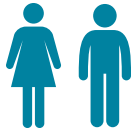


Customer Identity and Access Management

Our journey towards a unified solution



Our Company



1600 people



+ 40 nationalities



25 countries

1 mission:
Helping save lives

Strong together. We build a better world with our partners.





Our mission is helping
save lives.

One life at a time.

Helping Save 1 Million Lives. Every Year. By 2030.



Empower the next generation of lifesavers

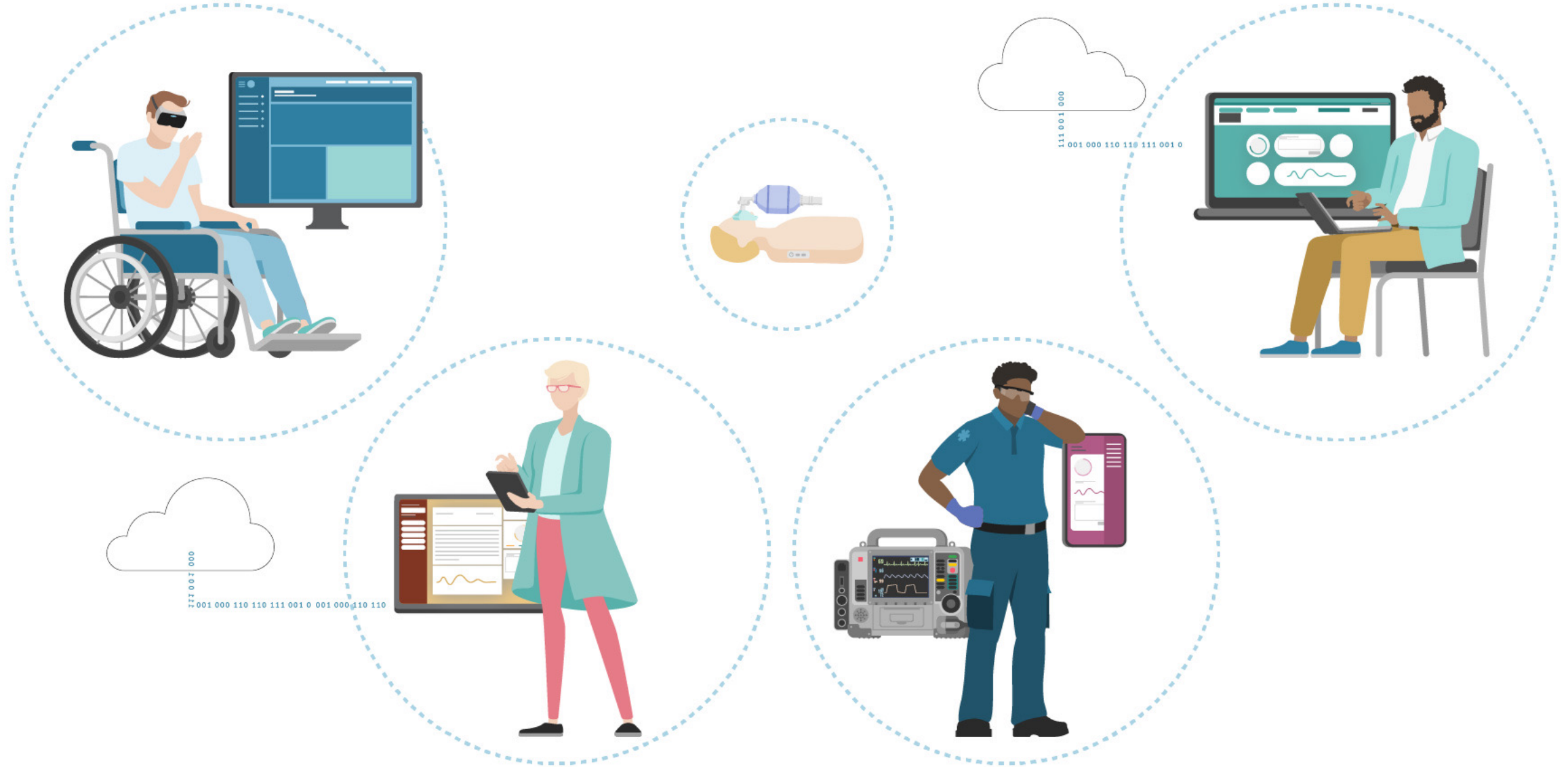




