



## Customer Identity Management in the insurance market

The system integrator iC Consult developed and implemented the future Customer Identity and Access Management (CIAM) solution for a global insurance group serving millions of customers. This basis will enable the insurance provider to offer its customers new digital services more quickly, and in a personalized way.

### At a glance

**Sector:**  
Insurance

**Region:**  
Germany

**Challenge:**  
Implementing a future-proof Customer Identity and Access Management System (CIAM)

**Products and services:**  
ForgeRock

**Outcomes:**

- Single sign-on functionality
- Options for integrating third-party modules for registration and authentication
- Comprehensive reporting tools
- Cloud readiness for customer infrastructure (AWS)
- Plug-in support and extension functionality for additional two-factor authentication procedures (2FA)

### Overview

The customer is a leading insurance provider who supports millions of customers.

### Challenge

Introduction of a Customer Identity and Access Management System (CIAM). The aim was to enable customers to use existing and future digital services related to their insurances, and to easily manage their data and contracts. Several applications and services were already in place, but they were not all compatible with each other, and they no longer met the requirements for future-proof management of customer data.

The demands placed on a new solution were understandably high: Among other things, it had to offer a secure single sign-on option, and maximum protection for the customer data stored in it. The CIAM platform also had to provide interfaces for importing complete and validated identities from external systems such as Verimi. Verimi, the platform for identity services, has been live since April 2018 and has several renowned companies on board, including Daimler, Deutsche Telekom, Deutsche Bank, Lufthansa, Volkswagen, Deutsche Bahn, and the Axel Springer media group.

In this project, security of customer data was always front and center. It was a prerequisite that the product as well as its implementation would take into account all current security standards and thus meet the requirements of EU-GDPR and other specifications.

### Solution

After an external tender for the project, the customer opted for the system integrator iC Consult GmbH and its sister company xdi360 GmbH. xdi360 was significantly involved in technical concept development, requirements management, and process consulting. In a test environment, iC Consult set up the new CIAM infrastructure, consisting of Identity and Access Management as well as a directory, and ran various test scenarios.

*"With this new platform we gained agility – a concept unknown to most large companies, where decision processes sometimes take more time than we now need to implement the entire project. With the CIAM platform and the opportunities it brings, we are leaders in our industry."*

Among other things, the following aspects were tested: new registration in the customer portal, single sign-on of customers via the browser and the app. All requirements, including the ability to integrate CIAM components into the customer's IT architecture, were very quickly implemented by iC Consult in the cloud-based test environment.

In February 2018, the iC Consult development team set to work. The CIAM platform was built with ForgeRock on Amazon Web Services (AWS) using automated deployment scripts to accelerate the migration of existing systems to ForgeRock. This means that any new features that ForgeRock regularly makes available several times a year can be made available within a short period of time – without compromising the availability, stability, or security of the CIAM platform. After the start in February, Access Management went live on ForgeRock Version 5.5 in July 2018, including the integration of Verimi. The update to ForgeRock 6.0 took place in mid-September – the expectations for a simple and smooth implementation of product updates were fully met.

*"Nowadays, product launches are almost always postponed, so it's all the more remarkable that iC Consult met its time and budget targets."*

## Outcome

iC Consult and xdi360 were able to implement all of the customer's requirements, including a single sign-on functionality as well as a selection of the identification and authentication method. Furthermore, it is now possible to integrate third-party modules for registration and login procedures. Extensive reporting tools are also available. The structure of the new CIAM platform now makes it possible to connect additional projects quickly and at short notice, and to thus use the central digital customer identity throughout the group. A broker portal, for example, has been in place for many years, enabling sales representatives to enter and manage their contracts. Thanks to the new CIAM system, this tool can now be modernized quickly and flexibly for field staff.

The customer is a major global insurance provider. Their most important key market is Germany. In the summer of 2017, a large-scale digital strategy was launched with the aim of consolidating the group's leading global role. The strategy is based on agile developments and digital services in many areas, including customer service.