20TH ANNIVERSARY EDITION

WSO2CON ASIA

PLATFORMLESS MODERNIZATION

CIAM: Building Secure Experiences for Your Customers

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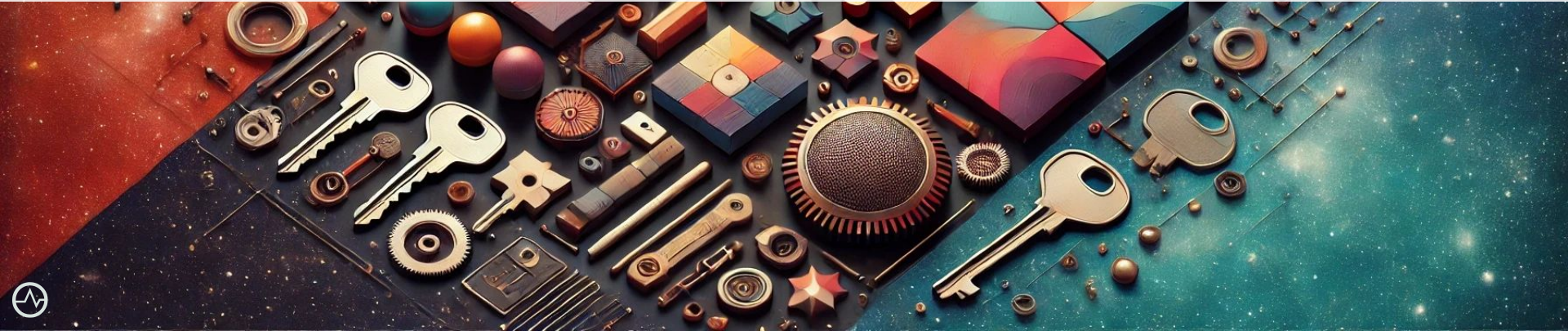
WSO2 - IAM

Customer IAM Is a Make-or-Break Experience

There’s No One-Size-Fit!



Considerations When Building Customer IAM Journeys

- **Context matters:** Industry, product, demographics, and regulatory requirements
- **Streamline the journey**: Reduced steps and omni-channel consistency
- **Adjust by risk**: High trust vs. low trust scenarios
- **Be agile**: Rapidly test and adapt identity flows
- **Maintain visibility**: Measure success with insights at critical points

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Security vs Convenience –
Striking the Balance