Change the game to make the world a better place



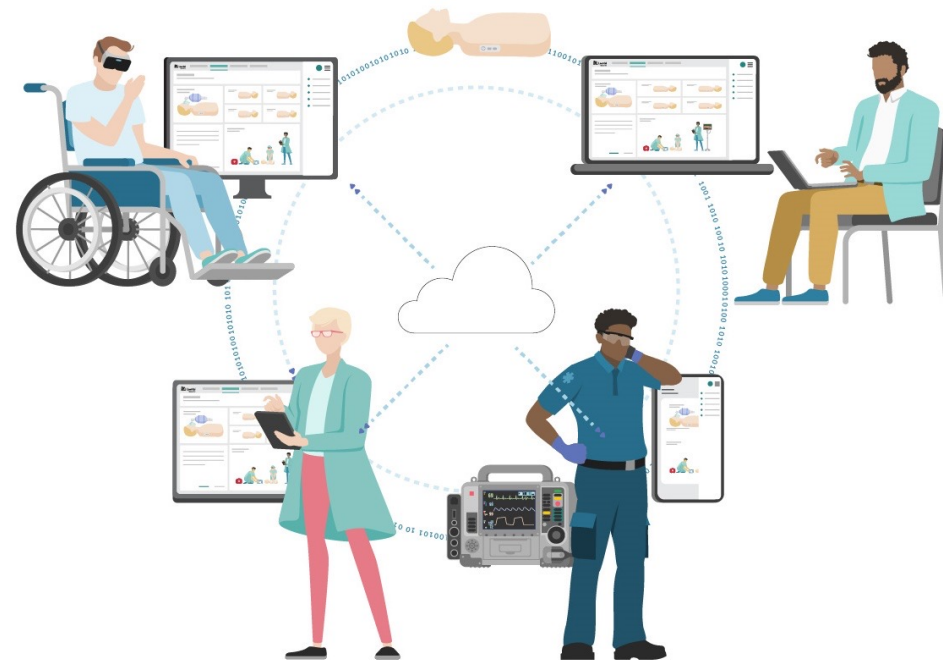
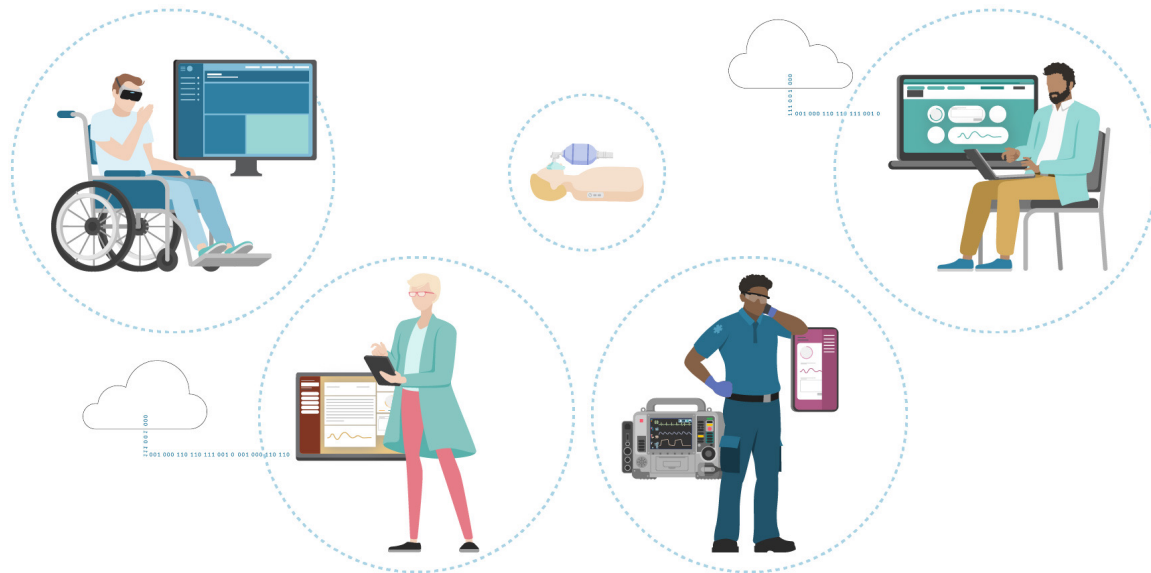
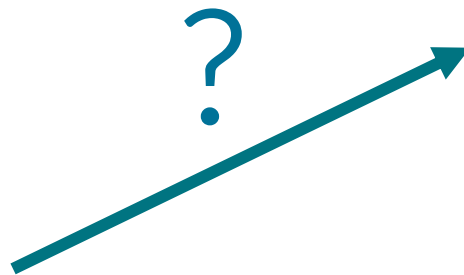
The Starting Point



The Ambition



But How?

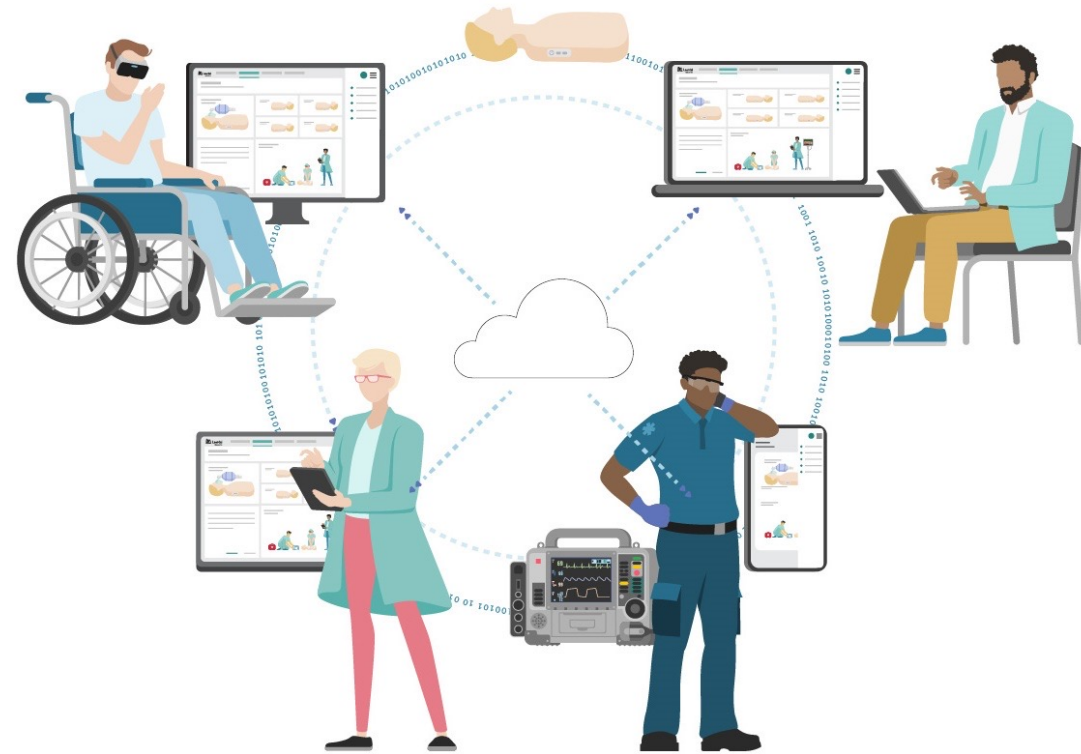


The Insight

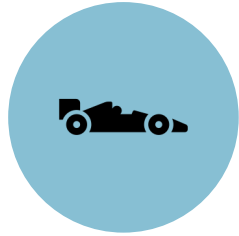


**We need a solution for
Customer Identity
and Access Management**

... or we are toast



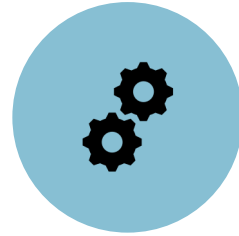
The Strategic Impact of a Unified CIAM Solution



