

WSO2con2025

Beyond Conventional CIAM

An Identity-Centric Approach
for Personalized Digital Experiences



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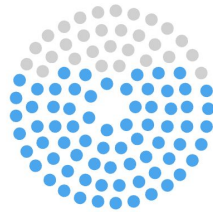
One-Size-Fits-No-One

Make it Personal for Everyone



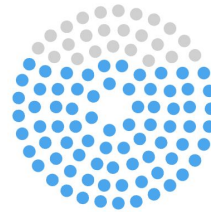
Personalization Matters More Than Ever

- The digital-first imperative
 - Consumers prefer personalized brand experiences
 - One-size-fits-all = disengagement and lost opportunities
- The need to make a great impression
 - Digital opinions form in seconds
 - Personalization builds immediate trust and engagement
- The business impact
 - Increase in customer lifetime value
 - Revenue growth



71%

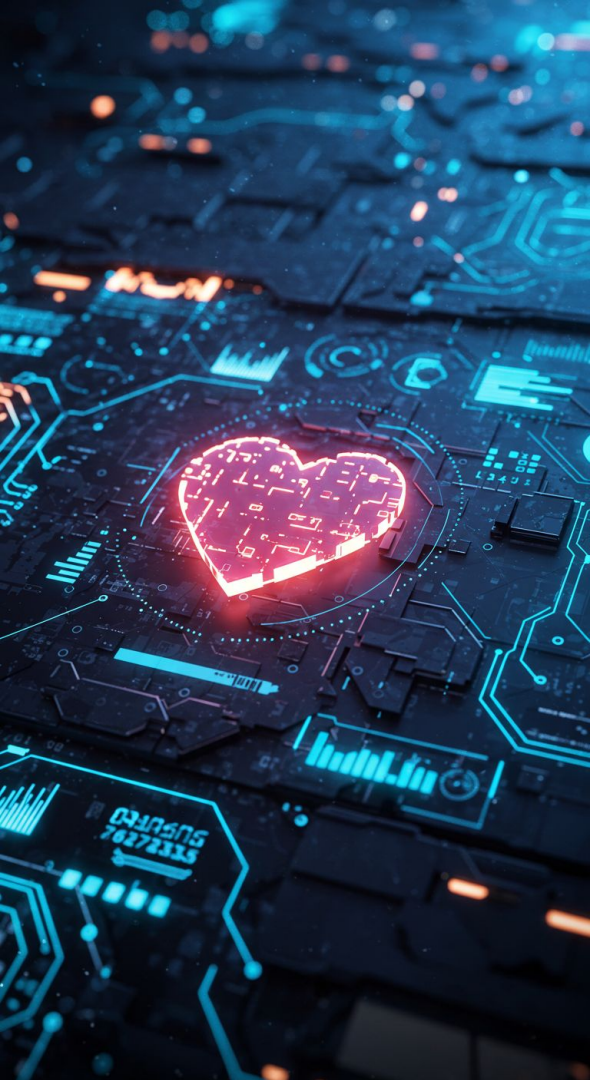
of consumers expect personalization²



76%

of consumers get frustrated when they don't find it²





Identity at the Heart of Personalization

- Personalization starts with the question “Who is the user ?”
 - ⦿ Know the customer regardless of the product or service
- Web is becoming more privacy-centric
- Identity is foundational for delivering contextual, adaptive, and secure experiences
 - ⦿ Move beyond just managing access to truly understanding the individual

