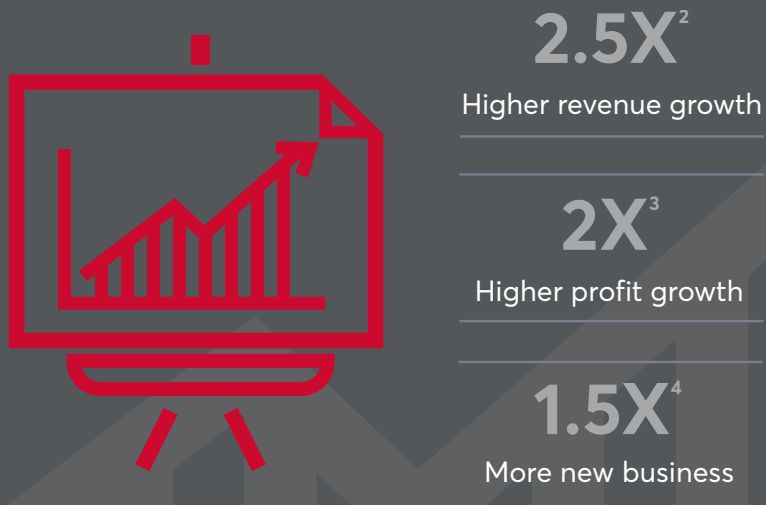




Harness the Potential
of Consumer Identities

Redefining Relationships on Digital Channels

Today, every organization aims to provide a better customer experience. And some 53 percent say they want to be leaders at customer experience in the next three years.¹ It's no wonder that "stickier" relationships with consumers correlate to competitive advantage and long-term success:



With digital disruptors gaining ground and capturing traditional markets, you need to transform your interactions, so that they're more satisfying—as quickly, effectively and securely as possible. That calls for mastering digital identity to automate the interaction of customers. Only then can you truly unlock the potential of the employees and digital workforce who serve your customers.

Read on to learn about the principles and practices that industry-leading companies follow to create immersive and compelling digital experiences.

1. Temkin Group, Q1 2016 CX Management Survey.
2. Freeform Dynamics Global Survey sponsored by CA Technologies, July 2015.
3. McKinsey Global Institute, "Disruptive Technologies: Advances that will transform life, business and the global economy," May 2013.
4. GMSA Intelligence, "From Concept to Delivery: the M2M Market Today," February 2014.

Travelport, a travel online platform serving hundreds of travel agencies globally, successfully redefined its relationships. On a mission to streamline the delivery of services to end-user travel agencies, the company started by automating the management of each travel agency employee's virtual identity. The result? A better experience to 74,000 users with simpler identity and access management.

"The identity and access management solutions from Symantec don't just defend our business, they differentiate it."

Mark Gibaldi, Vice President of Cyber Security and Risk, Travelport



Your Digital Consumer Challenge: Sharpen Your Focus and Organizational Readiness

To optimize the customer experience, companies everywhere are embracing software—turning manual and phone interactions into software interactions over the Internet and across any device the customer chooses to interact on.

Digital identity can help your company in three ways:

REDUCE FRICTION AND TIME TO VALUE

Do you require customers to log into separate apps with separate interfaces to perform desired functions? Are these multiple steps wasting their time and causing them to abandon your sites? Digital identity can reduce the time and steps it takes you to deliver value.

EXHIBIT ENHANCED AGILITY

Is your organization slow to respond to new digital demands due to manual processes, siloed apps and an inability to scale? Are you falling behind competitors? Your company can literally re-tool the customer experience as demands change, enabling competitive advantage.

SHAPE THE BEHAVIOR OF CONSUMERS

Do you know when and where your consumers are interacting with your digital sites, so you can leverage that information to produce higher-value interactions? Analytics and insights, combined with the ability to redefine interactions, can shape customer behavior more than any other technology.



