

IAM FOR CUSTOMERS, CITIZENS, PARTNERS, AND THINGS

Chrysalis Panel Discussion

Your Presenters

- Andrew Cameron, Technical Fellow, IAM, General Motors
- Andrew Nash, Former Managing VP Consumer Identity, Capital One, Former Director IAM, Google and PayPal
- Gary Rowe, Principal Consulting Analyst, TechVision Research, co-author of TechVision's series of CIAM Reports

What is This Session About?

- Expanding on the IAM foundation discussion, IAM is a conduit towards building lifetime digital relationships with customers, prospects, citizens and incorporating new types of objects while complying with data protection and privacy regulations.
- Real world examples from General Motors and Capital One as to how to scale and extend IAM to support large and diverse customer, citizen and partner digital programs.
- Customer IAM or CIAM is at the crossroads of business, technology and security and often involves many stakeholders
- Establishing trusted connections and building relationships that generate useful data and can be served by better customer knowledge are keys to digital business success, but we must be careful in adhering to privacy and data protection regulations.



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IAM Categories

Enterprise Identity

Need to protect the organization from cybersecurity threats

Need to facilitate easy authentication

Need to ensure appropriate access

Need to efficiently provision/de-provision access

Need to demonstrate compliance

Consumer Identity

Need a frictionless user experience

Need to protect consumer data and enforce consent restrictions

Need to provide personalized, engaging experience

Need to track and manage customer relationships

Need to provide easy integration with existing applications and services

Need to scale

Identity of Things

Need to ensure appropriate access

Need to facilitate stronger security controls without getting in the way of the deployment or device use

Need to protect consumer data and enforce consent restrictions

Need to efficiently provision/deprovision access

Need to secure communications

Need to scale



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Customer/External vs Enterprise IAM

- CIAM reflects an expanding set of IAM requirements that are often not fully accommodated by traditional, enterprise centric IAM solutions
- Increased scale, diverse contextual information requirements, focus on an engaging user experience, key privacy considerations/ regulations and support for and integration with Sales/Marketing and business critical applications such as CRM and ERP are areas of particular emphasis in CIAM
- Identifying, securing, contextualizing, supporting and providing a greater focus on the user experience while ensuring appropriate protection for Personally Identifiable Information (PII) is critical in supporting current and future customers
- Extending IAM to partners, supply chain, contractors, processes, IoT, consent, data...



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Panel Discussion

- Describe your IAM Journey
- What were the major obstacles you saw in your external IAM implementation?
- What are "lessons learned" for others building/deploying large scale external IAM platforms?
 - What would you do differently?
 - What worked?
- Where do you see GM going over the next 18-24 months in supporting external IAM?

