

CUSTOMER IDENTITY & ACCESS MANAGEMENT (CIAM) SERVICES

SECURE DIGITAL IDENTITY. FRICTIONLESS CUSTOMER EXPERIENCES. TRUSTED ENGAGEMENT.

Today's digital businesses must deliver seamless, personalized customer experiences while protecting user identities and sensitive data. Customers expect fast, intuitive access—but they also demand strong privacy and security.

Haden Grey's Customer Identity & Access Management (CIAM) services help organizations securely manage customer identities at scale while delivering exceptional digital experiences. We enable organizations to balance security, usability, and privacy to build trust and drive growth.

Our approach combines deep identity expertise, customer-centric design, and security-first architecture to support both business and risk objectives.

SERVICE OVERVIEW

Haden Grey provides end-to-end CIAM services across advisory, design, implementation, and managed services. We help organizations:

- Deliver seamless digital registration and login experiences
- Secure customer identities and data
- Support large-scale identity populations
- Enable personalization and digital engagement
- Meet privacy and regulatory requirements
- Reduce fraud and account takeover risk

Our services are vendor-agnostic and tailored to your digital strategy, customer journeys, and regulatory environment.

OUR **DELIVERY** METHODOLOGY

Assess

Evaluate digital journeys, security requirements, and regulatory obligations.

Design

Develop scalable, privacy-aware CIAM architectures.

Implement

Deploy customer-centric solutions with minimal friction.

Operate & Optimize

Continuously improve security, usability, and performance.

CORE CAPABILITIES

1. Customer Registration & Onboarding

Fast, Secure, and User-Friendly Enrollment

We design registration experiences that are intuitive and secure.

Capabilities Include:

- Streamlined registration flows
- Progressive profiling
- Social login integration
- Email and phone verification
- Identity proofing integration

Benefits:

- Higher conversion rates
- Reduced registration friction
- Stronger identity assurance

2. Authentication & Access Management

Secure and Frictionless Login

We implement authentication models that balance security and usability.

Capabilities Include:

- Single Sign-On (SSO)
- Multi-Factor Authentication (MFA)
- Passwordless authentication
- Adaptive and risk-based authentication
- Device recognition

Benefits:

- Reduced account takeover risk
- Improved user experience
- Lower support costs

3. Customer Identity Lifecycle Management

Manage Identities from Creation to Deletion

We support the full lifecycle of customer identities.

Capabilities Include:

- Profile management
- Account recovery flows
- Credential management
- Identity updates and maintenance
- Account deactivation and deletion

Benefits:

- Accurate identity data
- Better customer trust
- Regulatory alignment

4. Privacy, Consent & Preference Management

Respect Privacy. Build Trust.

We help organizations manage consent and preferences in line with global privacy laws.

Capabilities Include:

- Consent capture and tracking
- Preference management centers
- Terms and conditions workflows
- Data minimization strategies
- Privacy-by-design architecture

Benefits:

- Regulatory compliance
- Increased customer trust
- Transparent data practices

5. Fraud Prevention & Identity Protection

Protect Against Digital Threats

We integrate fraud detection and identity protection mechanisms.

Capabilities Include:

- Bot and abuse protection
- Credential stuffing defense
- Behavioral analytics
- Risk scoring integration
- Account takeover detection

Benefits:

- Reduced fraud losses
- Stronger brand protection
- Improved customer confidence

6. Scalability & Performance Engineering

Support Millions of Identities

We design CIAM platforms for high availability and performance.

Capabilities Include:

- High-scale architecture design
- Global user distribution support
- Resilience and redundancy planning
- Performance optimization
- Disaster recovery strategies

Benefits:

- Reliable customer access
- Consistent global experiences
- Business continuity

TECHNOLOGY PARTNERS

Haden Grey maintains expertise across leading CIAM platforms supporting high-scale consumer identity.

Leading CIAM platforms include:

- Okta Customer Identity - Auth0
- Ping Identity (PingOne for Customers)
- Microsoft Entra External ID

CIAM ADVISORY SERVICES

- CIAM maturity assessments
- Customer journey mapping
- Digital identity strategy development
- Privacy impact assessments
- Tool evaluation and rationalization
- CIAM roadmap creation

IMPLEMENTATION SERVICES

- CIAM platform deployment and configuration
- Customer journey implementation
- Registration and login flow design
- API and application integrations
- Migration from legacy CIAM solutions
- Brand-aligned UX customization

MANAGED CIAM SERVICES

- Platform operations and support
- Policy tuning and optimization
- Monitoring and reporting
- Incident response support
- SLA-based support models
- Continuous improvement programs

BUSINESS OUTCOMES

Organizations partnering with Haden Grey achieve:

- Improved customer acquisition and retention
- Reduced fraud and account takeover risk
- Stronger privacy and regulatory compliance
- Seamless digital experiences
- Increased customer trust and loyalty
- Scalable digital identity infrastructure

WHY HADEN GREY

Clients choose Haden Grey for:

- Deep identity specialization
- Customer-first design approach
- Vendor-agnostic expertise
- Proven enterprise and consumer identity delivery
- Security-first architecture
- White-glove client service
- Practical, outcome-driven solutions