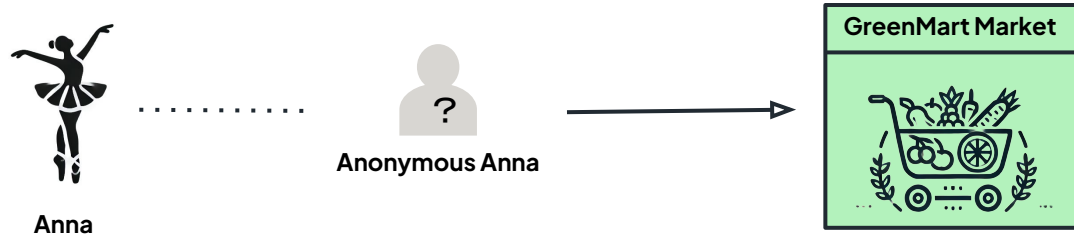


Towards Intelligent Personalization

GreenMart Goes Digital

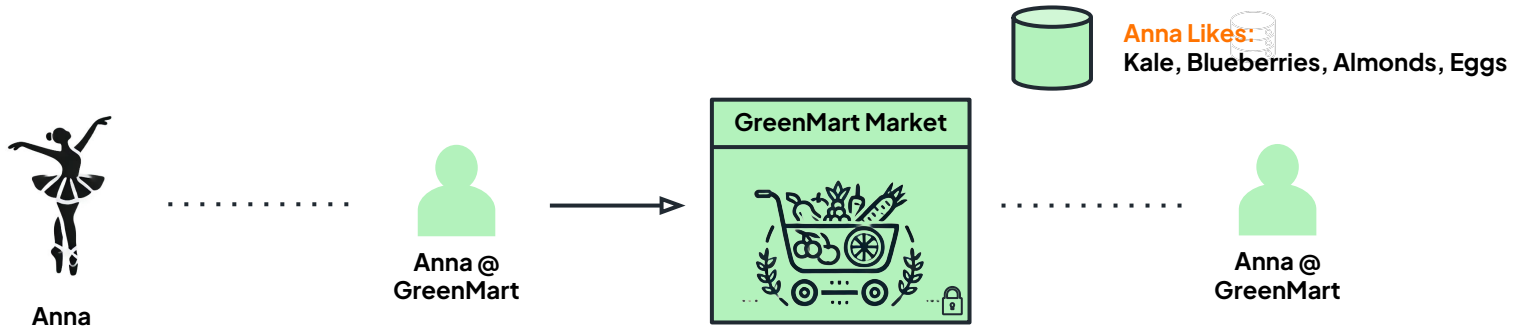


GreenMart Goes Digital



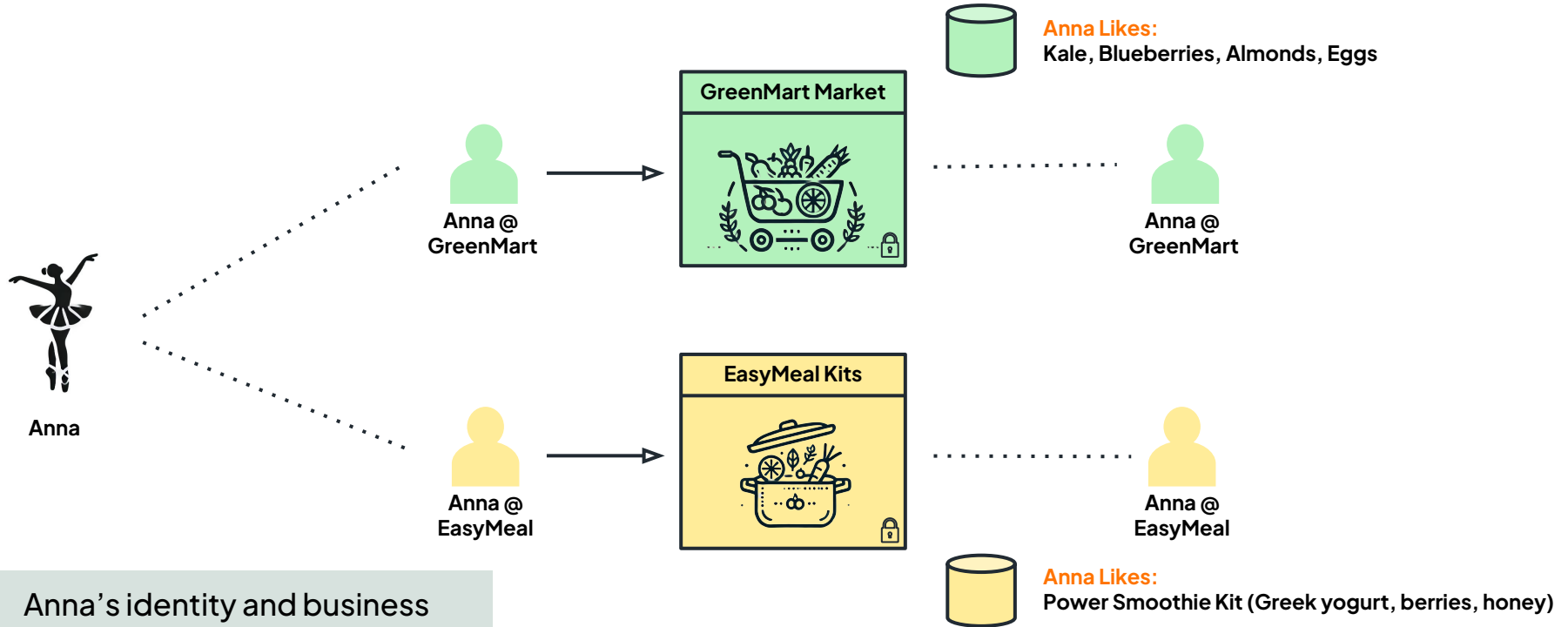
- Anna is a stranger to the business
- Interactions are anonymous