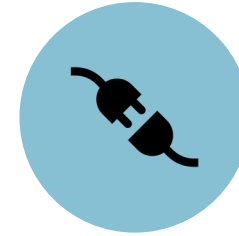
QUICKER
TIME TO MARKET



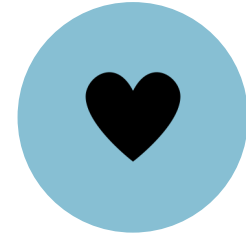
FOCUS ON
CREATING VALUE



OPERATIONAL
EFFICIENCY



CONNECT
SEPARATE
OFFERINGS

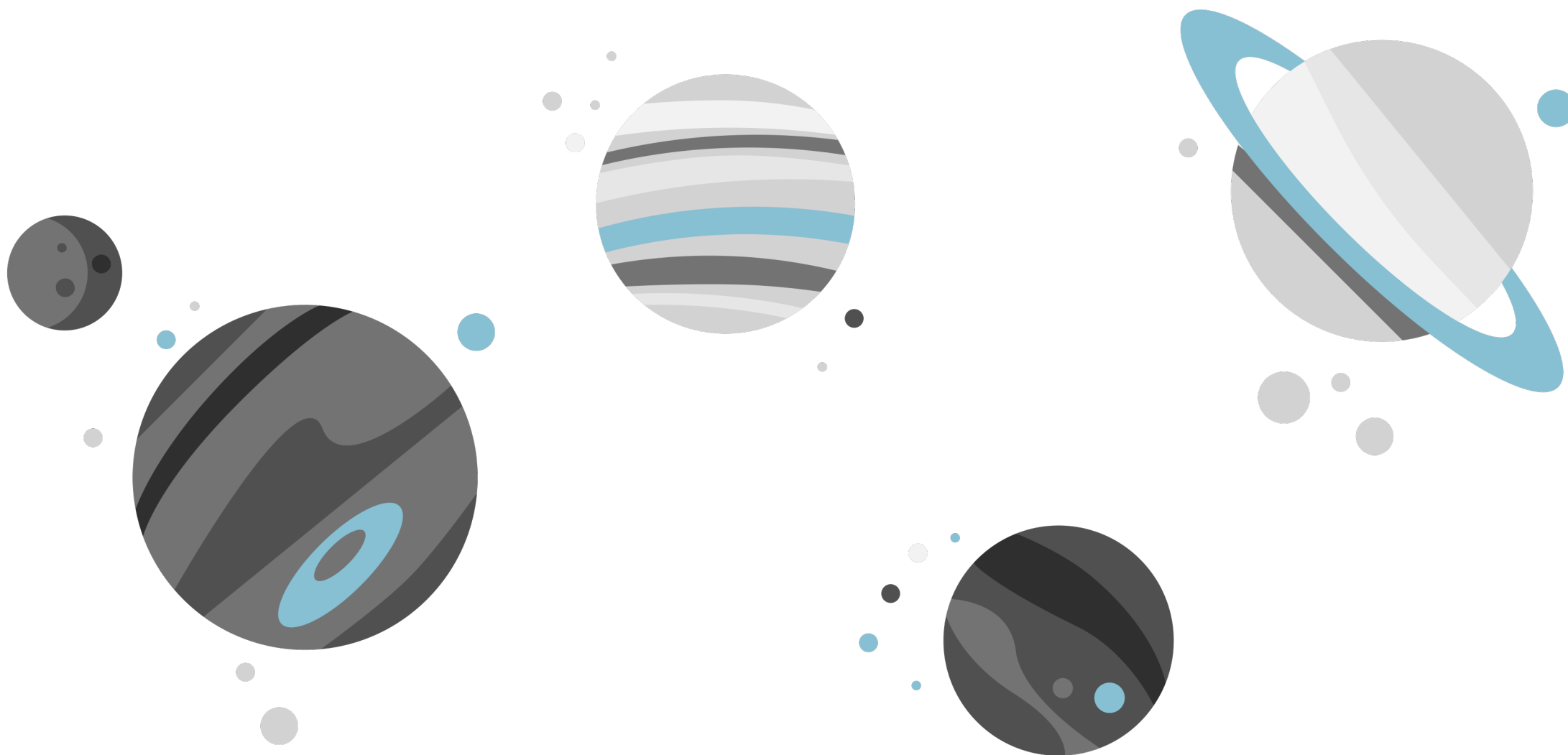


DELIGHTFUL
CUSTOMER
EXPERIENCE



**HOW
HARD CAN
IT BE?**

Siloed Teams and Disconnected Solutions



Different Existing Solutions for Identity and Access



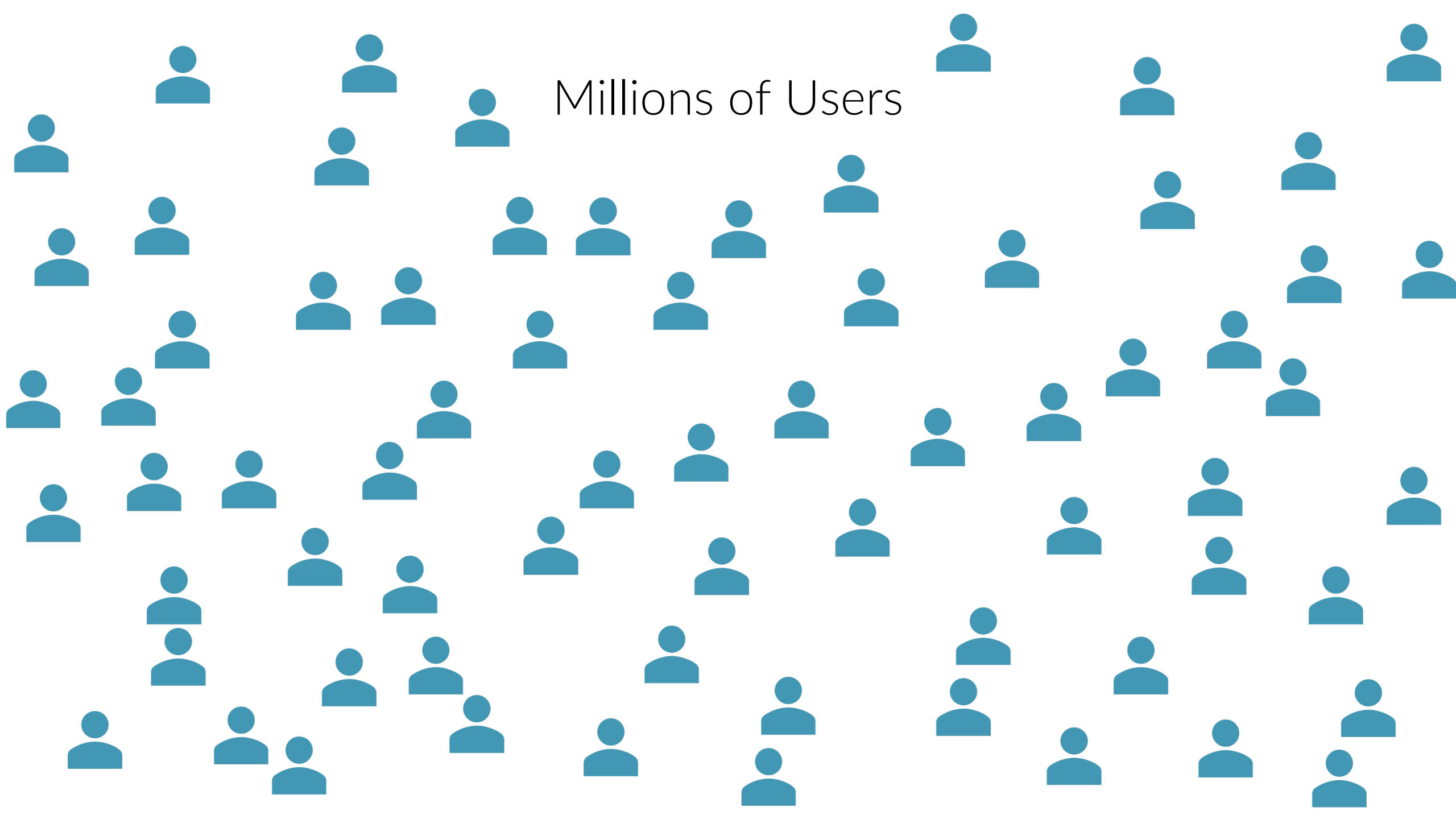
Global Coverage



Mix of Channels and Devices



Millions of Users



No Time to Lose.



Key Requirements and SAP CDC



Foundations

- ✓ Legal Compliance and Global Coverage
- ✓ Quality of Service
- ✓ Easy to implement, configure, and maintain
- ✓ Strong API set for all functionality
- ✓ Flexible to customize and localize for the best UX
- ✓ Flexible lifecycle management
- ✓ Rich Reporting

