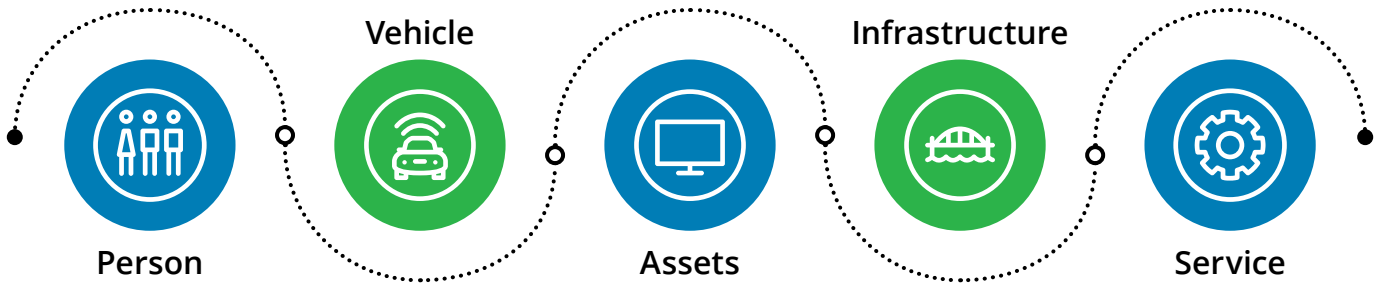




Digital Identity Overview

With data flowing freely within an organisation and the disappearing boundaries between networks, identity has become the crucial point to manage, control, and govern access to data and applications. With growing digitisation, identity is no longer limited to humans and includes identities of computers, BOTs, mobile phones, devices, services, etc.

“Software is eating the world in all sectors; in the future every company will become a software company”
(TechCrunch 2016, Marc Andreessen)



Every identity is a unique set of attributes that come together to identify as an entity. These unique attributes leave behind digital footprints that each individual/ organisation or device is online. With customer interaction becoming pivotal to a company's growth in these changing times it is important for organisations to embrace this digital transformation by redesigning their delivery and revenue models.

Now with the world becoming more digital, cloud and hybrid architectures have become a basic necessity for companies as well as personal use. With digital, the world is more connected via their mobile phones, Internet of things (IoT) devices are multiplying and it has spread across machines as well, BOT to Internet, service to service, etc., and everything boils down to identity, which is the most valuable thing to secure and is readily available, accessible and verifiable.





Digital Identity is **identity 2.0**

A digital identity solution is an answer to the mayhem that digital transformation is bringing. This solution will be key to digital business determinations—for shorter time to value, better levels of employee engagement and customer satisfaction, evolving aspects of interconnectedness, privacy regulations, and the paradigm shift to the cloud.



Digital Identity core capabilities



Consumer Experience

- Registration
- Consent mgmt.
- Preference mgmt.
- Identity proofing
- Password mgmt.



Identity Lifecycle

- User onboard/off board
- Self-service access
- Password management
- Delegated administration
- Group management
- Access concierge service



Identity Governance

- Role management
- Meta-data mgmt.
- Certification review
- Remediation



User Access

- Single sign-on
- Multi-factor authentication
- Password change
- Application dashboard