GreenMart Goes Digital



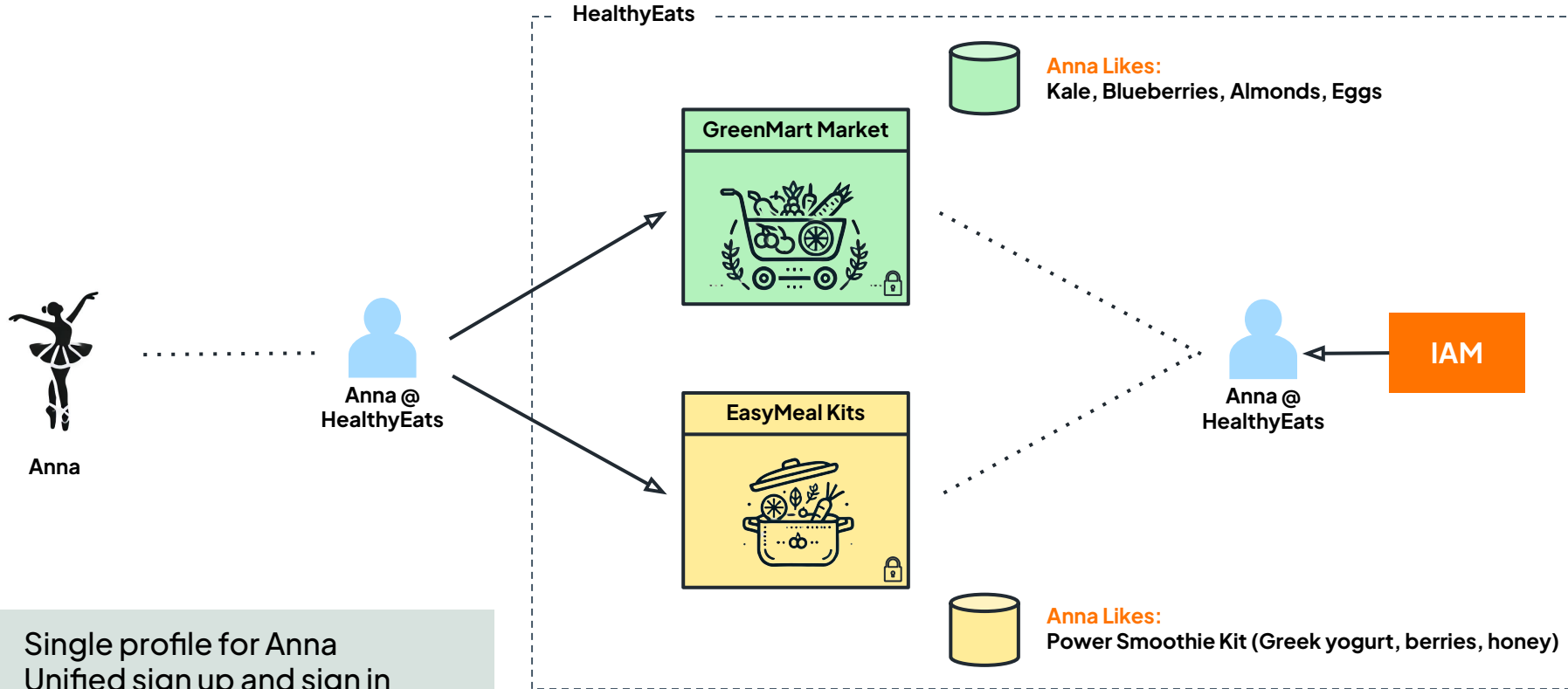
- Anna is known to the business
- Allows registrations, logins
- Enable identifying Anna's interactions with the business

GreenMart Expands



- Anna's identity and business data are scattered

GreenMart Expands



- Single profile for Anna
- Unified sign up and sign in experience. SSO
- Scattered business data

Early Stage Personalization

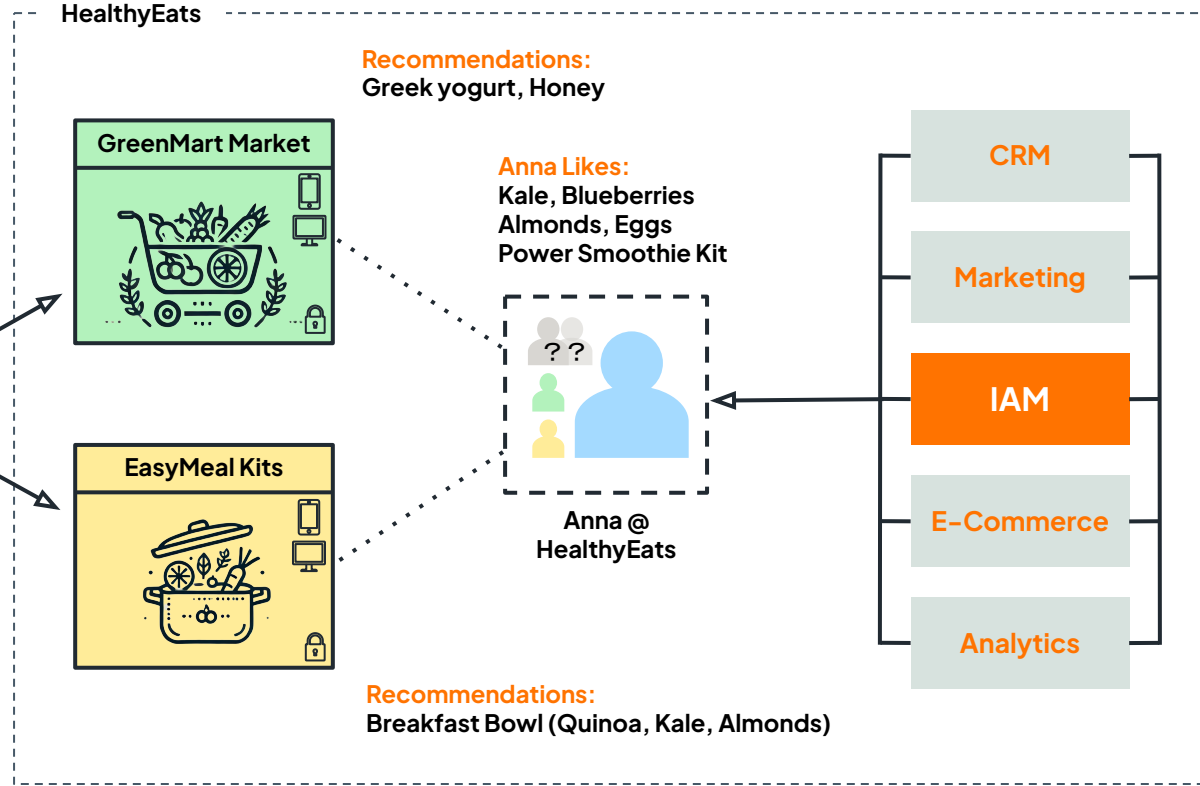
- Identifies the user
 - User Registration
 - Authentication, MFA, Social Logins
 - Profile & Credential Management
- Single identity
- Siloed business data
- Lacks unified view
- Minimal level of personalization



Stepping it Up!