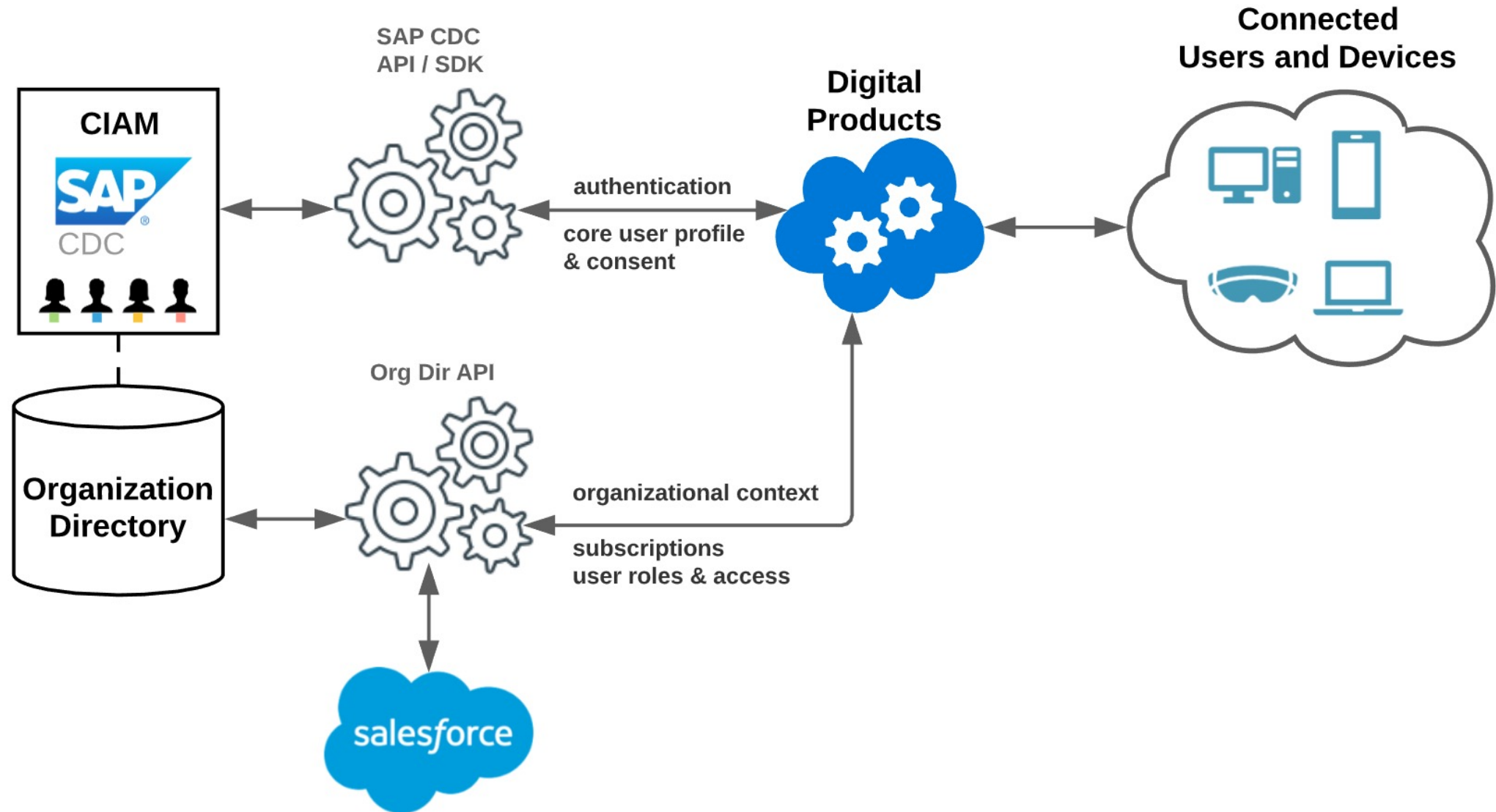
Extended Capabilities

- ✓ Enterprise authentication credentials
- ✓ Capabilities for centralized access management
- ✓ Broad device support
- ✓ Special authentication features
- ✓ Ease of migration
- ✓ Support for social media IDPs
- ✓ Support for user privacy controls