Key IAM Touchpoints of your Customers

Registration

Where your customer journey begins. Make it simple and welcoming

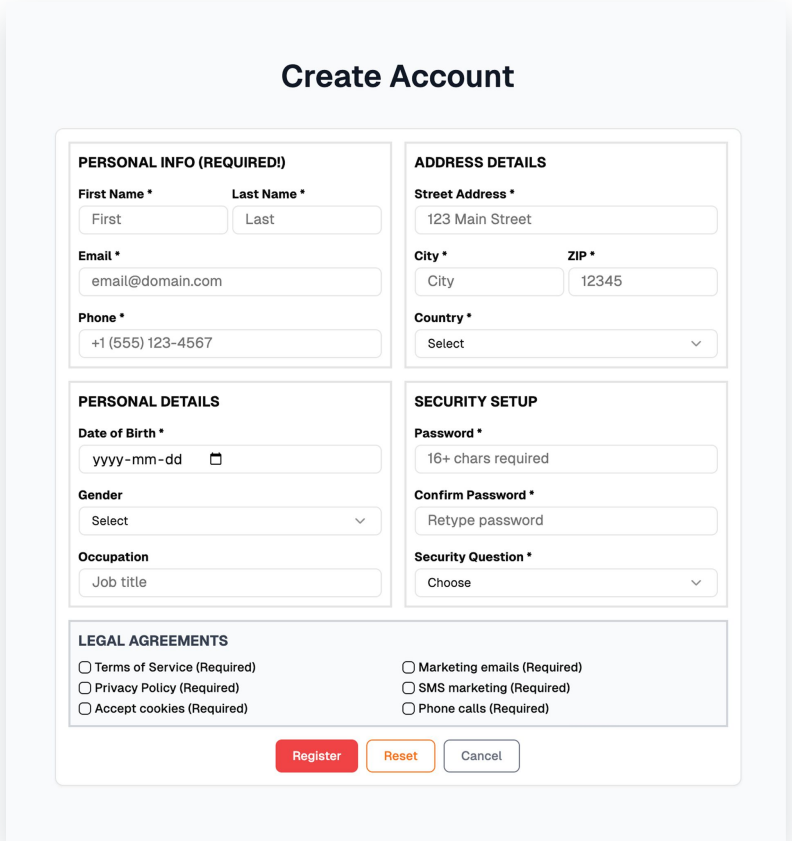
Login

The everyday interaction - where usability and security collide

Recovery

A critical rescue moment - fast, safe access when it matters most

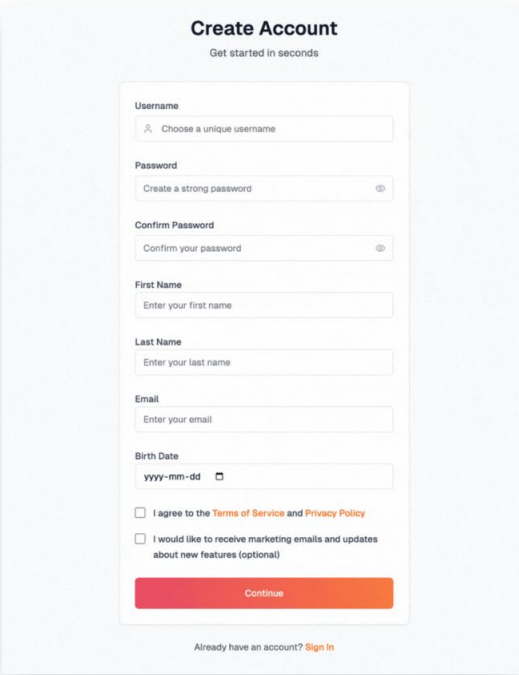
Registration



Registration

Minimal Data Collection

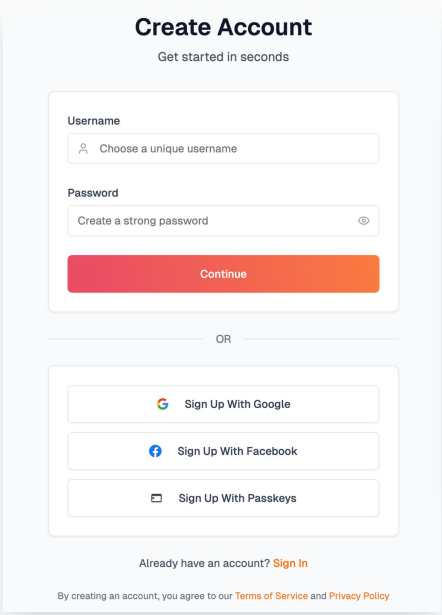
- Collect **only essential info** at signup
- Use **progressive profiling**
  - On later logins or privileged actions
- Capture **explicit consent**

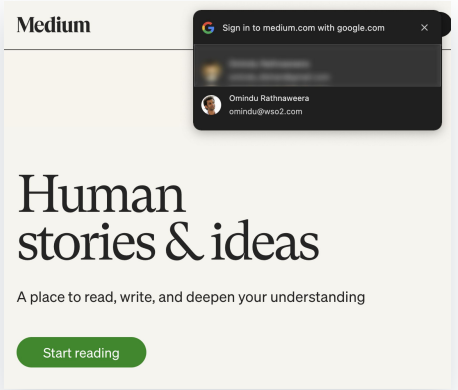


Registration

Leverage Existing Accounts

- Enable **social sign up**
  - Google OneTap, Sign in with Apple
- Choose providers based on **audience & region**
  - User base - Github for devs
  - Region - WeChat, VK, Gov IDs

