



SAP® Customer Experience

Building Trusted Business Relationships

SAP® Customer Identity and Access
Management for B2B

The Key to Growth: Customer Obsession and a Strong Value Network

Today's business users are savvy, digital-first, and global. They demand the same level of convenience, mobility, and spot-on relevance they experience as B2C customers. If their experience with your brand is clunky, awkward, or overly complex, they can easily find one that isn't. Meanwhile, today's leading business-facing enterprises have global networks of partners that do much more than simply pass along products and services to end customers. Instead, supply, channel, and distribution partners enable a business's teams to focus on improving the customer experience and driving more sales by speeding time to market for new products, lowering costs, and sharing insights, adding significant value to the business's bottom line.

These trends shine a spotlight on a business's ability to expand and enhance its customer engagement and partner programs to deliver truly immersive, transparent, and effortless experiences to prospects and customers – a concept Accenture recently dubbed “industrial consumerism.”¹ Unfortunately, many companies lack this ability and are subsequently falling short in their efforts to fill sales pipelines with qualified prospects, to onboard customers and partners at speed and at scale, and to manage these relationships effectively from start to finish. Because of this, they struggle to continuously drive market disruption and grow

their core business, as well as to help their partners' businesses thrive in a relentlessly competitive marketplace.

Recognizing these missed opportunities, vanguard businesses are launching digital transformation initiatives aimed at reinventing their customer experience strategy and partner programs. They're planning for rapid growth, driving omnichannel digital marketing programs, and speeding up their partners' time to market at every opportunity, while also controlling costs and mitigating risks. Yet, in a hypercompetitive marketplace where every moment counts, strategizing and executing this radical transformation as an organization can be both difficult and time consuming.

To overcome these challenges for your business, you need a centralized, highly scalable, and complete solution that can help reduce risk, lower costs, and improve customer and partner user experience. SAP® Customer Identity and Access Management for B2B (SAP CIAM for B2B) solutions can help ensure your business achieves measurable results through enhanced B2B engagement, at lower cost, higher ROI, and faster time to market.

1. Bernd Hirschle, “[Industrial Consumerism, Getting Serious About Disruptive Growth](#),” Accenture, 2016.



SAP CIAM for B2B

Our multitenant, cloud-native solutions are designed to help your business create trusted customer and partner relationships at scale. Built by the same team that developed the SAP Customer Data Cloud portfolio, SAP CIAM for B2B includes comprehensive features for organization access management, identity lifecycle management, authentication management, and policy-based access control, as well as preference and consent management for all external users.

SAP CIAM for B2B helps you:

- Grow your business through trusted customer and partner relationships
- Increase revenue and lower costs across all aspects of the value chain
- Protect the business from security, legal, and regulatory risk

In addition, the value-driven, “start fast, stay fast” implementation methodology employed by the SAP Customer Experience Services team gets you to market quickly while helping to ensure maximum ROI and minimum cost.

SAP CIAM for B2B: THREE CORE PILLARS



Accelerate time to market through frictionless, personalized, self-service customer and partner onboarding to drive growth through trusted relationships



Simplify end-to-end partner onboarding management and reduce IT complexities to increase revenue and lower costs across all aspects of the value chain



Protect the business by securely sharing intellectual property and sensitive data with the right partner users at the right time while addressing evolving privacy and compliance requirements to reduce security, legal, and regulatory risks



SAP Customer Identity and Access Management For B2B

Accelerate Time to Market Through Easy Onboarding and Personalization

NURTURE EARLY-STAGE ENGAGEMENTS

According to Forrester, 68% of business buyers prefer to research on their own, online, while 62% finalize criteria using digital content only, rather than engage with sales.² Clearly then, it's vital to engage meaningfully with each prospect in the earliest possible stage of their journey, whether it's through your digital properties, at events and conferences, or on social media platforms such as LinkedIn. Getting these engagements right will help you earn the prospect's trust and help your business qualify them as they proceed through their journey.

Yet, too often, businesses struggle to engage early-stage prospects, win new customers, or recruit the right partners because of overly complex registration flows, or to deliver relevant experiences because the data they need to do so is trapped in disparate, system-specific silos. Without access to the full spectrum of each prospect's first-party, permission-based data – their unified profile – the business cannot consistently deliver content that addresses that prospect's unique challenges or effectively personalize their digital experience.

How can SAP CIAM for B2B help overcome this obstacle?