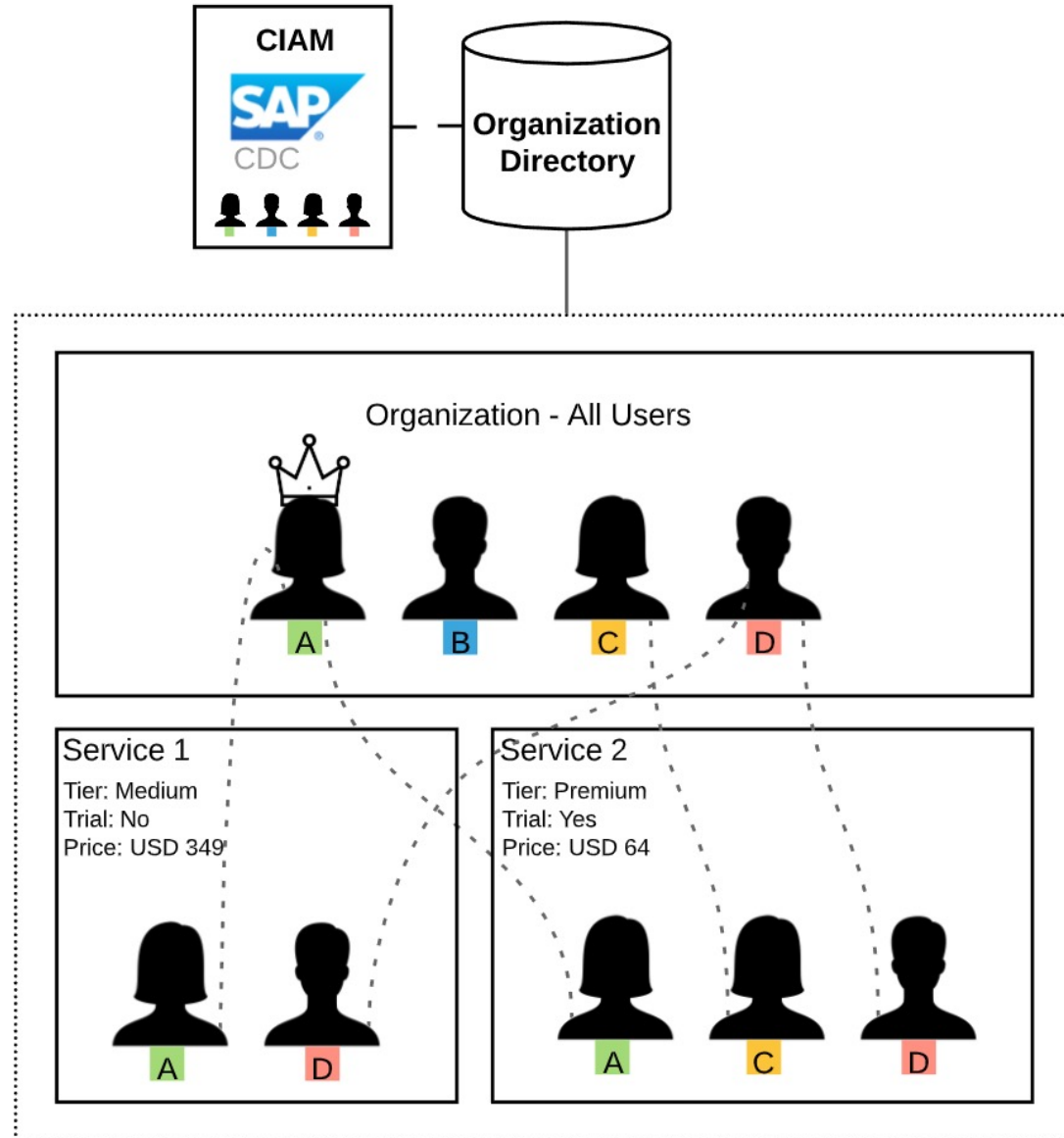
Vendor/Commercial

- ✓ Professional Services
- ✓ Vendor standing and direction
- ✓ Pricing

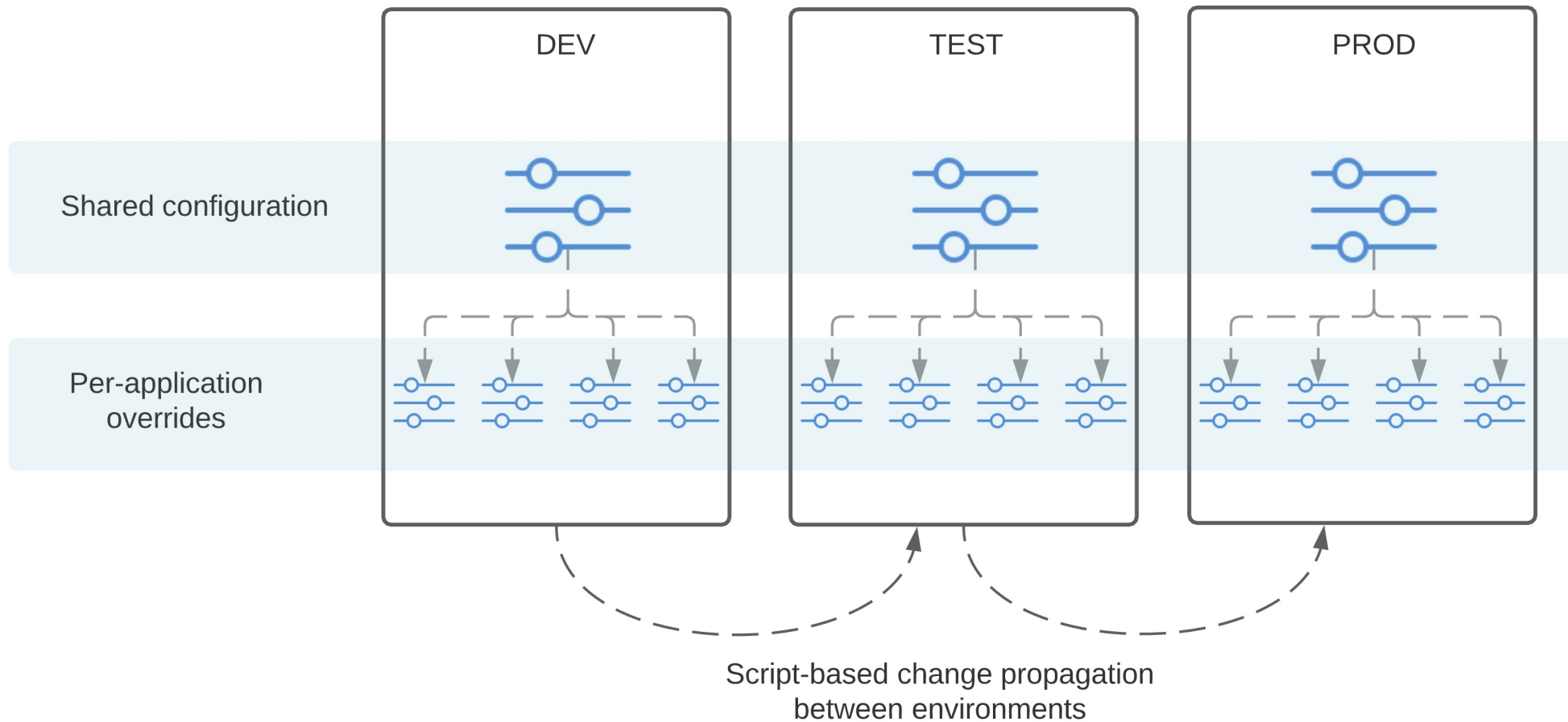