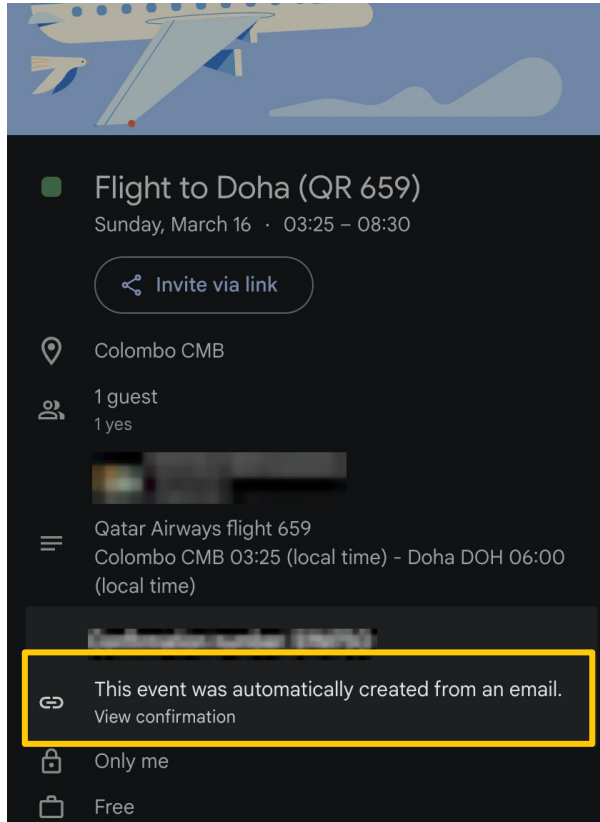


Anna @ HealthyEats



- 360° view of Anna
- Improved recommendations
- Unified experience across web and mobile

A Page from Google



Flight to Doha (QR 659)
Sunday, March 16 · 03:25 – 08:30

[Invite via link](#)

Colombo CMB

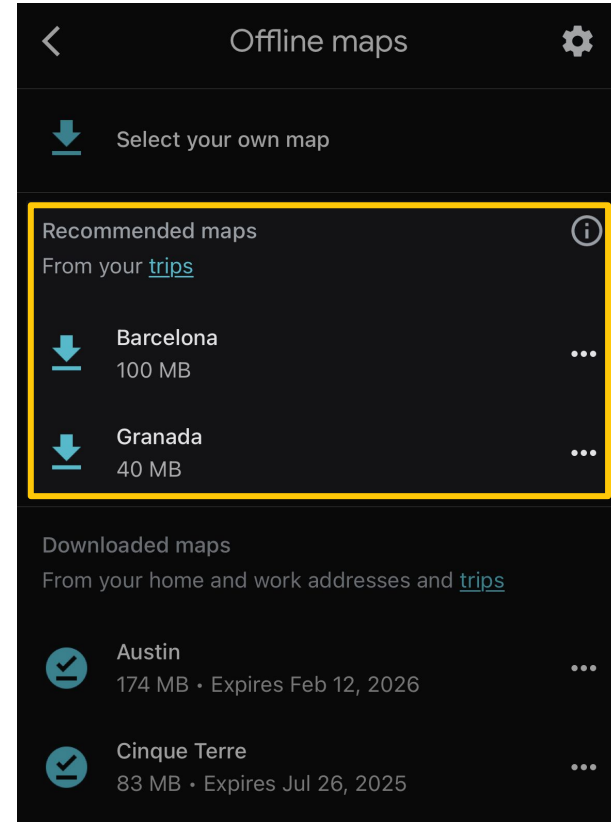
1 guest
1 yes

Qatar Airways flight 659
Colombo CMB 03:25 (local time) - Doha DOH 06:00 (local time)

[This event was automatically created from an email.](#)
View confirmation

Only me

Free



Offline maps

Select your own map

Recommended maps (i)

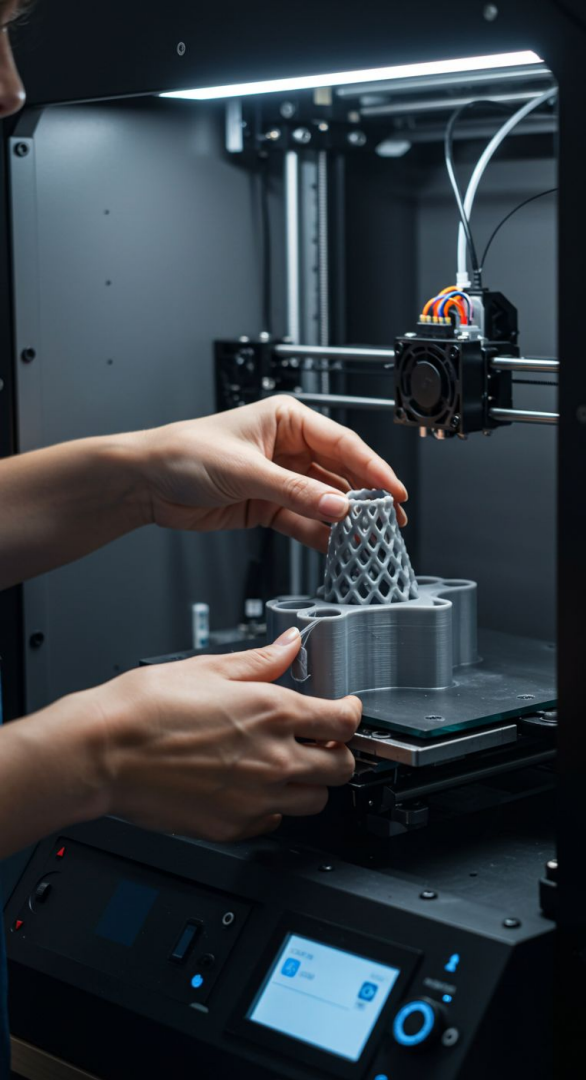
From your [trips](#)

