



ENTRUST



Entrust Customer Identity and Access Management (CIAM)

Improve engagement and customer loyalty through AI-powered security and seamless user experience

OVERVIEW

Secure interactions, seamless user experiences

Entrust's CIAM solution secures customer access and data through a blend of authentication, authorization, and user-management strategies that include:

- Consent management
- Privacy safeguards
- Self-service capabilities

It helps ensure strong customer authentication that can protect against account takeover (ATO) attacks - while also improving the user experience by only adding friction in the process when necessary, reducing customer frustration and cart abandonment.

Plus, advanced security measures such as phishing-resistant passwordless multifactor authentication (MFA) and AI-powered identity verification (IDV) safeguard customer data. This protects your customers and partners and ultimately can fuel business growth by cultivating trust and loyalty.

KEY FEATURES

- Phishing-resistant passwordless MFA
- AI-powered identity verification (IDV)
- Adaptive, risk-based authentication
- Digital onboarding with secure digital signing
- User provisioning with SCIM
- Low-code/no-code integration
- Progressive profiling

KEY BENEFITS

- Provide seamless and secure digital onboarding
- Protect against account takeover (ATO) attacks and other fraud
- Support KYC and compliance
- Enable faster time to market
- Build trust and loyalty with customers and partners

Learn more at [entrust.com](https://www.entrust.com)



Customer IAM (CIAM)

KEY FEATURES

Phishing-resistant passwordless MFA

Our CIAM solution enables you to offer a complete passwordless experience to your customers for seamless logins with high assurance, phishing-resistant authentication options to protect against remote-based ATO attacks.

We offer one of the broadest ranges of MFA options in the market to support nearly every use case and user group. Our phishing-resistant MFA options include:

- Certificate-based authentication
- FIDO2
- Passkeys

AI-powered identity verification

Get secure and accurate user authentication through advanced, AI-powered document and biometric verification. Our CIAM solution analyzes identity documents from over 6,000 government-issued IDs worldwide, then uses facial recognition and liveness detection to confirm the user's identity.

This verification process helps you build trust and confidence in your brand by:

- Enhancing security
- Supporting regulatory compliance
- Detecting fraud and deepfakes
- Helping ensure that only legitimate users gain access

Adaptive, risk-based authentication

Our managed risk engine takes multiple inputs to evaluate risk based on contextual information when authenticating users. Inputs may include:

- IP address
- Time-of-day/day-of-week login
- Travel velocity
- Transaction details
- Behavioral biometrics, and more

Depending on the overall risk score, the user may be required to authenticate using a different MFA, or they may be blocked if the risk score is beyond a pre-defined risk level threshold.

Anytime, anywhere digital onboarding

With anytime, anywhere onboarding, you can offer a secure and effortless end-to-end process for your new customers. Our AI-powered identity verification services help ensure each customer's identity is accurately and efficiently authenticated from the outset.

Customers enjoy a hassle-free registration process, which can boost user satisfaction and loyalty, while you benefit from increased efficiency and easier compliance with regulatory standards like KYC.

Plus, with integrated secure digital signing capabilities, your customers can securely transact and sign digital documents as part of the registration process.



Customer IAM (CIAM)

Seamless user provisioning with SCIM

You can provision and deprovision users across various applications and services that support the customer lifecycle to:

- Ensure a single source of truth for user profile and status
- Eliminate dormant accounts
- Reduce operational overhead

Low-code/no-code integration

Easy integration with existing applications and services saves development time for faster time to market. Our low-code/no-code approach includes:

- REST APIs
- Mobile SDKs
- Out-of-the-box integrations with a broad ecosystem of technology partners

Progressive profiling

Collecting customer information gradually can enhance the user experience by reducing initial friction. As users continue to engage with the platform, you can request additional details at strategic points, creating a personalized experience without overwhelming your customers.

This approach not only improves data accuracy but also increases user satisfaction and conversion rates by simplifying the onboarding process.

Customer IAM (CIAM)

FEATURES AT A GLANCE



Phishing-Resistant Passwordless MFA: Protects users against ATO attacks with advanced MFA and support for FIDO2 and passkeys.

Anytime, Anywhere Digital Onboarding: Integrated “anytime, anywhere” onboarding experience with identity verification, strong customer authentication, and digital signing.

AI-Powered Identity Verification: Uses AI and machine learning to analyze and verify identity documents and biometric data, ensuring accurate and secure user authentication.

Know Your Customer (KYC): User onboarding follows KYC and PSD2 compliance standards with extensive ID proofing supporting over 6,000 identity documents from 195 countries.

Centralized Identity Management: Consolidates user data into one platform for simpler administrative tasks and consistent application experiences.

Risk-Based Adaptive Authentication: Managed risk engine evaluates user risk, enabling higher assurance MFA to secure high-value transactions and out-of-compliance users.

Secure Digital Signing: Enables secure online transactions and agreements, increasing customer trust and confidence.

Single Sign-On (SSO) With Social Login: Integrates with social networks for quick registration and SSO, enhancing user experience and improving conversion rates.

Seamless User Provisioning With SCIM: Automates user lifecycle management, synchronizing user profile and status across platforms for enhanced security.

Low-Code/No-Code Integration: Offers REST APIs, mobile SDKs, and easy integrations with existing applications and services, saving development time for faster time to market.

Out-of-the-Box Integrations: Preconfigured integrations simplify connections to enterprise identity systems for streamlined federation.

Progressive Profiling: Collect user information at strategic points to improve data accuracy without overwhelming customers.

Learn more at
[entrust.com](https://www.entrust.com)



Global Headquarters
1187 Park Place, Minneapolis, MN 55379
U.S. Toll-Free Phone: 888 690 2424
International Phone: +1 952 933 1223