THE CIAM JOURNEY AT GENERAL MOTORS

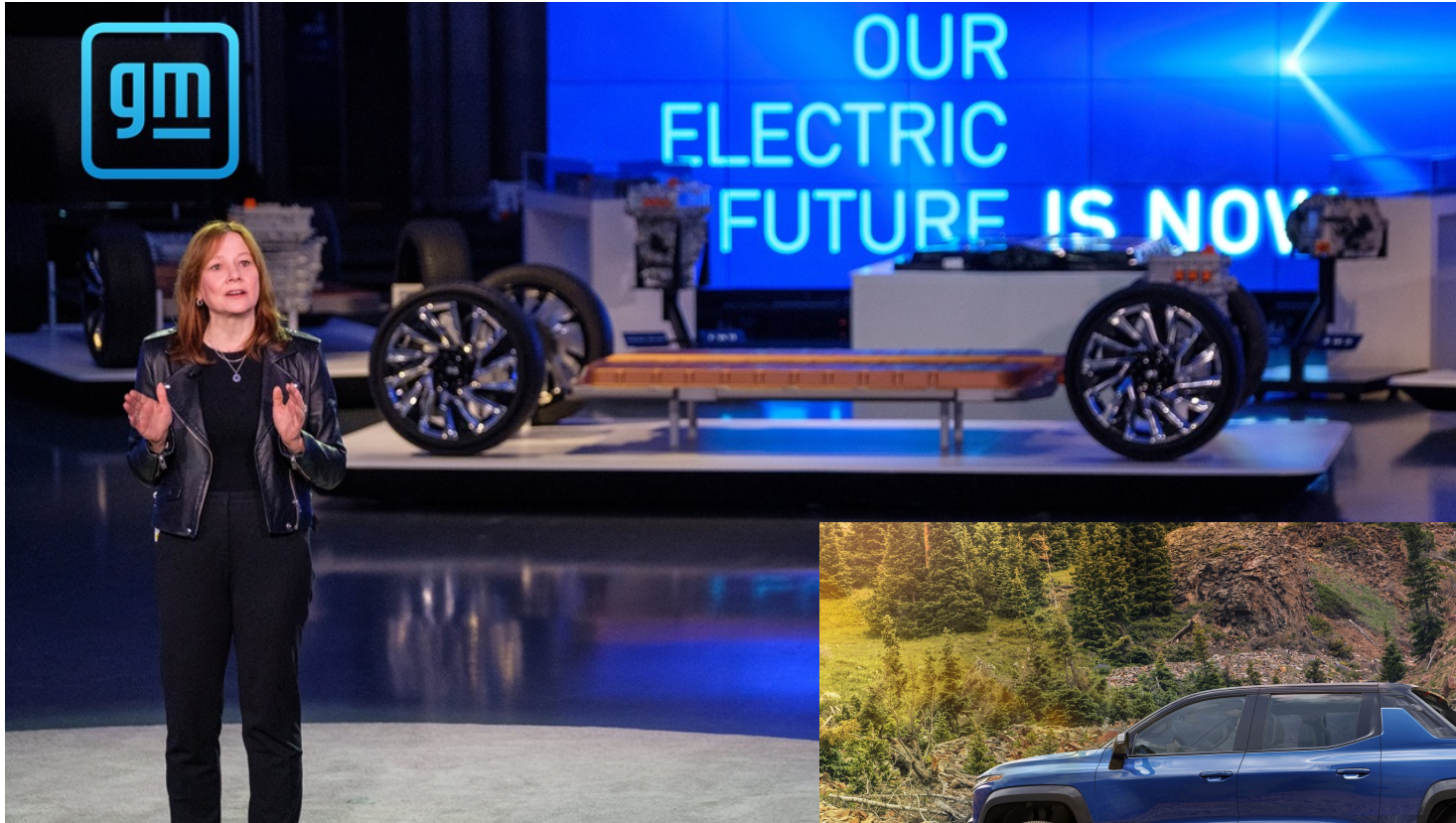


Andrew Cameron

Technical Fellow - IAM
General Motors Company

Confidential

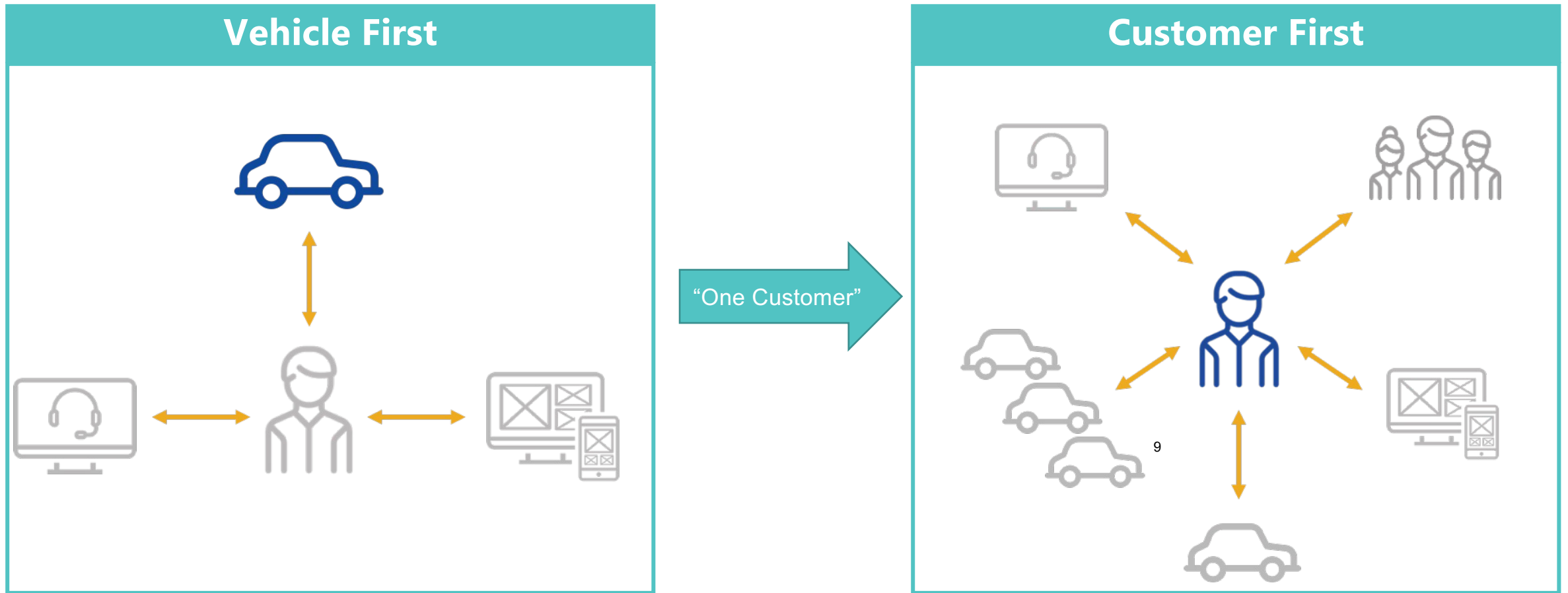
Securing our Transformation...