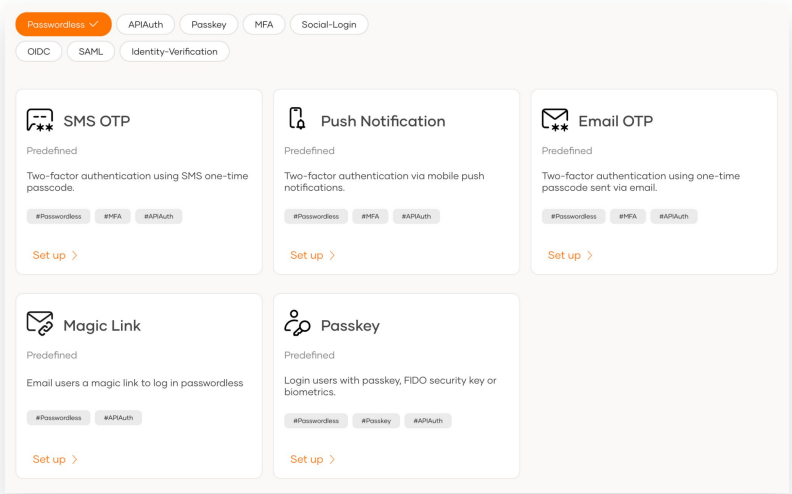


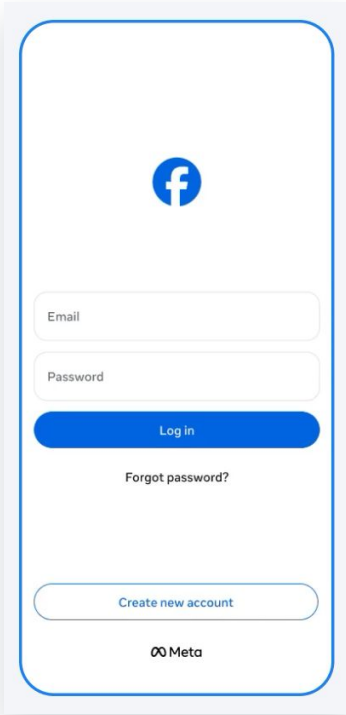


Registration

Credentials Beyond Passwords

- Offer **passwordless options**
  - Passkeys, magic links, SMS OTP
- Reduce reliance on traditional passwords