Architecture



Architecture

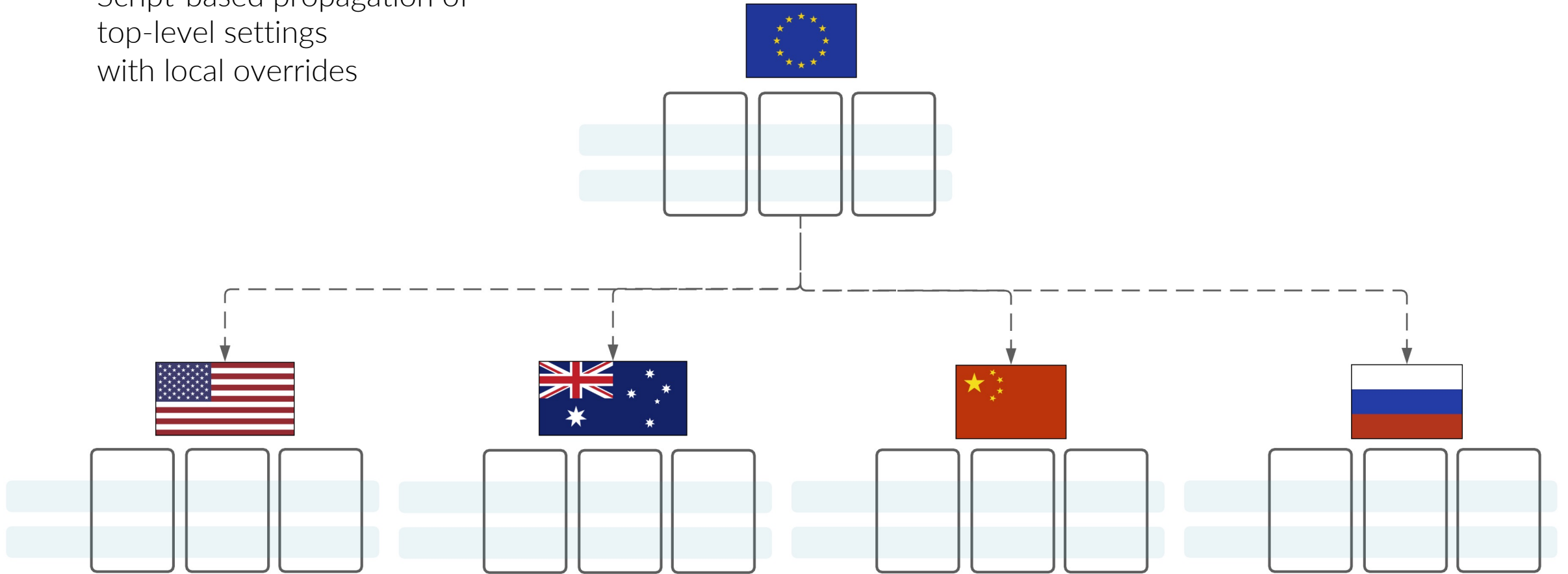


Setup – One Region

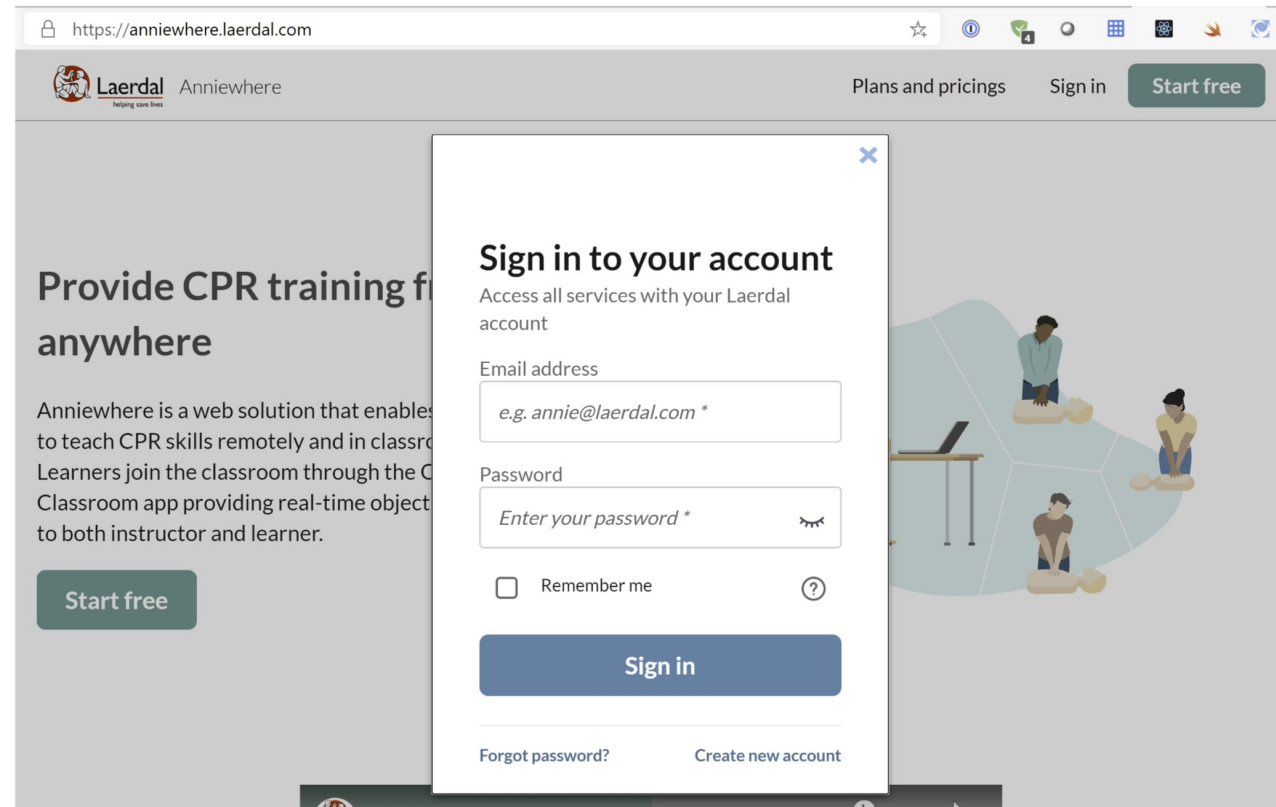