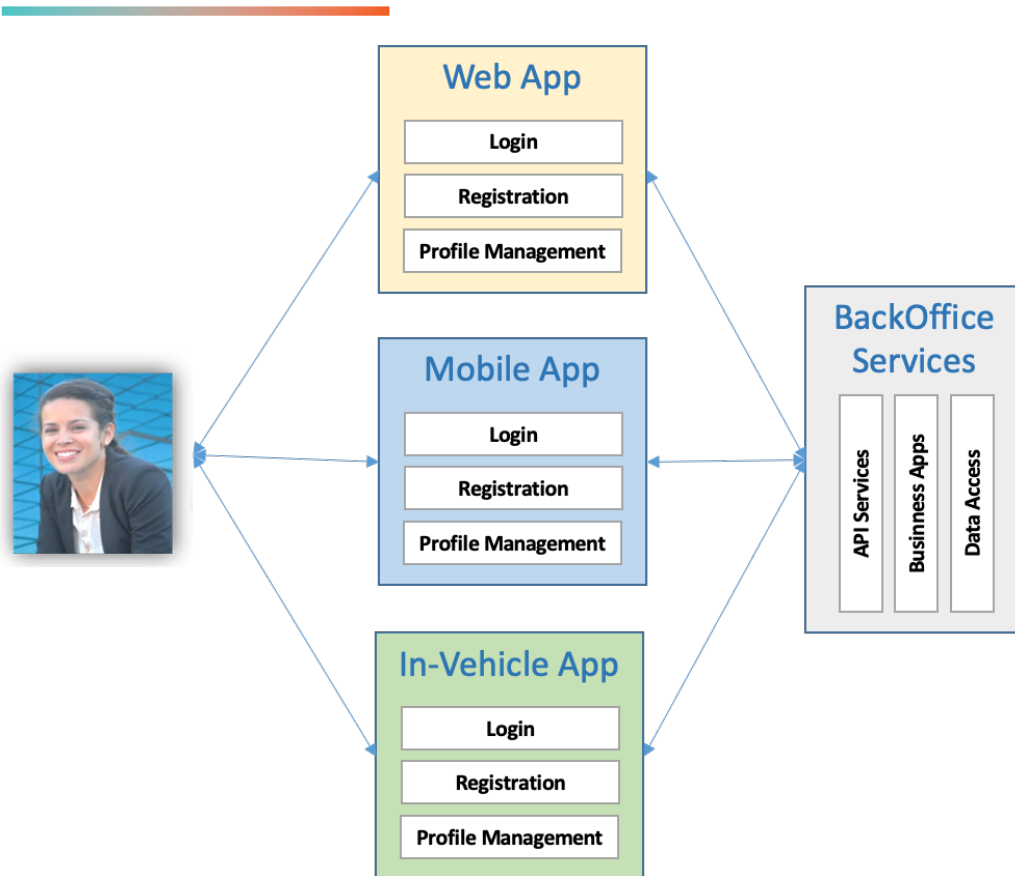
After just about 3 months of ownership, the conclusion is this..... GM has designed and manufactured the best Sports car in the market today...#C8corvette