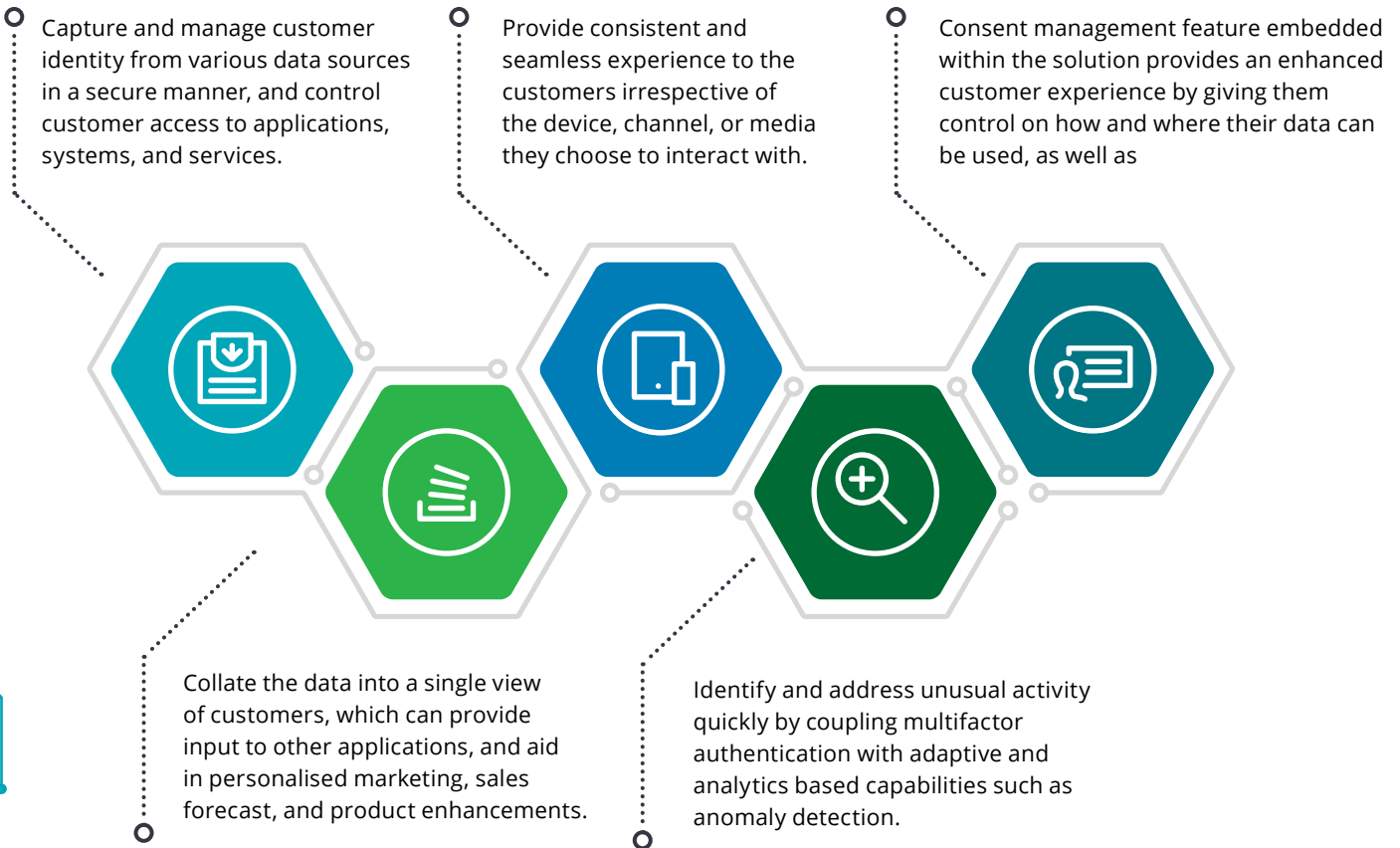
Privileged Access

- Session monitoring
- Password vaulting
- Emergency access
- Command control

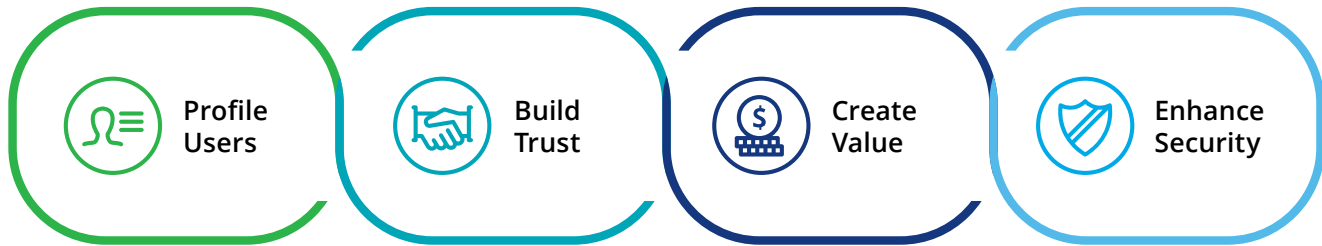
Digital consumer experiences require digital identity

All digital businesses rely on customer insights, data from mobile phones, tablets, Point of Sale (PoS) systems and more sources to provide seamless customised experiences to its customers. This data may lead customers to tailor made solutions and experiences but it also makes them vulnerable to hackers and is a breeding ground for privacy breaches. It's important how one designs the architecture systems to ensure optimal experience in a safe and secure way.

Below you will find a digital customer identity solution and what it encompasses:



Across industries, satisfied customers spend more and stay more loyal over time



Digital Identity keeps pace with demand

Digital Identity needs to break the clunky solutions into micro-services and Application Programming Interface (API) based offerings to keep pace with the increasing demand. Customers may be reluctant about storing their data digitally, on the cloud, hence an adaptive approach will balance security and risk mitigation.

