



**THALES**  
Building a future we can all trust

# Bring Your Own Identity with Thales CIAM

Unlocking Secure Access with Bring Your Own Identity (BYOI)

## What is Customer Identity and Access Management (CIAM)?

Customer Identity and Access Management (CIAM) is a critical framework that ensures the right individuals access the right resources at the right times for the right reasons. As businesses become more interconnected, ensuring secure access to data and applications is more essential than ever. CIAM solutions help organizations manage user identities, facilitate access control, and enhance security compliance.

## Why Thales CIAM?

At [Thales](#), we ensure that the right individuals have access to the right resources at the right times, for the right reasons. We're here to deliver the expertise, capabilities, and support you need to make CIAM processes straightforward, frictionless, and more dependable.

Our unique approach to CIAM incorporates the **Bring Your Own Identity (BYOI)** model, setting us apart from competitors in the marketplace.

## The Thales Advantage: Bring Your Own Identity (BYOI)

BYOI (sometimes referred to as BYOID or federated authentication) empowers users to effortlessly log in to your platform using their existing credentials from various sources, like accounts, social media credentials, email providers, or third-party identity platforms.

- **Empower Users:** BYOI allows users to authenticate their existing social and enterprise identities, reducing friction and enhancing user experience. No need for multiple logins or complex passwords; users can securely access resources with identities they already trust.
- **Enhanced Security:** By leveraging established identities, Thales CIAM minimizes the risk associated with password fatigue and phishing attacks. Users are not required to create new credentials, thereby significantly lowering the potential surface for identity theft.
- **Seamless Integration:** Our BYOI framework seamlessly integrates with various authentication providers, ensuring businesses can easily connect with common identity sources while maintaining high levels of security.
- **Flexibility and Control:** Organizations can tailor access policies around their specific needs, allowing for greater flexibility and control without compromising security. BYOI supports diverse identity providers, thus adapting to various organizational ecosystems.
- **Reduce password fatigue:** Avoid poor password hygiene (e.g., reusing passwords) or frequent password reset requests. By enabling BYOI, companies allow users to log in using familiar credentials from trusted sources like Google or Microsoft, minimizing the need for additional password creation.
- **Faster onboarding:** Users can leverage their existing identities to seamlessly register and authenticate, significantly shortening the onboarding process. This allows for higher engagement and retention rates, as users can access services immediately without delays.

# How it works



## Step 1: Initiate

Users initiate the authentication process by selecting their preferred identity provider.



## Step 2: Authenticate

The platform redirects users to the chosen identity provider, where they authenticate themselves using their credentials.



## Step 3: Authorize

Upon successful authentication, the identity provider sends back relevant user information to your platform, granting access based on predefined authorization rules.

# Key Benefits



## Improved User Experience

Simplifies access, enhancing productivity while reducing support ticket volumes related to password resets.



## Cost Savings

Minimizes administrative overhead by streamlining user management and reducing the need for custom identity solutions.



## Regulatory Compliance

Helps meet compliance requirements with robust reporting, auditing capabilities, and strong access controls.



## Scalability for partners

Simplify onboarding for external partners, vendors and contractors by allowing them to authenticate using their existing identities.



## Cross-platform consistency

Deliver consistent access across different platforms and services with a single identity.



## Future-Ready

With a focus on scalability, our CIAM solutions can grow with your organization, accommodating emerging technologies and identity challenges..

## Partner with Us

Choose Thales for comprehensive Identity and Access Management solutions that secure your business while enhancing user experience through our unique BYOI model. Unlock the potential of secure access with Thales CIAM.

## About Thales

As a global leader in cybersecurity, Thales safeguards sensitive data, identities, applications, and software for the most trusted brands in the world. Through advanced encryption, identity access management, application security, and software entitlement, Thales secures cloud environments, defends against cyber threats, ensures compliance, and enables trusted digital experiences.