Secure & Modern
Identity Management

Manage identities and account access with a unified, single source of truth — for better visibility and control

Gain the visibility & agility you need to manage and secure a billion customer identities with ease. Unified, event-driven Identity Management Services optimize your customer's experience (CX), privacy and security — across all of your apps, channels and sessions.

Challenge

A tangled web of complexity
As the identity ecosystem evolves, so do identity threats, regulations and customer expectations. Overloaded, outdated systems cause security failures, poor visibility and compliance issues that ruin CX & multiply costs.

Lack of scalability leads to data silos
Legacy directories and LDAP were not made to store a large volume of rich user data nor scale for millions of customers. Instead, sparse identity, risk and trust data is scattered across databases and business lines. These silos lead to blind spots, performance delays and management overhead.

Context is lost, and user profiles are splintered
Siloed systems can't provide context, which is vital to improving security and CX. Plus, duplicate identities become a problem when one customer creates several accounts with the same business, creating a fractured view.

Solution

Identity Management provides a centralized admin portal & robust tools to improve visibility and control across business lines, user activities and risk or trust scenarios. Our event-driven, scalable user store makes it easy to:

- View live & historical events and context to tune rules, security & CX
- Collect and enrich customer identity data with progressive profiling
- Protect customer data to ensure privacy and security compliance
- Enable instant queries as well as contextual & scoped data access
- Authorize user access based on roles or context
- Utilize industry standards: SAML 2.0, OIDC, OAuth 2.0

Key Benefits

Scale for customer scenarios
Migrate from legacy, siloed user directories to a cloud-native, elastic IDP built for a billion users. Enable rapid queries & contextual or just-in-time access with high performance.

Unify visibility
Consolidate user profiles across business lines in one user store that aggregates user activities, devices, authenticators and risk or trust context — for a single source of truth.

Optimize authorization
Set granular permissions for role based and contextual access controls with OAuth2 service to service authorization. You'll enhance security by exposing only relevant data.

Increase conversions
Simplify and speed customer signups with progressively built user profiles that handle any registered user as a returning user across channels, applications and devices.

Control user sessions
Manage user sessions across all apps, channels and devices to prevent account misuse, logout risky accounts and set variable session length depending on risk.

Gain real-time insight & control
A robust back-office admin portal enables real-time troubleshooting, comprehensive user access control, monitoring and logging of all users and activity.

Transmit Security Identity Management Services improves visibility, analytics and control with a scalable, dynamic user store and robust management portal. Developer-friendly APIs make it easy to integrate at any part of the customer lifecycle for event-driven control of customer identity and access management (CIAM) — from onboarding and authentication to continuous risk and trust assessments, orchestration and decisioning.

Extensible, secure identity store

Cloud-native service supports endless scale & enriched user profiles essential for optimizing security & CX.

- Protects user store against attacks and errors
- Enables dynamic customization of profile attributes
- Auto-updates user data (devices, apps, activities, etc.)
- Performs real-time sync across your ecosystem of apps
- Allows external apps to query & retrieve data rapidly
- Enables contextual & scoped data access to expose only relevant information, not the full dataset
- Ensures top performance with event-driven efficiencies
- Supports flexible single sign-on (SSO) implementations

Flexible authorization

Role-based access control (RBAC) and contextual authorization limit data exposure on an as needed basis

- Makes access decisions based on RBAC permissions
- Allows access decisions based on contextual authN information, such as the user's IP address or location
- Leverages OAuth 2.0 standards

Progressive profiling

Continuous user profiling builds a more complete picture of your customer and how they typically behave.

- Collects and enriches user profiles over time instead of asking customers to fill out long registration forms
- Gathers more data so you know customers better
- Improves the accuracy of risk & trust analysis

Account linking

Account linking auto-detects when a returning user logs in with a different authentication method.

- Prevents duplicate identities for a complete, unfractured view of each customer
- Treats registered users as returning customers
- Links accounts across channels, devices, providers

360° visibility

One view shows the customer's personal data, devices, authenticators, apps, activities, subscription levels, etc.

- Unifies identity, risk & trust data in a single data store
- Provides a clear picture of the trusted customer so you can see anomalies that may indicate risk
- Reveals how a customer engages with your business
- Makes it easy to view all risk & trust events and tune rules to improve security & CX

Robust session management

Session management enables you to adapt session length, activities and access within the same app.