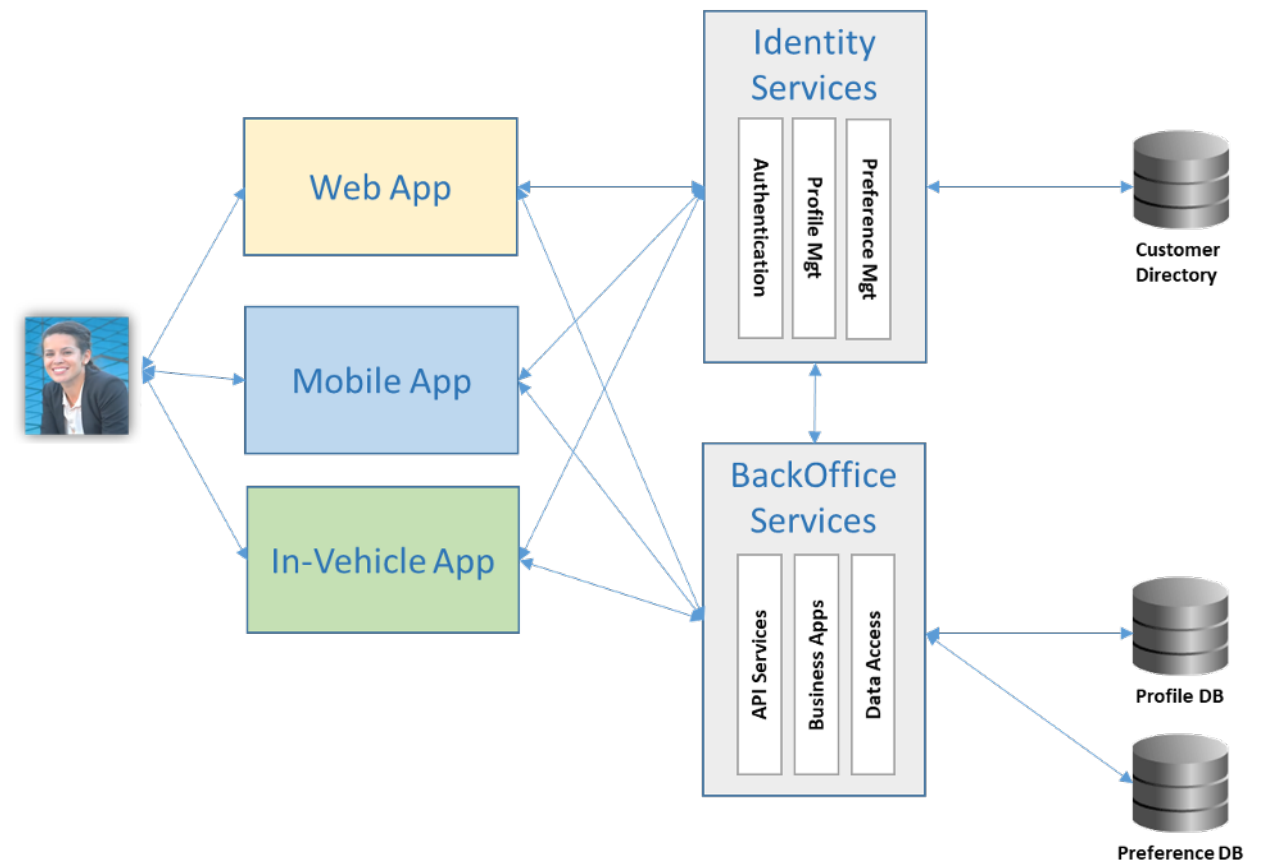
One Customer Strategy – Fundamental Shift



Legacy vs Modern CIAM Architecture



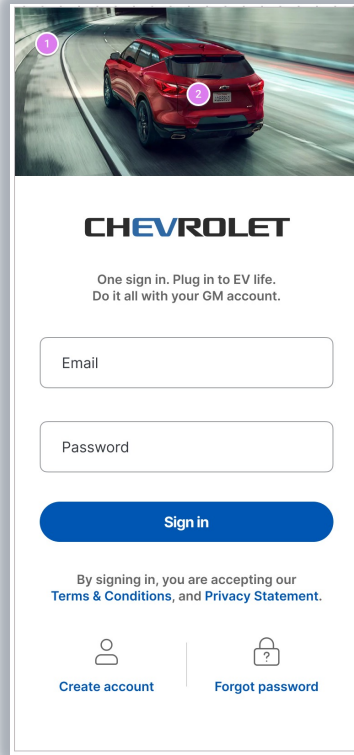
- Each client bundles IAM and Profile logic