Your business can deploy light registration on digital properties to encourage a visitor to self-identify with as little as a name and e-mail address, forming the foundation of a permission-based profile. As the relationship grows and additional information is acquired, your business can analyze that first-party data to gain accurate insights into the prospect's value as a customer or partner. These insights help deliver more timely and relevant information, offers, and experiences on the prospect's terms, moving them through the funnel toward becoming valued business customers or partners. Armed with clean data and a connected ecosystem, you can execute effortless handoffs from Web to marketing automation to CRM, helping fuel better targeting and conversion strategies.

2. Lori Wizdo, "[The Ways and Means of B2B Buyer Journey Maps: We're Going Deep at Forrester's B2B Forum](#)," Forrester Research, August 2017.

Also, the prospect's profile is governed centrally for expediency and accuracy and then easily orchestrated across your digital ecosystem through bidirectional synchronization. This way, data in the profile is updated whenever the prospect engages and can inform sales, marketing, and services activities in real time to drive more effective strategy.

EMPOWER PROSPECTS WITH SELF-SERVICE REGISTRATION

A smooth onboarding experience for customers or partners is a critical factor in speeding time to market but is, nonetheless, something many companies struggle to deliver. Often, this is due to being bogged down by legacy identity and access management (IAM) platforms and manual processes designed for older business models.

SAP CIAM for B2B helps your business easily onboard customers and partners at scale and in compliance across all connected applications. It offers a variety of customizable, self-service workflows that let prospects register for access to assets, services, products, or partnerships whenever they choose. Built-in governance processes help you make decisions quickly with minimal IT support.

With built in deduplication verification checks, new users are assured that, once onboarded, all appropriate access policies will be in place. Each new user receives an e-mail about his or her new account and can then request access to the digital ecosystem. Then, preference, consent, and account data – such as passwords – can be captured during activation.

GET TO VALUE FASTER WITH DELEGATED ADMINISTRATION

Recent research by Veritas revealed that 38% of IT leaders say their organization's strategic decision-making is slowed because of ineffective data management processes.³ Considering the scale of most modern enterprise partner networks, relying on internal IT teams and business administrators to create individual user accounts with appropriate functional roles, applications, and access rights isn't the right approach. With IT teams overwhelmed by manual partner-user provisioning, their potential to be a force for innovation and growth is degraded.

With the delegated administration features in SAP CIAM for B2B, your partners can create and manage their own users' accounts, giving appropriate access to the right users in the correct context. Partner admins can provision users, activate them, assign roles, reset passwords, and revoke access through a dedicated user interface.

This capability expedites time to market because account setup is closer to the partner user and, therefore, more accurate and can move at a faster pace. It also reduces the burden on your IT department by offloading time-consuming account management activities that would otherwise drag down your bottom line.

As a result, thousands of partners and millions of partner users can be onboarded with the appropriate rights and permissions without overly taxing your administrative resources, while unlocking your IT team's real potential by moving them to a digital rather than a manual lifecycle.

3. "[Realizing the Power of Enterprise Data](#)," Veritas Technologies, 2018.

GIVE CUSTOMERS AND PARTNERS CONTROL OF THEIR PREFERENCES

Customization is a differentiating factor in a business customer's or partner's overall digital experience. Most legacy IAM solutions cannot support effective customization and flexibility, degrading customer experience and slowing your partners' time to market.

SAP CIAM for B2B enables you to build trust with customers and partners by offering them self-service preference management directly in your network. There, they can specify settings for language, time zone, date format, currency, default homepages, content preferences, and more. They can set their preferences for marketing communications, including preferred channels and frequency. Importantly, all preference settings are enforced across your systems, devices, and channels, thanks to identity lifecycle management features, part of the "simplify" core pillar of SAP CIAM for B2B.

These self-service functions help address regulatory compliance, accelerate user onboarding, and speed time to market, while allowing your IT teams to focus on improvement and opportunity rather than maintenance.

