



Customer data is a valuable asset to your company – as long as it is stored securely. New data protection requirements and attacks call for professional data administration and monitoring.

Customer IAM (identity access management) supports you in the administration of customer identities as well as in access control for digital services and the protection of your customer data.

Companies face the challenge of offering 24/7 access to their services on the web in a simple and secure manner. This increases the risk of attacks. 60% of successful hacker attacks involve web applications. Inadequately protected user databases or insecure processes for registering or tracking address and registration data enable unauthorised access to data. High damages can

quickly arise as a result of fake orders, sold data or web application downtime. With Customer IAM, we support you with the introduction, migration, operation and the administration of your customer data. Taking the above aspects into account, we work with you to define a suitable solution and ensure that it continuously meets the latest regulations and security requirements. Build on our extensive experience and benefit from a wide range of possible solutions and means of authentication. Customer IAM is operated and monitored by Swisscom 24/7.

Customer IAM

Your benefits with Customer IAM

Extensive wealth of experience

We manage your data securely and in compliance with the most stringent regulatory requirements



Professional support

We support you with introduction, operation and migration – even in the event of problems



Simple and secure user processes

Various ways to keep your customer data up to date and secure at all times



360-degree view

Thanks to the central overview of all systems, incidents are quickly detected and handled

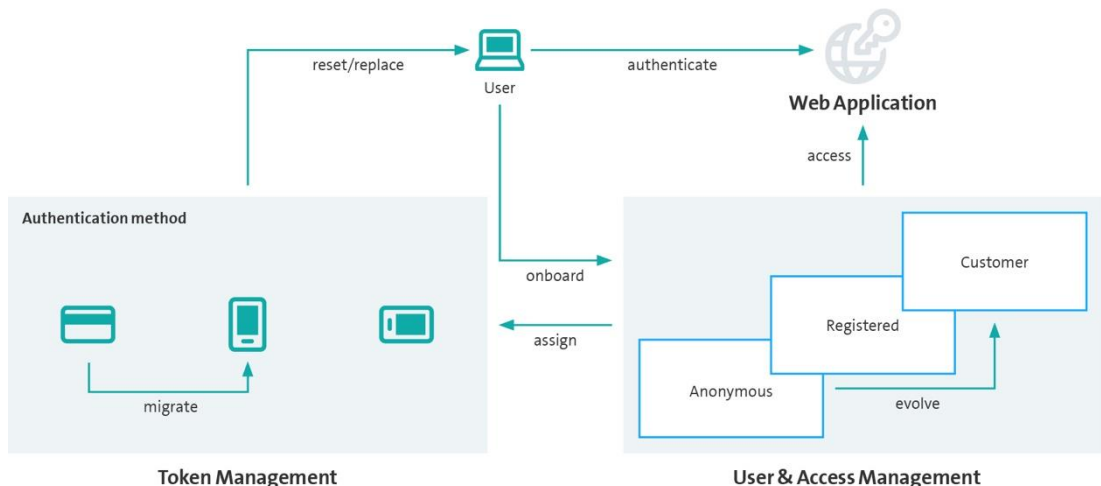


Integrated migrations

Simple migration of SMS TAN, for example, and acceptance of new terms of use



How Customer IAM works



swisscom



Facts & Figures

The information in this document does not constitute a binding offer. Subject to changes at any time.

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Basic services

Token Management

Simple, legally compliant user administration with secure registration processes for all use cases

- Flexible processes for registering new customers and reliable verification of important registration data
- Password-less authentication processes
- Reliable user identification thanks to strong authentication (MFA)
- Simple processes for initial assignment or roll-out, replacement, reset and migration of means of authentication for strong authentication (MFA)
- Secure processes for recovering user identities after the loss of MFA or registration data
- Variable levels of authentication with cryptographically verifiable signatures as the basis for zero trust
- Integration of common cloud-based user repositories such as Microsoft Entra ID B2C
- Versatile integration into your existing systems/portals
- Integrated fall-back procedures and processes for preventing a single point of failure
- Self-service support for your customers
- Second-level support for specialists by specialists

Optional services

User & Access Management

Our versatile add-ons enable you to tailor processes and functionality exactly according to your needs

- Integration or migration of existing (on-premise) user databases
- Integrated user administration
- Wide range of methods for strong authentication (MFA)
- Migration of existing repositories or authentication methods
- Administration of different user categories
- Levels of authentication according to application/URL and user category
- Management of user actions based on their actions, location or history
- Adaptive procedures for secure registration depending on the current threat situation
- Continuous securing of important authentication parameters (e.g. location) thanks to continuous adaptive trust (CAT)
- SSI and social logins

We offer a wide range of other Swisscom services

Additional services

- Consulting on risk, security, business continuity and compliance
 - Integration of implemented means of authentication in standard applications
 - Operation: Provision of status information for automating processes
 - Helpdesk: Customer incident and support call triage based on current data
 - Advanced protection of web applications and API access ([WAAP](#))
 - Posture management – controlling IT security centrally
 - Administration of employer data and access via MySwisscom Business
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