

Secure Customer Identity and Access Management with Symantec VIP

Seamless Authentication

Seamless User Experience

Security for All



At a Glance

Problem

How to deliver personalized customer experiences – securely and seamlessly

Solution

ForgeRock Identity Platform powered by Symantec VIP Authentication

Benefits

- Holistic view of account holders
- Strong authentication
- Frictionless customer experience
- Global cyber-intelligence insights
- Customizable authentication capabilities
- Cloud-based architecture

Introduction

Customers expect organizations such as yours to engage them on an increasingly deep and personal level. Enter Consumer Identity and Access Management (CIAM), a platform for providing the holistic view of account holder relationships and preferences that's needed to deliver intimate, customized service.

Bad actors, however, view CIAM's prioritization of the customer experience as a vulnerability they can attack. So, the challenge becomes: How can you provide users a seamless, customized experience while keeping fraudsters on the outside looking in?

The answer: By choosing a ForgeRock Identity Platform and Symantec Validation and ID Protection (VIP) solution. Give your customers the personalized interactions they want along with the protection they need.

Personalized service

The ForgeRock Identity Platform was built from the ground-up to tie together digital identities, consolidating a person, their connected device, and all the services they use into a single user profile. This holistic user profile enables enterprises to strengthen and expand customer relationships – ensuring that every service decision is informed by a picture of a customer's interactions with the company.

The ForgeRock Identity Platform creates a single customer profile company-wide. Now every employee in every department can provide authentic, personalized customer service.

Seamless security

A single cyber-attack can quickly undo all the goodwill generated by your CIAM system. Customers are increasingly susceptible to sophisticated account takeover (ATO) attacks—which can cost your organization dearly in lost money, customers, and brand reputation.

Most analysts consider two-factor authentication (2FA) the best way to secure accounts. But most 2FA solutions fall short when it comes to convenience or security, forcing you to choose between one or the other.

Why settle? The cloud-based Symantec VIP authentication service enables customers to easily and securely access their accounts anytime, anywhere, from any device. And it prevents cyber attackers from gaining unauthorized access to customers' sensitive personal data and privileges.

In short, by protecting your customers, Symantec VIP preserves the benefits you and your customers gain from the ForgeRock Identity Platform.

Top Five Ways VIP Enhances ForgeRock's Identity Platform

1. Cyber threat intelligence
2. Strong multi-factor authentication
3. Seamless user experience
4. Configurable design
5. Covers the lifecycle

Interactions that are secure...

Symantec VIP gives your organization the unequalled security insights of Symantec's Global Intelligence Network (GIN), the world's largest civilian threat intelligence database. It evaluates the risk and health of your customers' connected devices by constantly identifying network and device inconsistencies and suspicious threats.

You can even tailor VIP authentication for particular users, actions, and risk levels. The service offers a breadth of authentication methods to bolster security across every touchpoint.



... and friction-free

Symantec VIP provides robust authentication while minimizing process friction. Just integrate it with your company's mobile app and two-factor authentication is embedded; zero customer interaction required. Perhaps best of all, customers accessing their account through your company's website can receive VIP push alerts to that same mobile app, securing multiple channels through a single, seamless integration.

Conclusion

ForgeRock Identity Platform delivers unparalleled CIAM, supplying a holistic customer profile to create deeply personalized interactions. Symantec VIP authentication service ensures you don't forfeit the benefits of ForgeRock CIAM to fraudsters ... or to friction-heavy processes. You rest assured knowing you've provided the service, security, and convenience your customers demand.

For more information on how VIP and ForgeRock can strengthen and secure your customer relationships, visit <https://www.symantec.com/theme/multi-factor-authentication-solutions>.

About Symantec

Symantec Corporation (NASDAQ: SYMC), the world's leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit www.symantec.com or connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).



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