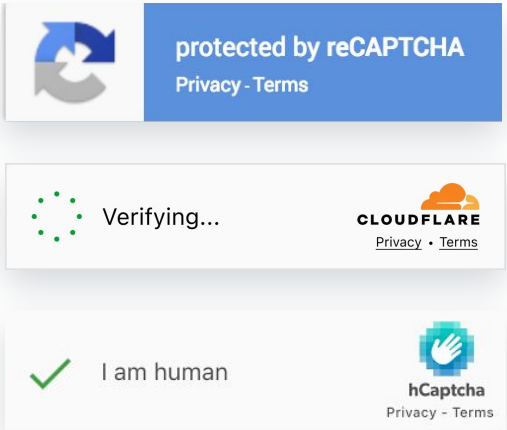


Source: fb.com

Registration

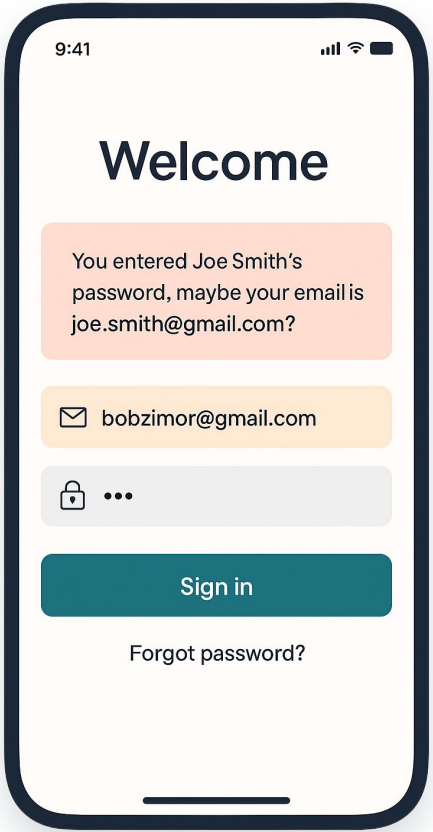
Automated Abuse & Fraud Prevention

- Use **invisible/passive captcha**
  - reCAPTCHA, hCaptcha, Turnstile
- Integrate **Bot & Fraud detection systems**
  - IP & Device fingerprinting
  - Rate Limiting & Throttling



Login

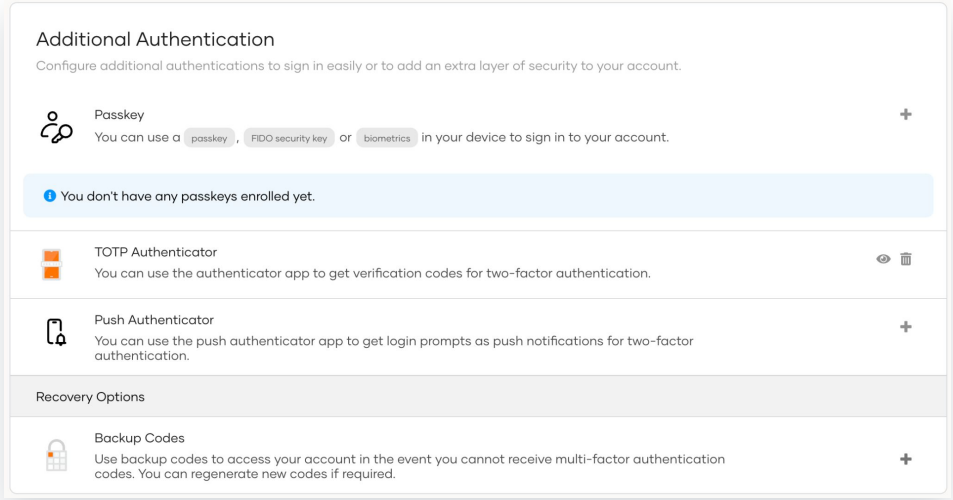
Login


9:41
Welcome
You entered Joe Smith's password, maybe your email is joe.smith@gmail.com?
bobzimor@gmail.com
Sign in
Forgot password?