- [Barcelona](#) 100 MB ⋮
- [Granada](#) 40 MB ⋮

Downloaded maps

From your home and work addresses and [trips](#)

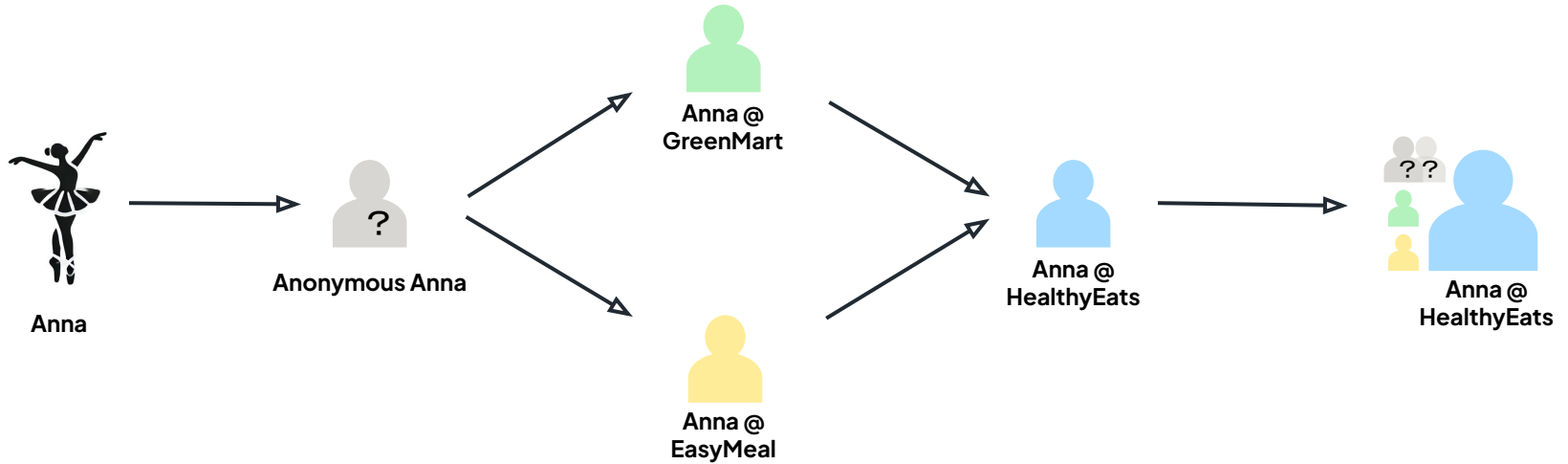
- [Austin](#) 174 MB · Expires Feb 12, 2026 ⋮
- [Cinque Terre](#) 83 MB · Expires Jul 26, 2025 ⋮



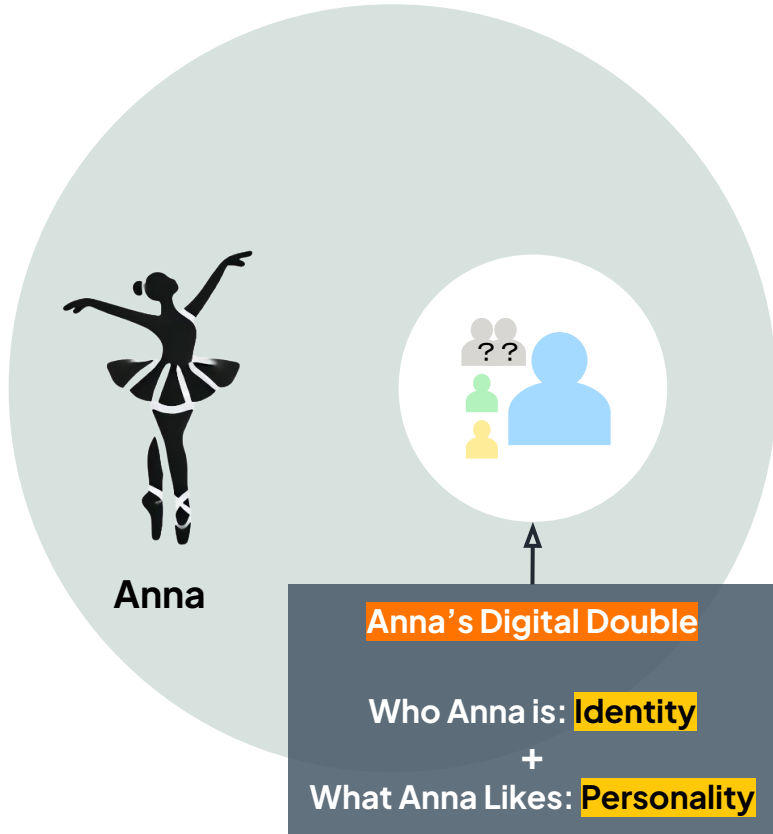
Enhanced Personalization

- Unified experience across omni channel apps
- IAM is connected with other systems
- 360° view of the customer
- Personalized experiences
 - Context aware & adaptive access
 - Offer relevant incentives, cross-selling and up-selling