01

Cost of adoption & cost of ownership

According to Gartner clients can save up to 30% in the initial integration costs and 40% in overall professional services over a three-year period when they use an identity solution architected in the cloud. (Gartner IGA MQ 2018).

02

Outcome based pricing

A digital identity approach means clients can go from choosing features and functions to managing outcomes. Clients can adopt the service proportionally to the usage based on the volume of users and the volume of service they need.

03

Economies of scale

Cloud management services that scale up to manage large volumes of environments can provide more service at a lower base price.

04

Time to value

According to Gartner clients can get as much as a three-month time to value advantage by architecting IGA (Identity and Governance Administration) in the cloud.

05

One size fits most vs one size fits all

Clients looking to simplify IAM today are faced with either choosing public cloud SaaS solution which accommodates only a fraction of the use cases needed or a hosted solution. Digital identity provides the benefits of both models.

06

Best practices & knowledge arbitrage

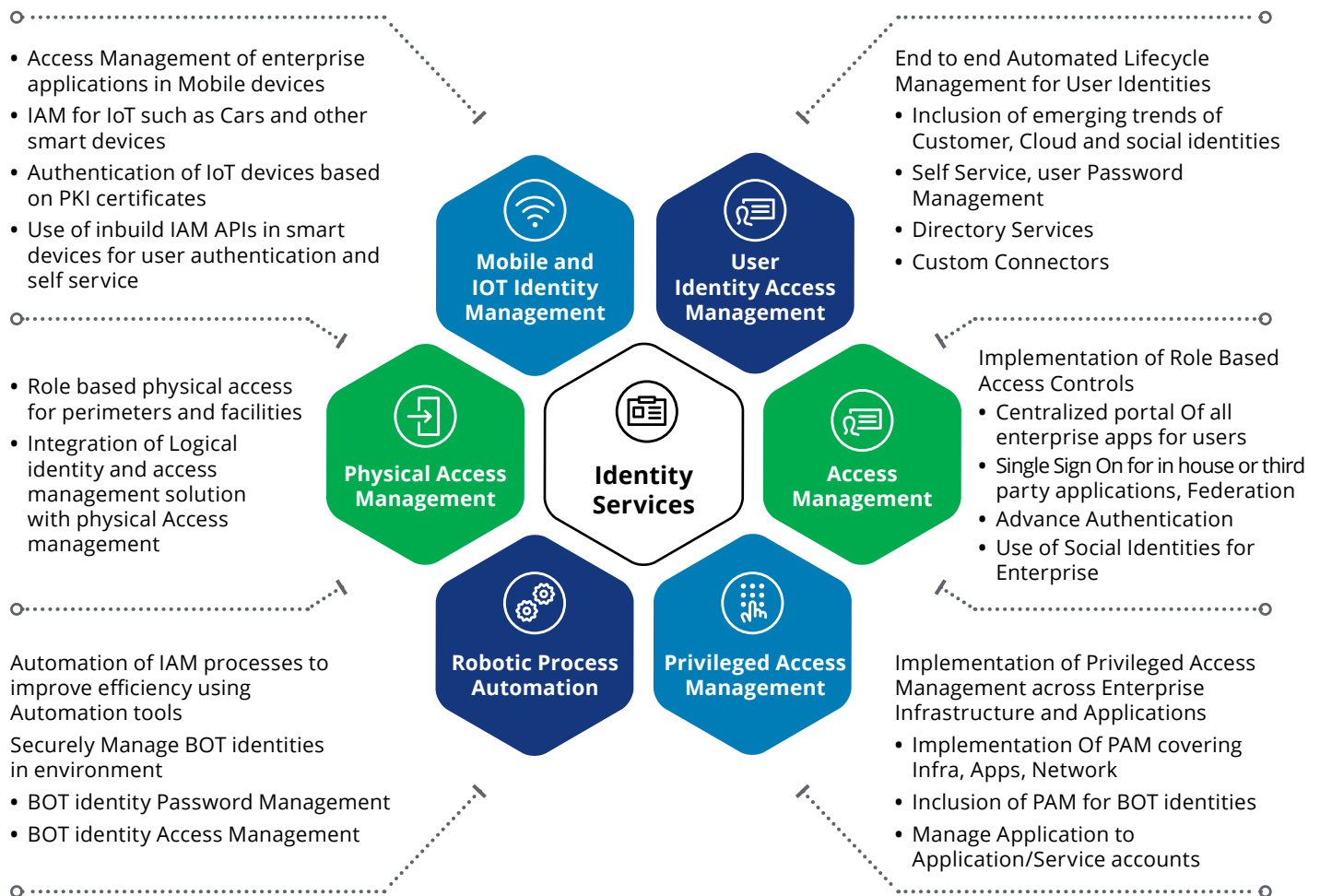
Software alone does not unlock the value of a service. Digital Identity can aggregate and provide best practices from a broad set of clients. Every client has a evolutionary impact enhancing the DNA of the service.