Mastering these capabilities in light of new digital demands moves you closer to meeting your goals for increased brand affinity and consumer satisfaction.



New Digital Demands

Based on the consolidated view of Symantec customers, there are four major digital identity requirements that organizations are addressing to transform the customer experience and support exceptional digital relationships.

CONSUMER ACCESS AND SELF-SERVICE:

Whether you're making government services available to citizens digitally or offering new digital services to consumers, your capabilities must scale to support a huge influx of users and related transactions.

OMNI-CHANNEL EXPERIENCE:

Extending your digital apps across channels offers greater consumer convenience and connection. Yet, inconsistencies in identity and access management erode the user experience, so it's tough for your customers to do what they came there for.

HUMAN-DEVICE RELATIONSHIPS:

As more consumers embrace smart home and other IoT-based devices, they're counting on you to secure their interactions with them. And any issues can impact both brand affinity and customer satisfaction.

TRUSTED APP EXPERIENCE:

With 4.9 billion active mobile users on the globe and 50 percent of all Web traffic originating from mobile devices,⁵ your need to secure those interactions has never been greater.

You'll need a comprehensive solution to tackle all these issues—one finely attuned to the demands of digital consumer identities.

State of Louisiana

When the State of Louisiana embarked on a project to automate Medicaid enrollment, they saw it as an opportunity to deliver a foundational platform for citizen services. Today, every citizen can use a single identity to access all services, so they're no longer exposed to siloed government agencies. With less friction, citizens participate more and the government can move from defining policies to directly managing outcomes and service-level expectations.

5. Device Atlas, "18 Mobile Market Statistics You Should Know in 2018," December 2017.



Consumer Access and Self-Service

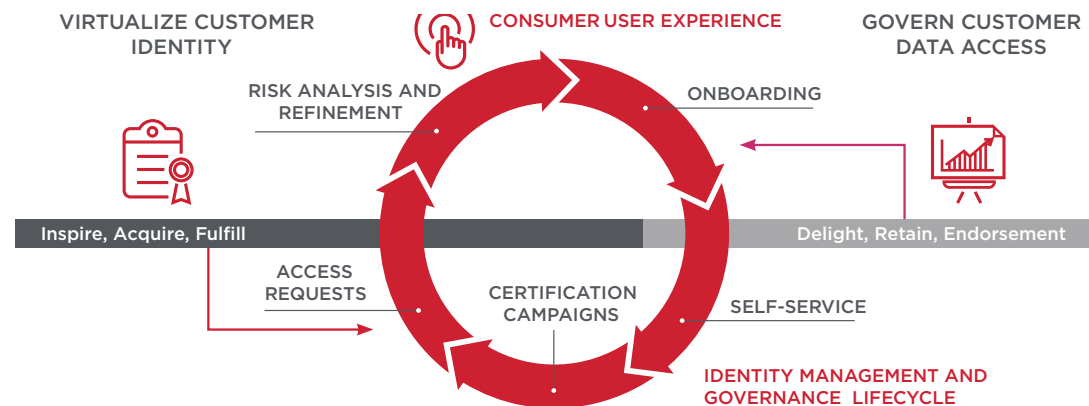
What do your customers expect today? Just rapid, secure access to desired services whenever they need them, from their first interaction onward. And self-service capabilities that support the process.

Providing the best possible service requires an understanding of where customers are in the lifecycle with your business. Are they interacting with you for the first time? Or are they longtime customers that you're imagining will engage in specific ways? How can you make either experience seamless and guard privacy, even as you support more and more users?

You'll be able to answer questions like these with a scalable digital consumer identity solution that includes capabilities for:

- Customer lifecycle management that helps you protect data and promote brand loyalty at every touchpoint—from digital onboarding through ongoing dialog
- Self-service profile management that boosts satisfaction and trust by enabling your users to select which data they share
- Password management that builds user confidence thanks to appropriate authentication/security for login credentials

Your digital experience should promote rapid access to, and adoption of, self-service capabilities that delight consumers and build relationships.