Login

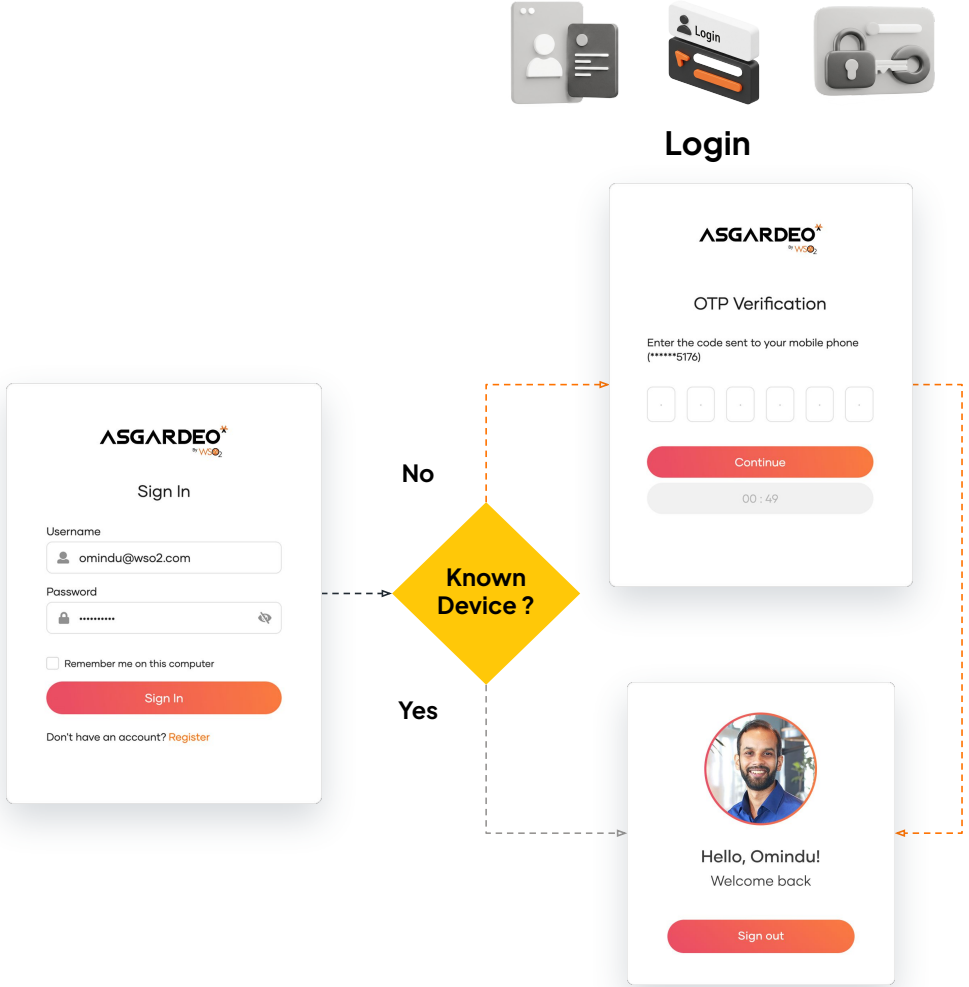
Multiple MFA Options

- Allow **multiple MFA** methods
- Provide **backup codes** for fallback



Adaptive MFA

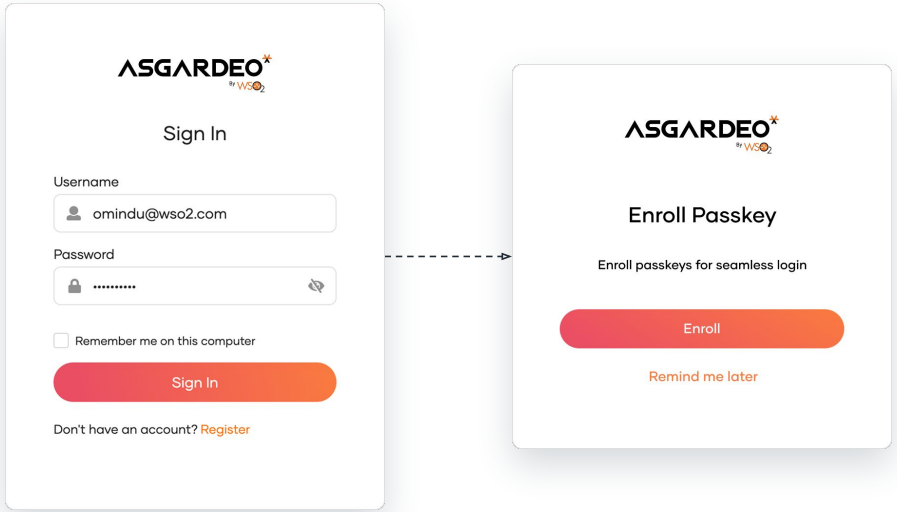
- Use **context-aware MFA**
- **Step-up** only **when needed**
  - Suspicious login
  - High impact actions