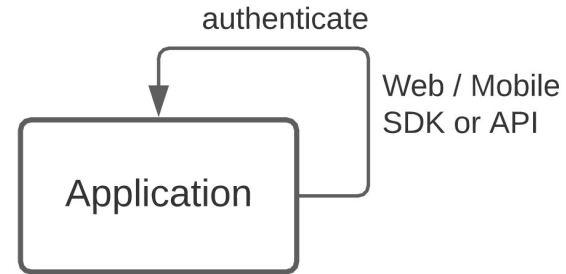


Setup – Multiple Regions

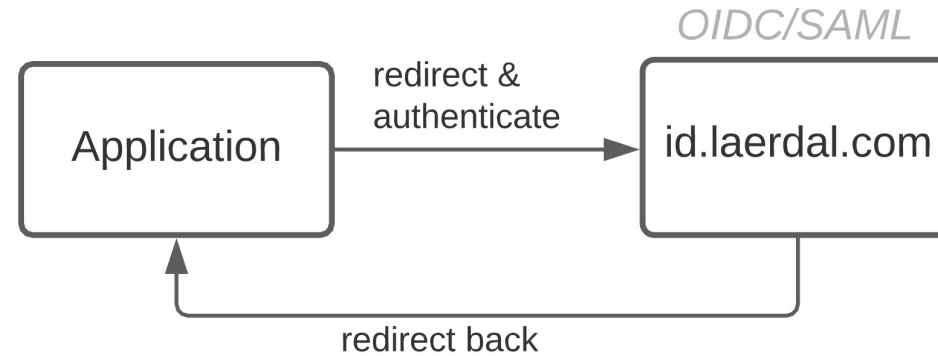
Script-based propagation of
top-level settings
with local overrides