Omni-Channel Experience

Supporting an omni-channel experience is not an option. It's a necessity. Consider the year-on-year increase in worldwide users for the following in 2018:



Internet users

4.021 billion, up 7%

Social media users

3.196 billion, up 13%

Mobile phone users

5.135 billion, up 4%⁶

So, the point of service is no longer just your website or a mobile device. It's every digital property a consumer interacts on, with frictionless customer experiences starting at the point of ideation and point of consideration.

And with users across these channels trending ever upward, strengthening your current omni-channel environment is critical. Left unchecked, the impact of gaps or disconnects in your current identity and access management practices can upend your digital consumer relationships as they experience more friction and security issues multiply.

You'll minimize risks like these through key capabilities that provide:

- Single-sign on to enable streamlined user access to your digital apps and services
- Multi-factor authentication to address your consumers' concerns about the safety of their online IDs and resulting data privacy

Move closer to the point of intent and point of consideration

When **Banca La Caxia** looked to increase its assets under management, it realized that social communities were acting as influential financial advisors in consumer investment decisions. The bank worked to enable a single identity for consumers on the social channels they were seeking advice on. In the end, the bank was able to connect with its customers at the point of interaction and recognize their digital identity as the entry point to new and existing services.



Human-Device Relationships

Did you know that mobile commerce traffic now drives over 50 percent of e-commerce in developing countries? And that the rest of the world is expected to reach similar rates by 2021?⁷ Yet, consumers are not only interacting more on mobile, they're also increasingly immersed in smart home technology (like Nest[®]) and personal digital devices (like Apple Watch[®]).

Unlocking the potential of these devices depends on the applications on them. Digital identity not only enables access to these apps, it helps to deliver secure, immersive experiences. At the same time, these new (IoT) entry points into your systems and apps represent a significant opportunity for building both your brand and customer loyalty.

You'll maximize the potential benefit from human-device relationships when you have a solution that provides comprehensive capabilities for:

- Fraud detection to safeguard your digital consumers and your business
- Device fingerprinting, so you can provide a state-of-the-art, secure option for enabling device access
- Device lifecycle management through which you can capture data on location, usage and other behaviors vital to understanding your customers



SCALING MOBILE CONTENT SERVICE TO MILLIONS

BT, one of the largest telecommunications companies in the U.K., sought to redefine the way content was delivered. The company created "BT Sport," transmitting sports video and content directly to mobile devices. BT employed digital identity to scale the service. Today, more than 25 million customers sign on to BT sport daily. And the company is saving £4.5 million annually using digital identity to enable less costly digital delivery.



Trusted App Experience

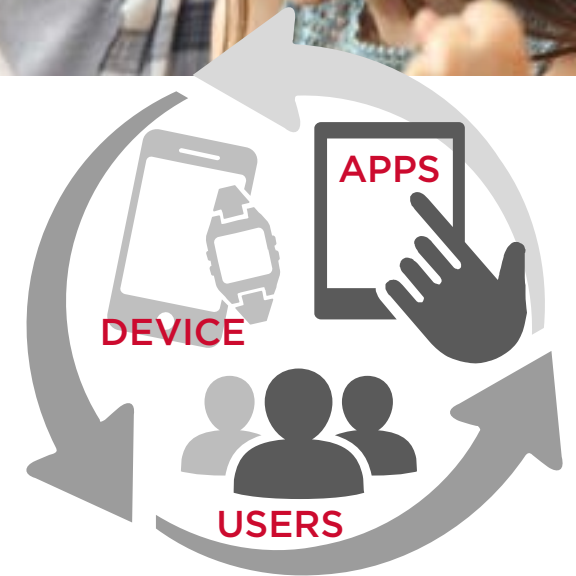
If you can't protect your customers, they won't participate in digital relationships with you. Through digital identity, you can make their experience easy and safe. So, what does it mean to provide a trusted app experience?