- Surfaces the user's authentication method and adapts based on level of assurance (LOA)
- Allows you to activate varying levels of access for general and sensitive areas inside the same app
- Enables you to proactively logout risky accounts
- Provides a self-service logout feature
- Prevents account takeover and fraudulent activity
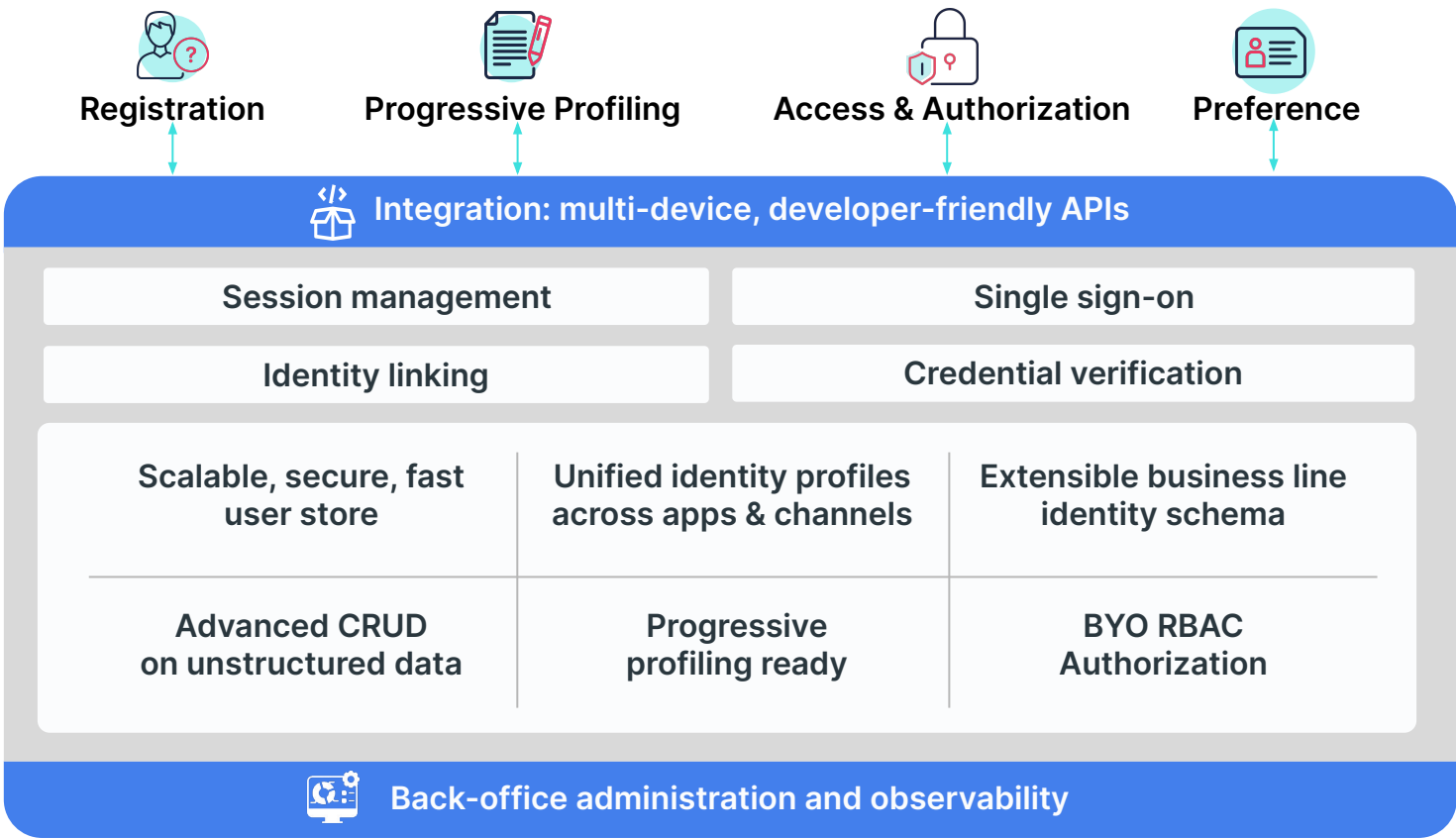- Automatically adapts session length and access based on risk or trust signals (coming soon)

Intuitive admin portal

A robust back office gives admins an easy and intuitive experience to efficiently manage identities.

- Empowers you to troubleshoot incidents in real-time
- Makes it easy to monitor & track all user activity
- Improves efficiency, allowing you to search for users, control their status and view their data
- Shows which app customers are using, what device they are using and recent activity

Identity Management

Registration **Progressive Profiling** **Access & Authorization** **Preference**

Integration: multi-device, developer-friendly APIs

Session management	Single sign-on
Identity linking	Credential verification

Scalable, secure, fast user store	Unified identity profiles across apps & channels	Extensible business line identity schema
Advanced CRUD on unstructured data	Progressive profiling ready	BYO RBAC Authorization

Back-office administration and observability

Backed by the Transmit Security Research Lab

Benefit from the expertise of security researchers who continually scour the dark web, social media, closed forums and open-source websites to analyze new attack methods and apply their findings when they first emerge. Our researchers immediately update our machine learning and AI algorithms to catch new evasive tactics, giving you security that evolves as quickly as today's threats.

Welcome customers in. Lock fraudsters out.

Explore our full security platform

- Authentication
- Detection and Response
- Identity Verification
- Data Validation
- Orchestration
- Identity Management

About Transmit Security

Transmit Security gives businesses the modern tools they need to build secure, trusted and end-to-end digital identity journeys to innovate and grow. CX and cybersecurity-focused leaders rely on Transmit Security to provide their customers with smooth experiences and prevent fraud across all channels and devices. Transmit Security serves many of the world's largest banks, insurers, retailers and other leading brands, collectively responsible for more than $1.3 trillion in annual commerce. For more information, please visit www.transmitsecurity.com.