Anna in the Digital Realm



Anna in the Digital Realm

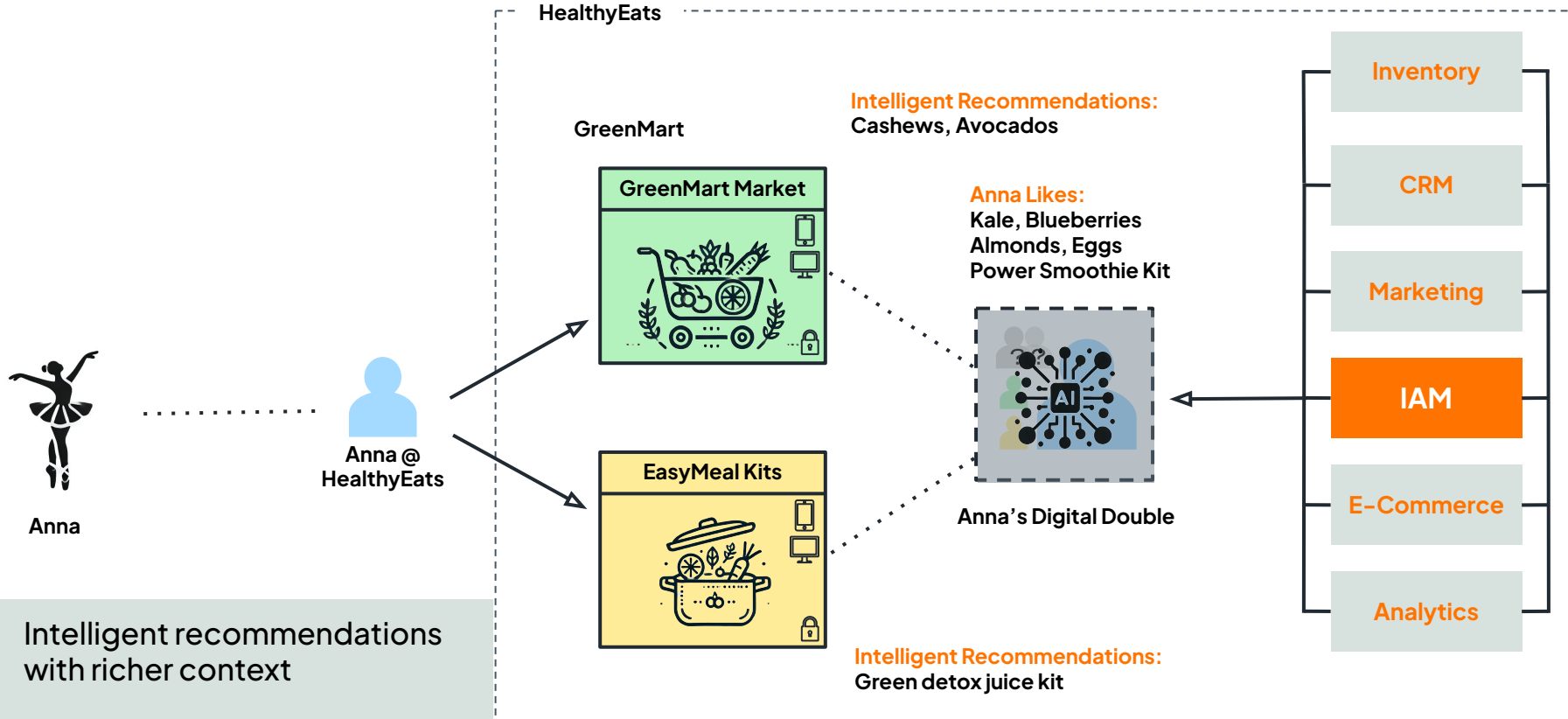


The Digital Double is the **Fusion**
of Your
Identity and Personality



CIAM is the Foundation
that Creates and Manages the
Digital Double

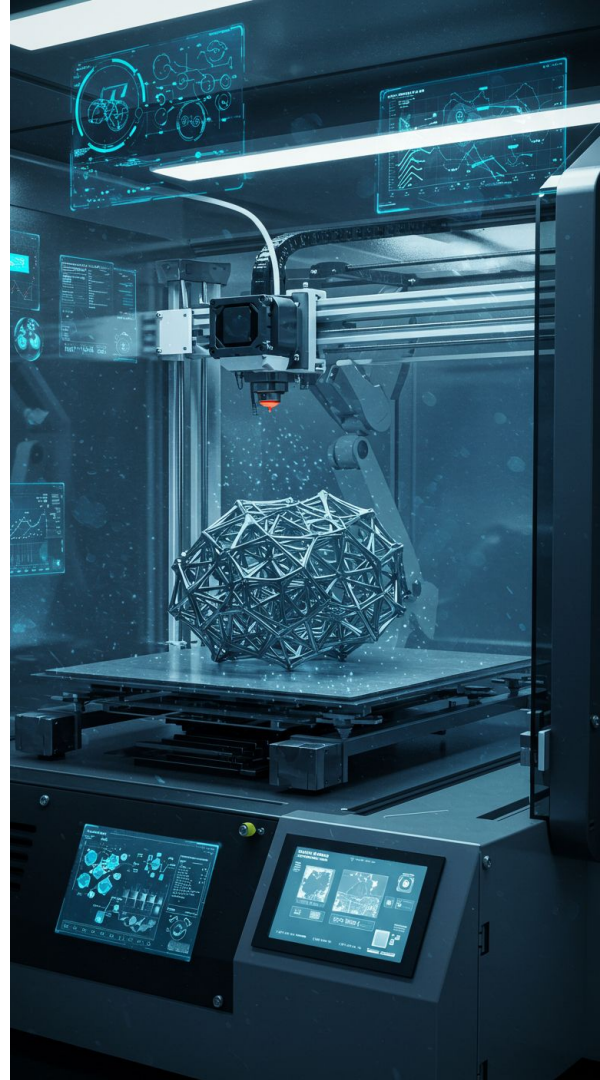
Bringing in Intelligence



- Intelligent recommendations with richer context

Intelligent Personalization

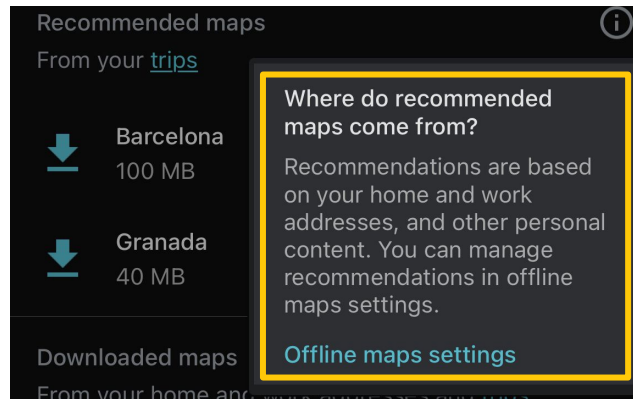
- Digital Double as a Service
- GenAI models/AI agents for intelligent and predictive recommendations
- Experience APIs on top of digital double