Login

Progressive Credential Enrollment

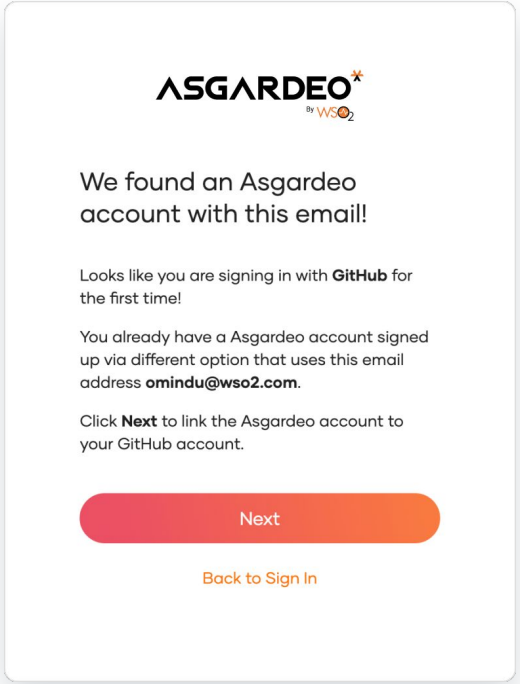
- Promote **stronger login options**
  - Phishing resistant methods
- **Consider** credential **availability** for better UX



Login

Account Linking

- Prompt users to **link similar accounts**
- **Verify credentials** before linking

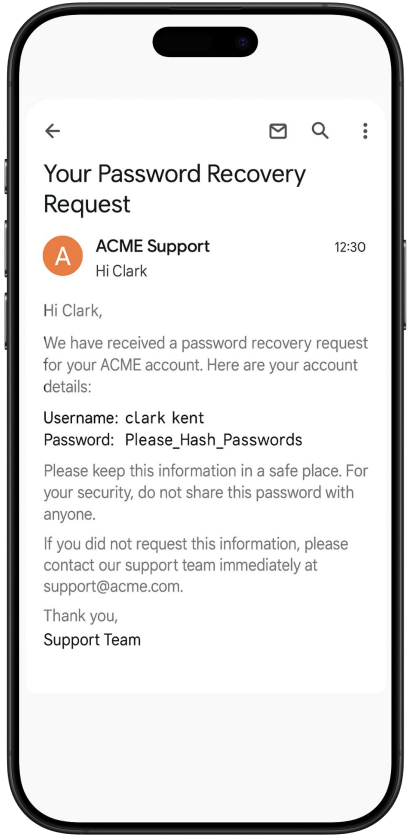


Login

Passive Authentication

- Use **behavioral signals**
  - Typing patterns, touch gestures
- **No extra steps** for users

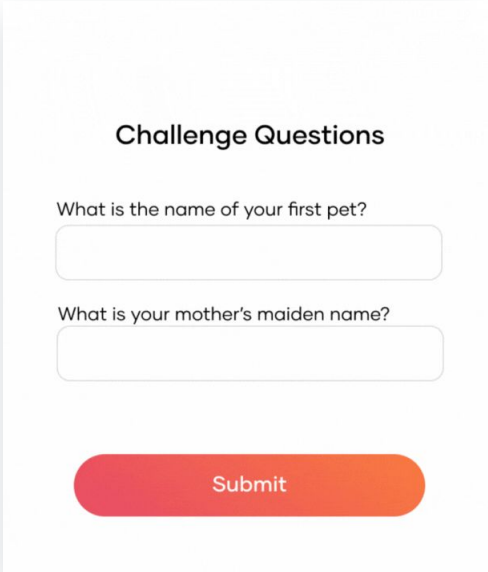
Recovery


Your Password Recovery Request
A
ACME Support
12:30
Hi Clark
Hi Clark,
We have received a password recovery request for your ACME account. Here are your account details:
Username: clark kent
Password: Please_Hash_Passwords
Please keep this information in a safe place. For your security, do not share this password with anyone.
If you did not request this information, please contact our support team immediately at support@acme.com.
Thank you,
Support Team