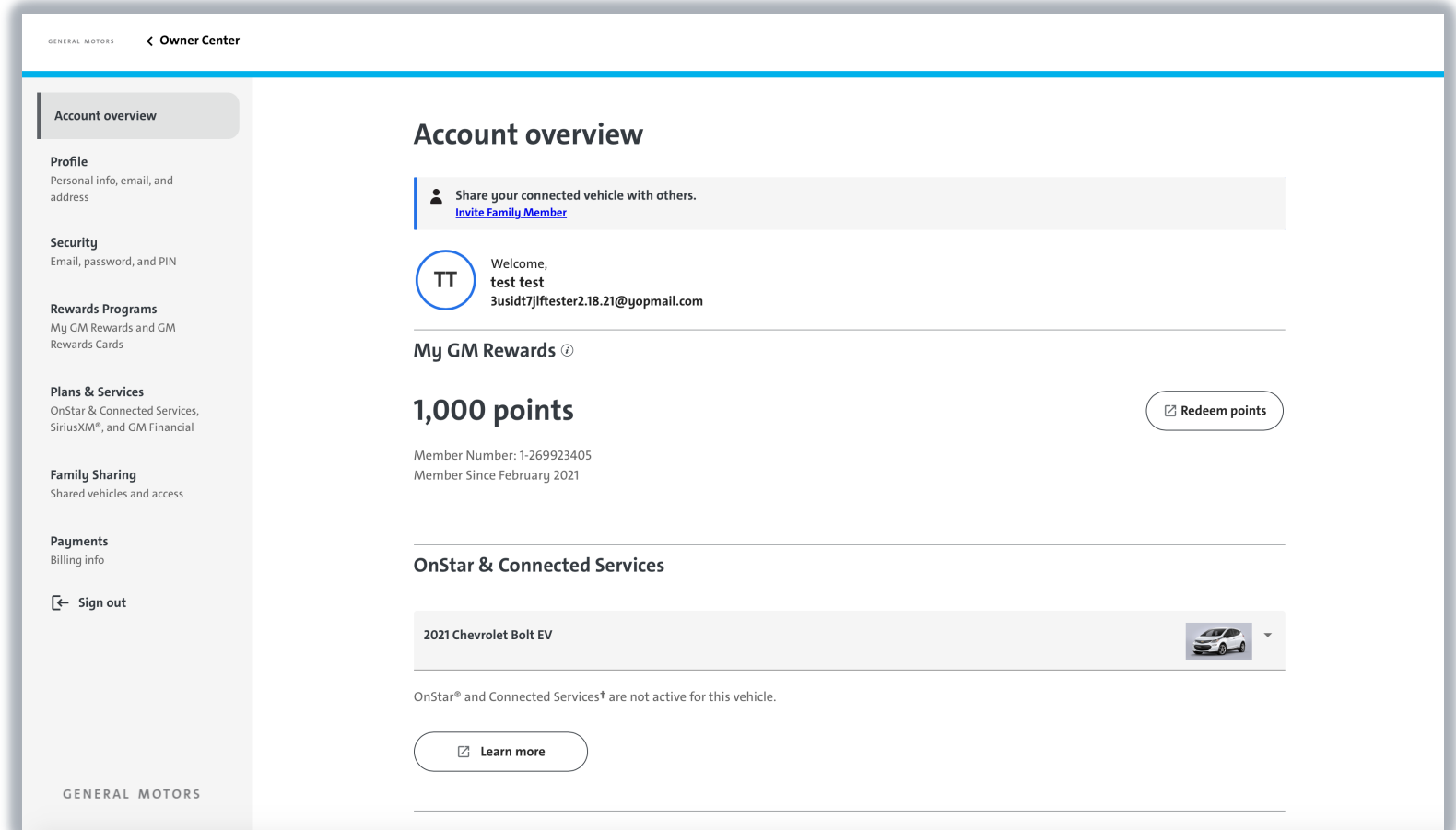
- IAM and Profile logic into API Services