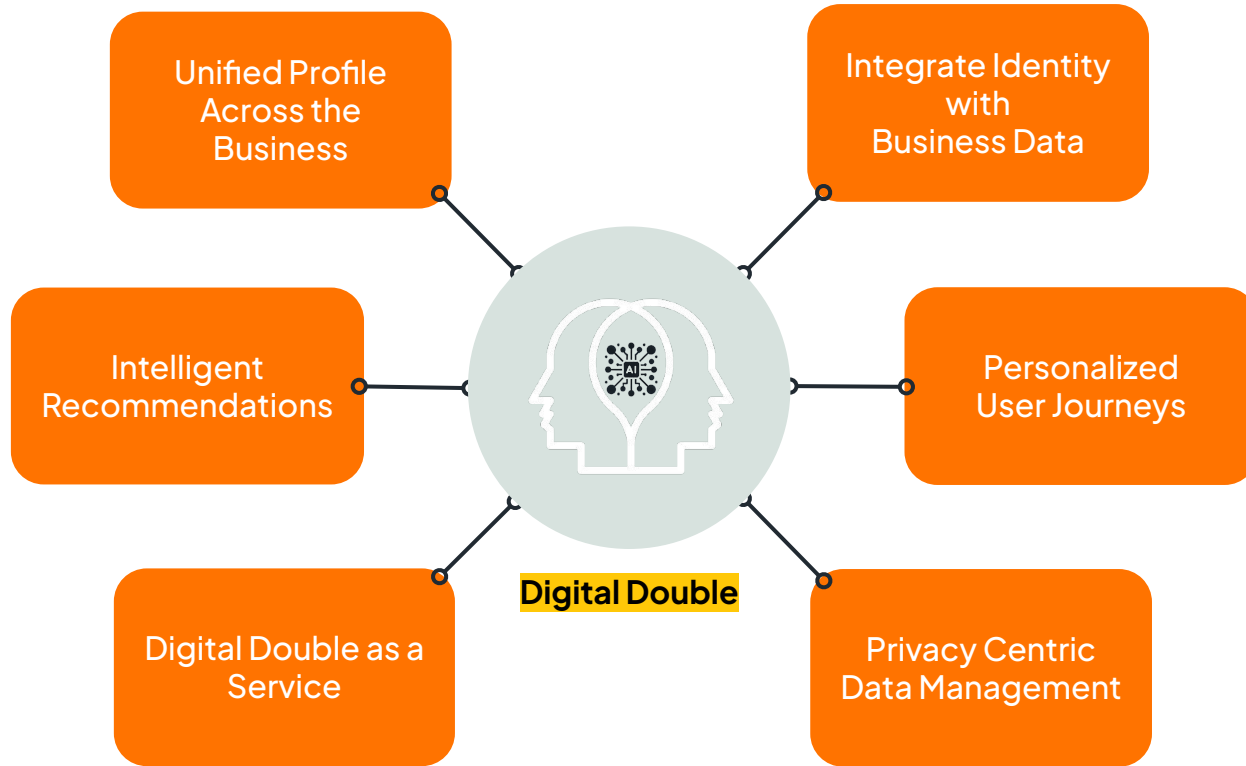


The Right Level of Personalization, Right Way

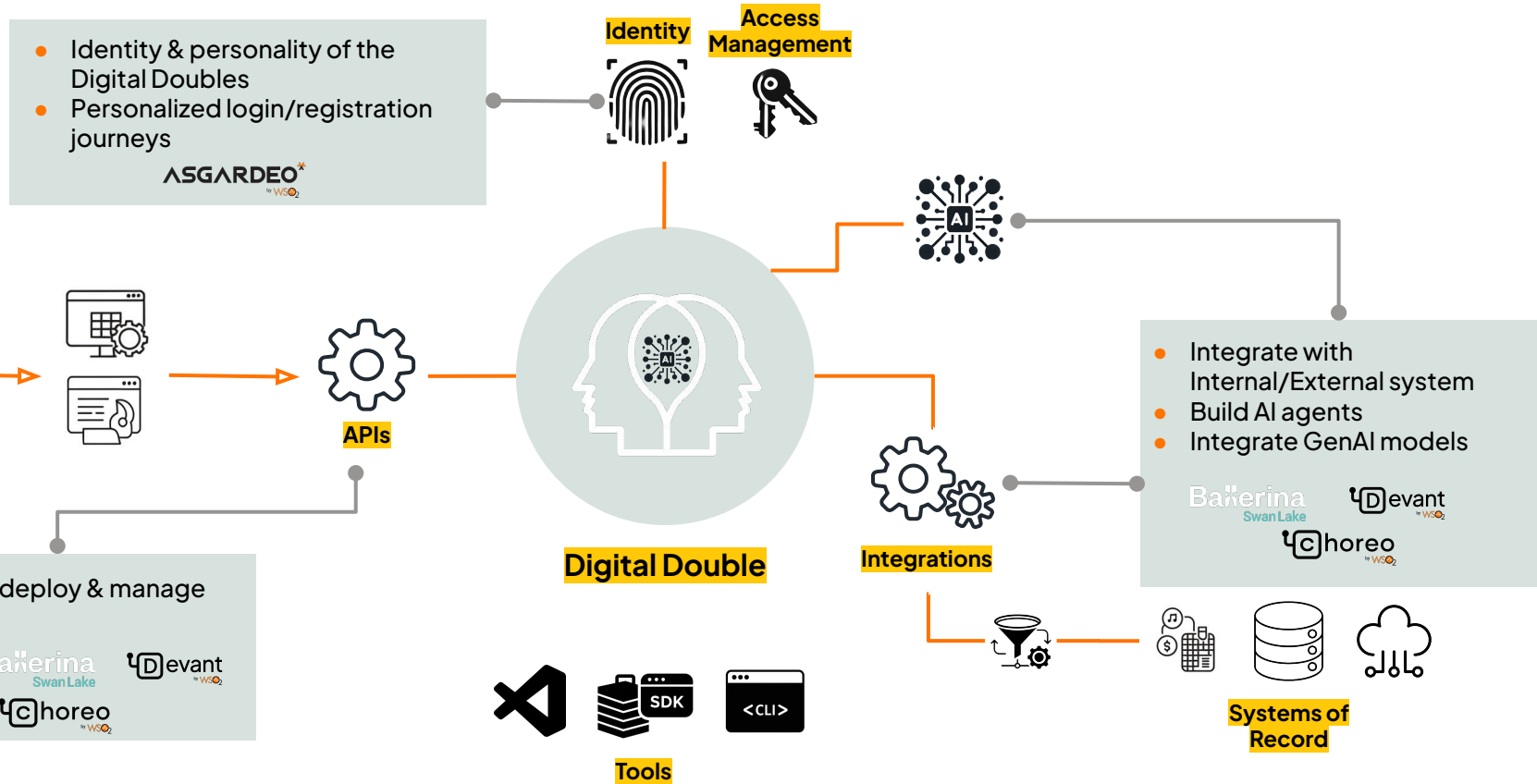
- Personalization != Being Creepy
 - Build trust
- Consented data collection, Always!
 - Give control to the user
- Strong unified brand presence across all products
 - Single profile across all products
 - Unified profile management and security controls



Putting Everything Together



How WSO2 Helps the Personalization Journey



Hardrock's Personalization Journey!

“Unified identity experiences across all channels for millions of patrons”

- Siloed identities across multiple systems
 - ⦿ 8+ disconnected loyalty programs
 - ⦿ Legacy systems with no standard support
- Multi experience apps
 - ⦿ Web, mobile, kiosk, slot machines
- Need for a unified solution to consolidate the identities
 - ⦿ Associations and deduplication



Our Vision for Intelligent Personalization

- **Unify customer identity and data**
 - Built-in support for customer 360° views
 - Build and expose digital doubles
 - Associate early-stage and converted accounts
 - Collect and link user interactions
 - Enrich through integrations
 - AI ready data - structured, accessible, and enriched for intelligent personalization
- **Deeper integration with the WSO2 platform**
 - A unified experience to build, deploy and manage integrations, APIs and AI agents



Recommended Reading

- CIAM Beyond Access Management - Is Your CIAM Program There Yet?:
<https://wso2.com/blogs/thesource/ciam-beyond-access-management-is-your-ciam-program-there-yet/>
- Creating a Seamless Access Experience with the Digital Double:
<https://wso2.com/blogs/thesource/creating-a-seamless-access-experience-with-the-digital-double/>
- The Five Pillars of Customer Identity and Access Management:
<https://wso2.com/whitepapers/the-five-pillars-of-customer-identity-and-access-management/>



Great experiences are remembered by the feelings they create

The background features a dark, space-like environment with a nebula in shades of red and orange. Scattered throughout are various 3D geometric shapes, including cubes, spheres, and pyramids, rendered in a blue-to-purple gradient. Some shapes have a glowing effect, and others are semi-transparent. A large, dark sphere is visible on the left side.

Thank you!

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