage</td>
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<td>• Protects workforce's private and confidential information from unauthorized and unintended access</td>
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<tr>
<td>Maintenance</td>
<td>• Product maintenance indications</td>
<td>• Provides automated reconciliation of access to enable right access to the right resource at the right time</td>
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Digital change agents

DIAM – enabler IoT

The prevalence of insider attacks coupled, with the growing number of devices, technologies and users accessing corporate IT systems, means that a shift is needed from traditional network control and perimeter management security strategies to strategies that focus on protecting interactions among users, applications and data.

- IRM refers to the relationships between devices and humans, devices and devices, devices and applications/services, or a human and an application/service. It enables the right access for the right reasons and the right interactions at the right time.
- The digital economy is creating ever-greater demand for machines and humans to work together effectively. Advances in wearable devices, natural interfaces and smart machines are opening up new opportunities to empower human talent through technology.
- Lately, the security industry is facing a huge shift, where IAM is not the only concern about managing people but also managing the hundreds of “things” that are connected to a network. With the introduction of things, there are multiple instances of the identity life cycle where these things are connected intermittently and may be required to communicate with other things, mobile devices and the back-end infrastructure.
- Things being deployed in the enterprise and in the cloud will need identities and access controls.
- Legacy IAM systems’ main purpose is to cater to companies’ internal users for their manual provisioning and to provide access to companies’ data behind the secured firewall. Today, a company must implement a dynamic identity system that can serve and connect employees as well as customers, partners and devices, regardless of location, to empower the digital transformation. There are several identity integration touch points where registration, authentication and authorization services are available.
- In a successful IoT implementation, complex relationships exist between people, things, services and data. In this ecosystem, long-term sustainability is possible only by enabling persistent identity across applications, devices and things. But in today’s infrastructure, everything is internet of people. Things are not people.
- IoT requires limited human involvement and computational power. The IoT will take asset management responsibilities to overlap with IAM and will require IT to re-engineer system integrations, including network management. Gartner says IoT will take on some functional characteristics of IT asset management (ITAM) and software asset management (SAM). Those features may be added to IAM or integrated via ITAM as attribute stores.

Having digital identities and generating a huge volume of data are defining characteristics of IoT, which can be utilized for increasing operational efficiency in a digital platform. Identity management is a key enabler of IoT’s data-intensive relationships between people, devices and apps. Also, identity management has a significant role to play in IoT adoption in a way that it can help support the increasing complexity of devices and data. As devices advance beyond simple sensors to more autonomous things, such as smart cars, houses and health equipment, the information devices collect will become more personal and detailed. As a result, companies will need better systems to accommodate this higher level of sophistication.

DIAM – mobile, social, analytics and cloud

Mobile, social, cloud and analytics, each a disruptive force, together change everything related to protecting systems and information. Chief information security officers (CROs, CISOs) and other risk and security professionals must use the power of risk management and security to deliver value and to influence business decision-making.

- The possibility to login to social media and online collaboration platforms has increased the number of registered and authenticated users and reduced the number of failed logins due to forgotten passwords.
- The integration of social networks promotes “social sharing” and thus forms a basis for viral marketing campaigns. With full control over the implementation of the registration process and external access control, the risks concerning data privacy and security have significantly decreased.
- As per Forrester, 49% of business leaders put improved customer data and analytics as a very high priority on their lists. DIAM can deliver consolidated reports and analytics around user demographics, social registration and login data, behavioral data and revenue activity (purchases, purchase amounts and ad clicks), allowing organizations to gain a true 360-degree view of the customer that can drive incremental revenue.
- Digital business takes advantage of technologies that are outside of traditional enterprise control in dynamic environments, with little stability or predictability. Risk and security departments are no longer the defenders of the organization; they are the facilitators of a balance between protection and running the business. Traditional security technologies have limited applicability in these new environments.
Securing the digital enterprise

With cybercrime a growing threat, security should not just be the responsibility of the IT department and the chief technical officer or chief information officer. Prioritizing security can, in fact, reduce operating costs. A properly funded security program can save substantial funds for a company.

CROs, CISOs and other risk and security professionals within an organization should:

- Reset their approach to risk and security to facilitate a balance between the needs to protect digital assets and the needs to run the business
- Assess and prioritize risks to support conscious choices about what will – and will not – be done to address threats
- Understand the impact IT risk has on business outcomes
- Engage all the controls at your disposal, including behavior change, process and technology controls
Next steps

- Secure effective sponsorship of your digital identity and access management program
- Develop a compelling digital transformation vision that reflects the business culture and core objectives
- Identify and promote internal key initiatives that successfully create connectivity with workforce and customers
- Establish program governance structure, develop road map and architecture, and build consensus among stakeholders
- Develop an executive reporting framework aligned with organization change management, highlighting progress and challenges
- Remember the human element, as the technology is not the only challenging part of the transformation
Closing

Business is all about adaptation and change, so being able to easily add or reorganize people, processes and resources is essential to productivity, security and growth. More agile identity management is the key ingredient for the success of your initiatives, from the tactical to the strategic level.

A digital approach to identity, authentication and access management across both traditional and new channels of customer and workforce interaction helps provide a consistent and positive user experience. Having a flexible, scalable DIAM system in place can also accelerate time to market with innovative new services. The combination of being quick to market with service innovations and having a great user experience with consistent security is a good recipe for increased adoption and customer loyalty.

As the definition and landscape of digital evolve, DIAM tools and services need to evolve to include capabilities in mobile, social, analytics, crowdsourcing, IoT and asset management. Massive changes in DIAM scale and performance will occur to deal with the global scale of the changes and the billions of new “identities,” resulting in changes to providers of identity and mechanisms for securing identities, and an expansion in analytics and intelligence to accommodate expanded services.

Digital enterprise needs to see DIAM as a business enabler and not just a security control.
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SCORE no. 04607-171US
1707-2373730
ED None

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