Recovery

Recovery Without Knowledge Factors

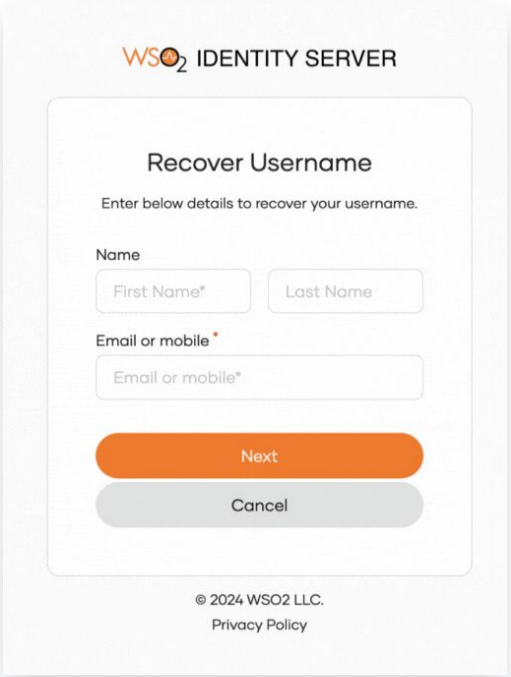
- Avoid **challenge questions** as a sole factor
- Use **OTPs, push notifications, backup codes**
- For high risk case - use advance **identity verification**
  - Document based
  - Facial biometrics



Recovery

Credential & Profile Recovery

- Support **resetting** other **credentials**
  - Re-enroll passkeys, TOTP
- Support for **username recovery**