Digital identity enables every industry

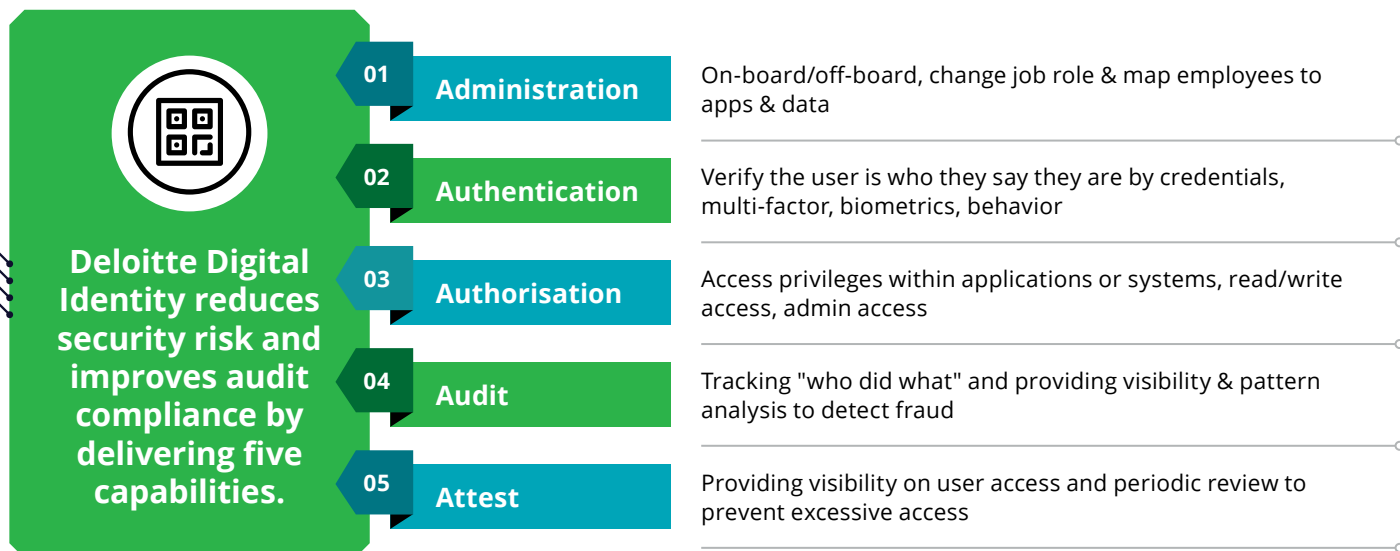
The inter-networking of various technology-enabled devices, an IOT infrastructure in all sectors is capable of generating large amounts of data. A digital identity solution will support in managing the super admin identities and user access to the IoT infrastructure. The business landscape in digital identity is meant to provide a seamless walk through experience across the spectrum. It has to evolve beyond its traditional back-office roots to a new vital business enabling and profit-generating role.

Below is the list of identity services that Deloitte offers:

Identity Services from Deloitte



When clients embark on a mission to use software in any business initiative, it is almost sure that there will be an identity management opportunity that intersects the delivery of the service.



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Key Contacts

National

ROHIT MAHAJAN

President
Risk Advisory

✉ rmahajan@deloitte.com

ANAND VENKATRAMAN

Partner
Risk Advisory

✉ anandv@deloitte.com

Regional

North

GAUTAM KAPOOR

Partner
Risk Advisory

✉ g Kapoor@deloitte.com

South

GAURAV SHUKLA

Partner
Risk Advisory

✉ shuklagaurav@deloitte.com

West

ASHISH SHARMA

Partner
Risk Advisory

✉ sashish@deloitte.com

East

PRITI RAY

Partner
Risk Advisory

✉ pritiray@deloitte.com

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