Implementation Option: Embedded Approach

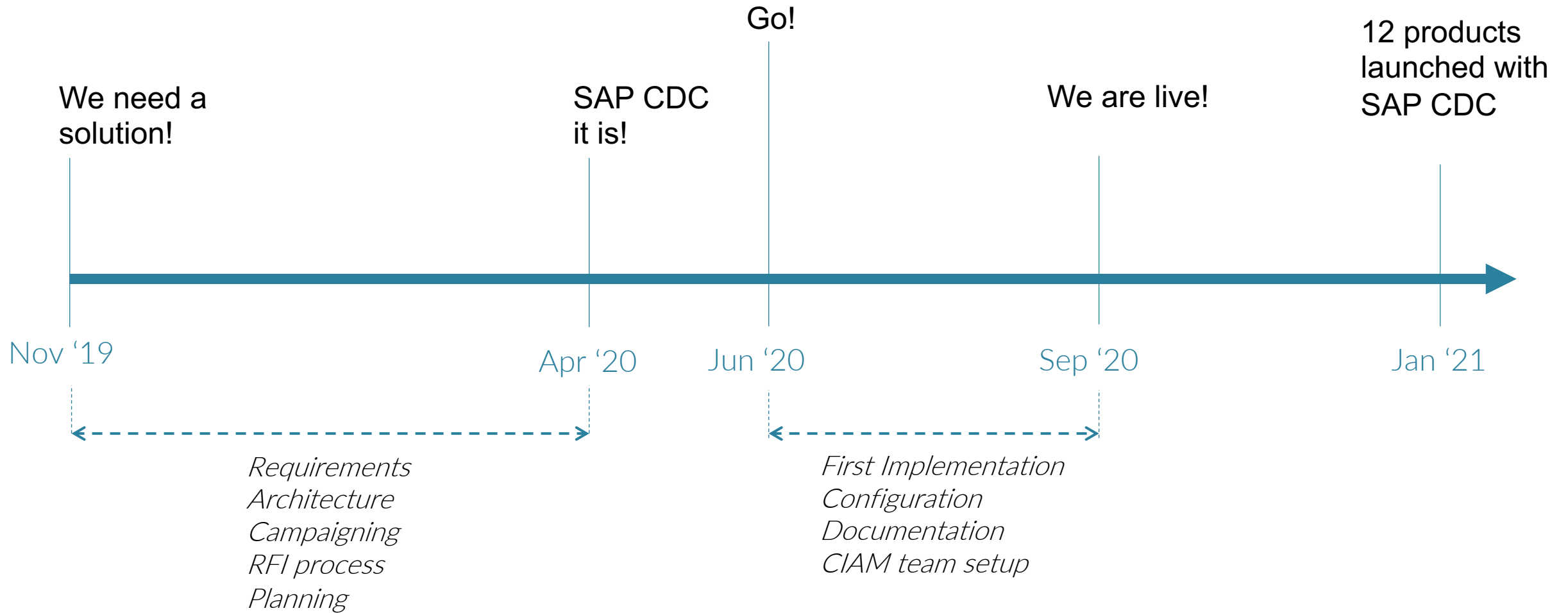


Implementation Option: Federated Approach



The screenshot shows the login page of **id.laerdal.com**. The browser address bar displays <https://id.laerdal.com/oidc/login>. The page features a light blue background with an illustration of two people on the left. The text **Welcome to Laerdal** is prominently displayed, followed by the instruction **Sign in with your account**. On the right side, there is a **Sign in to your account** section with the subtext **Access all services with your Laerdal account**. This section includes input fields for **Email address** (with a placeholder *e.g. annie@laerdal.com **) and **Password** (with a placeholder *Enter your password ** and a toggle icon). Below these fields are checkboxes for **Remember me** and a help icon (?). A large blue **Sign in** button is positioned below the form. At the bottom, there are links for **Forgot password?** and **Create new account**.

Timeline





Four Pillars of Success

Create broad acceptance

- Communicate early
- Be inclusive
- Reduce fear of change
- Build excitement

Fully utilize platform capabilities

- Capitalize on functionality to automate
- Try out approaches
- Tune global vs local balance

Make it a service

- Establish a central CIAM team
- Provide relevant documentation
- Own configuration & support implementations

Rely on professional guidance

- Pay attention to best practice
- Use vendor professional service

The Heroes



Tor Harald Lothe
Senior IAM Advisor



Fausto Viana
Technical Consultant,
Customer Data Cloud

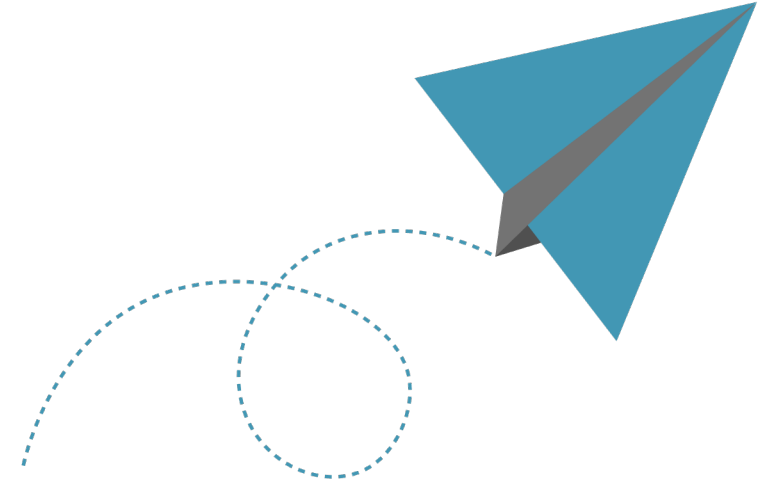


Demo



Ongoing Work

- Full use of data centers – data residency
- Broader use of consent management module
- Improved password policy
- Tie-in with Translation Management System (TMS)
- Better integration with business analytics/product analytics
- Migrate all remaining digital services to SAP CDC



Questions?