New Features for Customers - MyAccount

- Consolidates user management features for all GM experiences
- Updated UX supporting EV product releases
- Less friction with updated PIN to Biometric integration

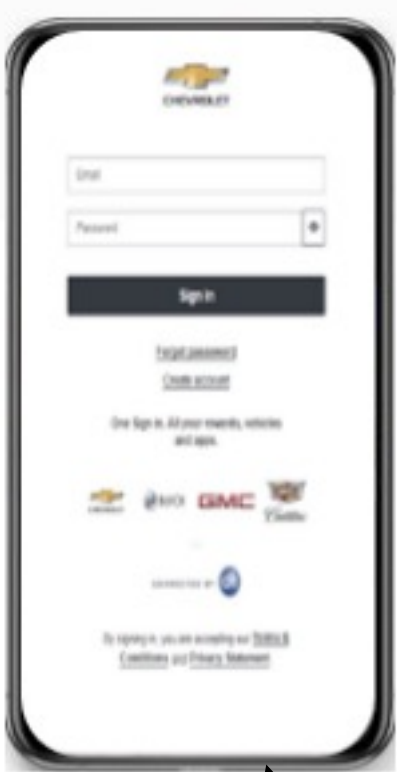


The image shows a mobile app sign-in screen for Chevrolet. At the top, there is a blurred image of a red SUV driving on a road. Below the image is the Chevrolet logo and the text "One sign in. Plug in to EV life. Do it all with your GM account." There are two input fields: "Email" and "Password". A blue "Sign in" button is positioned below the password field. At the bottom, there are links for "Create account" and "Forgot password".

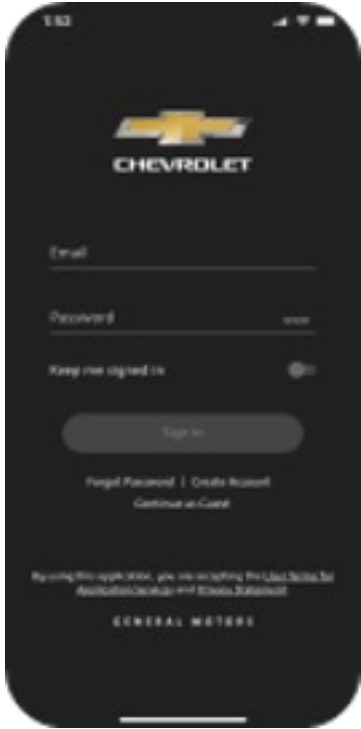
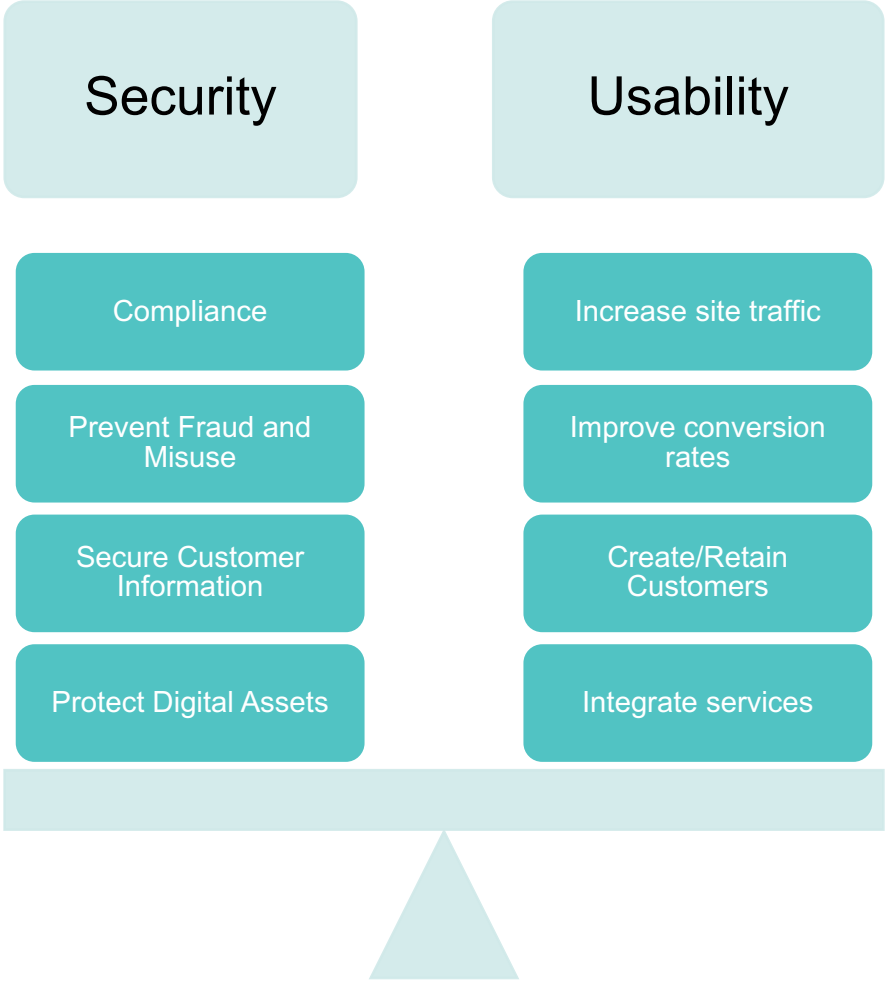