To your consumers, it means they don't have to go through cumbersome security hoops to access your apps. And that they can be confident in the safety of their interactions along the digital experience that follows, regardless of their device or entry point.

To your business, it means being able to quickly develop, deploy and manage secure new digital mobile and IoT apps.

You'll be able to deliver on these demands with a solution that provides for:

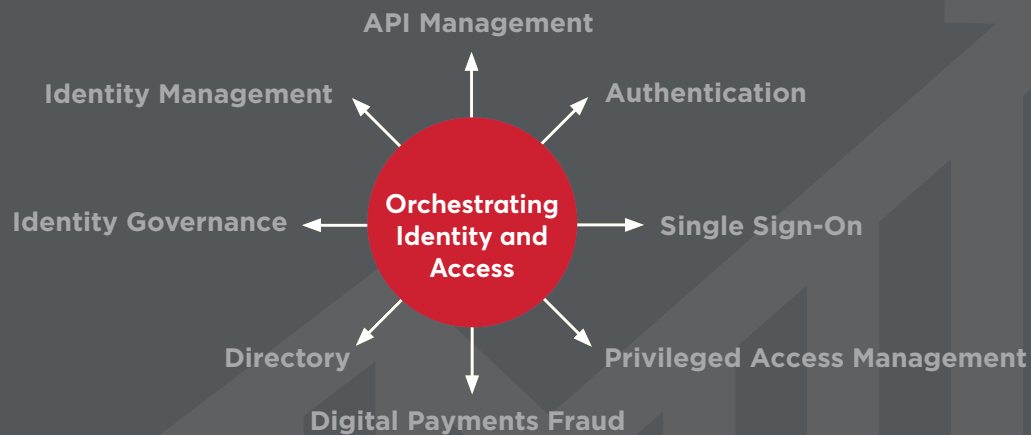
- Authorization APIs
- Step-up authentication and context-based risk analytics to ensure higher levels of access protection for your customers
- Cross-channel monitoring of your consumers' digital identities to surface and address anomalies
- Integrated security that speeds your digital app development and deployment efforts



Companies can't simply secure the device alone. Today, attacks can originate from the device, an impersonated user or a compromised application. To prevent this, Symantec delivers "three-way trust," which combines analytics from all three locations to better detect fraud.

Consumer Identity Solutions From Symantec

When you partner with Symantec, you'll have access to a broad suite of security and identity management products, so you can build a scalable solution to address risks and harness the potential of consumer identity. And just like our customers, you'll enable trust and benefit from newfound capabilities.



PROMOTE AGILITY AND RESPONSIVENESS THROUGH MASSIVE SCALE

An independent study⁸ found that Symantec SiteMinder and Symantec Directory could scale beyond 100 million users.

AUTHENTICATIONS
6,272
OPERATIONS/SEC

USER SEARCHES
40,000
OPERATIONS/SEC

USER ACTIVITY
50M
SESSIONS/DAY

BULK LOAD
53M+
FOR FULL RESTORE

Enable Trust

Join the largest companies in enabling a trust digital consumer experience.

\$1T+

In economic transaction protected by Symantec annually

53M+

Online banking users protected by Symantec Authentication

53M+

Identities under management and governance by Symantec Identity Management

8. ICSynergy Directory Benchmark Comparison, November 2017.

See what's possible
when you harness
the power of
consumer digital
identities.

LEARN MORE TODAY. [BROADCOM.COM/SYMANTEC-IAM](https://broadcom.com/symantec-iam)



For product information please visit our website at: broadcom.com

Copyright © 2020 Broadcom. All Rights Reserved. Broadcom, the pulse logo, Connecting everything, CA Technologies, and the CA technologies logo, are among the trademarks of Broadcom. The term "Broadcom" refers to Broadcom Inc. and/or its subsidiaries.
BC-0548EN-0120 February, 2020