Measuring Success of your CIAM Journeys

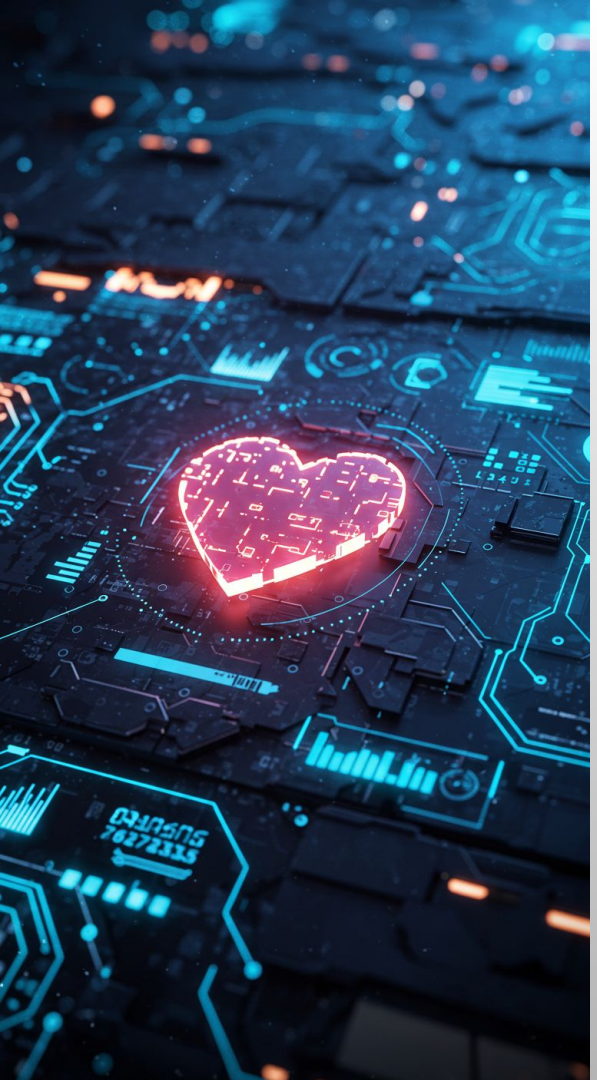
Sign-up Abandonment

Password Resets

Help desk Calls

Average Sign up/Signin Time

Thinking CIAM Beyond Security

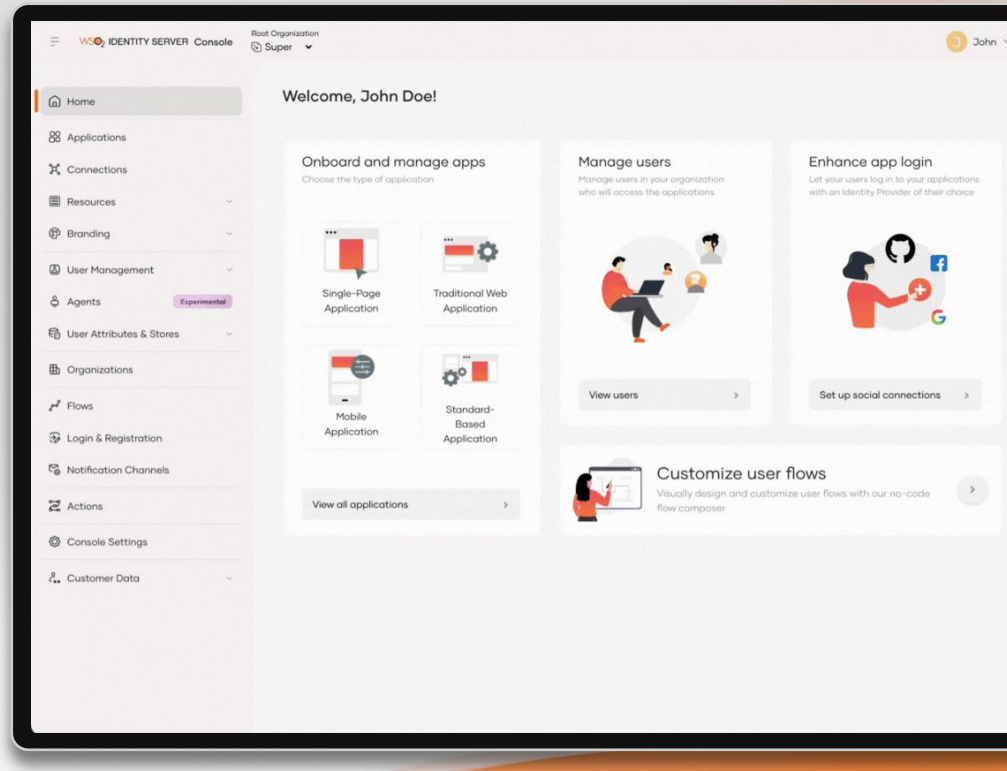


Identity at the Heart of Personalization

- Personalization starts with the question “Who is the user ?”
  - Know the customer regardless of the product or service
- Identity as a foundation for delivering contextual, adaptive, and secure experiences
  - Move beyond just managing access to truly understanding the individual

Our Vision for Intelligent Personalization

- Unify customer identity and data
  - Manage **anonymous profiles**
  - **Link anonymous and permanent** profiles
  - **Empower developers** to build personalized experiences
  - **Privacy centric data** capturing and sharing
  - **Enrich profiles** through **integrations**



Final Thoughts

- **CIAM = Security + UX + Personalization**
- Design the **journeys that suits your business** and customer
- Make it **secure**, make it **seamless**, make it **forgettable**
- **Visibility** is key
- Look out for **new trends**
- Rely on a **CIAM product for user journeys**

Thank you!
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Learn more about IAM

Stop by the O2 Bar!

Next Up

Johann Nallathamby
Director - Solutions Architecture
WSO2 - IAM

Today at 2.30pm

3.00pm — Break —

After Break

Janak Amarasena
Technical Lead
WSO2 - IAM
Today at 3.30pm

Ayesha Dissanayaka
Associate Director & Architect
WSO2 - IAM
Today at 4.00pm

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Transforming smiles, changing lives.

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Customer Panel
How Enterprises Are Modernizing with IAM