The image shows a desktop view of the "Owner Center" account overview page. The page has a blue header with "GENERAL MOTORS" and "Owner Center". A left sidebar contains navigation links: "Account overview", "Profile", "Security", "Rewards Programs", "Plans & Services", "Family Sharing", "Payments", and "Sign out". The main content area is titled "Account overview" and includes a "Share your connected vehicle with others" section with an "Invite Family Member" link. A user profile card shows a circular avatar with "TT", the name "test test", and the email "3usid7jffester2.18.21@yopmail.com". Below this is the "My GM Rewards" section, which displays "1,000 points" and a "Redeem points" button. The "OnStar & Connected Services" section shows a "2021 Chevrolet Bolt EV" with a dropdown arrow and a note that "OnStar® and Connected Services† are not active for this vehicle." A "Learn more" button is located at the bottom of this section. The "GENERAL MOTORS" logo is at the bottom left of the page.

Security Balancing Act for B2C Services

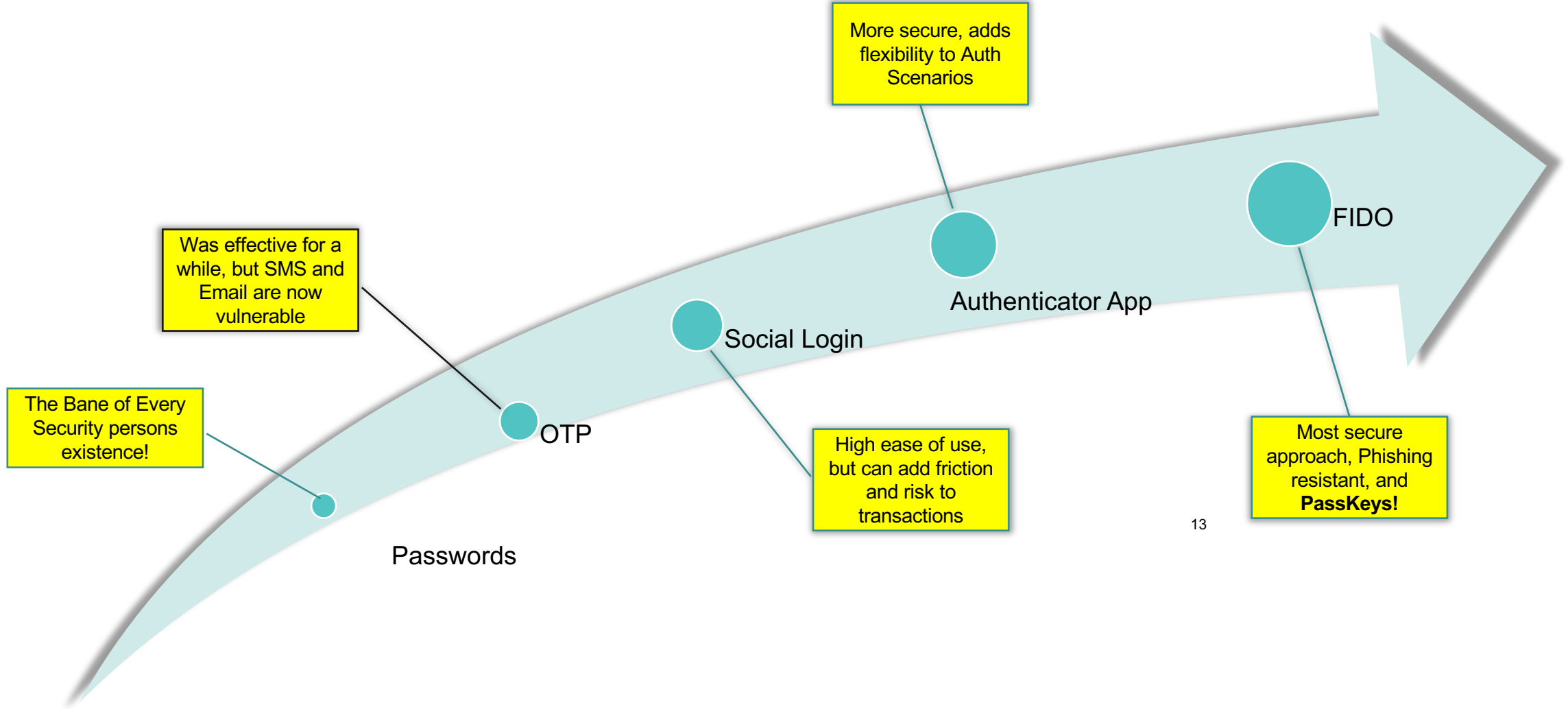


WebView Login



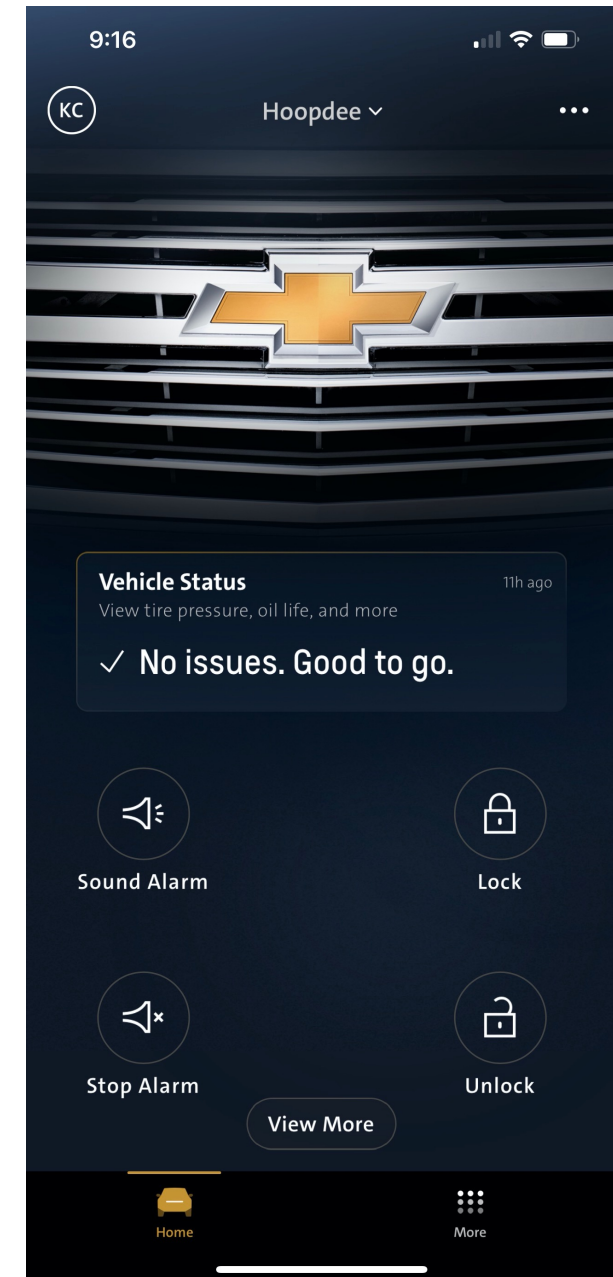
Native UX Login

Evolution of Authentication



Takeaways!

- ✓ IT Security must lead in defining requirements for securing customer ux
- ✓ Authentication has evolved past User ID and Password
- ✓ Passkeys are available today to enhance the customer experience, TRY THEM!
- ✓ Customers will expect advanced security capabilities to protect their data and assets
- ✓ A “Global CX” governance is needed in organizations to ensure alignment to key horizontal services.



Remember, CIAM is not meant to be a
“Multiverse” experience



Questions?



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