KEY BENEFITS

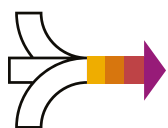
Accelerate Time-to-Market with SAP CIAM for B2B:

Drive business growth through business customer and partner engagement

Capitalize on new opportunities while offloading burden on IT

Drive customer and partner satisfaction, retention, and advocacy

Build trusted relationships with customers and partners while improving data quality



SAP Customer Identity and Access Management For B2B

Simplify End-to-End Customer and Partner Lifecycle Management

BUSINESS POLICY-DRIVEN ACCESS MANAGEMENT

Since there is no one-size-fits-all for customer or partner organizations, access control is a major challenge for most businesses. Each one has varying needs for security roles, authorizations, and application permissions. These access issues should be handled efficiently so customers and partners can get to market quickly and users can effortlessly go about their day-to-day work, while the organization's most sensitive data is protected against breaches.

With SAP CIAM for B2B, your business can streamline access management by easily configuring global access policies within a single, unified CIAM platform and by giving partner users access to digital resources appropriate for their roles and responsibilities. This policy-based access control enables you to manage partner users' access securely and to change permissions in real time as your business needs change. You can also reduce administrative complexity, overhead, and risk through the economies of scale created by the ability to use repeatable policies.

Roles, attributes, and even environmental factors such as the time of an access request and user location are converted into safe, reliable access decisions made in real time. In turn, these decisions help partner users do their jobs more effectively, providing both coarse-grained and fine-grained access spanning dozens of business applications, platforms, products, data, intellectual property, collateral, and business processes.

Meanwhile, your business can analyze and report on authorizations – and the individual user identities they originate from – to gain insights into the effectiveness of your products and services. You can also easily manage authorization information for data protection and compliance reporting through a graph-based user interface.

OUT-OF-THE-BOX INTEGRATIONS

The more you understand your customers' and your partners' data, the better you can deliver value through it; achieve ongoing, incremental growth; and minimize revenue loss through customer and partner attrition. Data insights are also vital for delivering consistent experiences at



every touch point and across all channels. Yet, because many businesses store customer and partner data in silos, they have trouble gaining these insights and making data actionable.

SAP CIAM for B2B facilitates real-time exchanges of user profile data between existing systems through prebuilt data integrations. Out-of-the-box connectivity with more than 60 digital experience solutions – including SAP Commerce Cloud and SAP Marketing Cloud – lets your business activate user data from the start without strenuous and time-consuming integration work.

ADMINISTRATION AT SCALE

As partner networks grow, managing the end-to-end lifecycle of each partner through multiple systems and manual processes is not only daunting but puts a severe strain on IT, when considering every property in its digital portfolio.

SAP CIAM for B2B includes a site-groups feature with a local user directory that allows you to enable single sign-on (SSO) functionality for partners and partner users across multiple digital properties for Web, iOS, Android, IoT interfaces, and more. This can be done per brand, per market, or at a global level, allowing a single solution to power engagement with different digital properties with the same policies and attributes, reducing configuration and maintenance overhead.

Another benefit of the site-groups feature is that your business administrators can revoke access to partner users of multiple brands belonging to a partner organization directly, should that contract not be renewed. Administrative self-service functionality is also supported, enabling provisioned partners to accomplish these tasks independently.

KEY BENEFITS

Simplify Partner Management with SAP CIAM for B2B:

Reduce operational costs and resources

Minimize development and maintenance costs

Optimize and unify the user experience across devices, channels, and platforms



SAP Customer Identity and Access Management For B2B

Protect Your Business from Risk

DEFEND AGAINST DATA BREACH RISKS WITH DYNAMIC ACCESS CONTROL

Security Today recently reported on a recent study by Ponemon, which found that the cost of a data breach for businesses averaged \$3.68 million in 2018.⁴ And, information security takes on even more significance and complexity in a B2B partnership – for several reasons. Businesses commonly share sensitive data, confidential information, and intellectual property with partners. It would severely damage a business's competitive edge and brand reputation if this information were to be leaked to the public. Additionally, each partner's data needs to be protected to the highest degree possible to not risk breaking the partner's trust. Mergers, acquisitions, new applications, and the number of external contractors extend the complexity of this challenge, as do changing user roles and the number of inactive accounts. It is equally important to ensure users have secure access from multiple locations, channels, and form factors, from Web to mobile to applications.

Features in SAP CIAM for B2B enable partners to account for contextual and environmental factors in real time before granting access to sensitive data, applications, intellectual property, and other information. Users get access to an intuitive, graphical interface to easily set up and adjust settings such as coarse-grained access, fine-grained access, run time, and attribute-based authorization.

Our delegated administration capabilities also enhance your protection against data breaches, since partners are better able to respond to changing roles and personnel within their organizations. Instead of requesting access changes from your business, a partner

administrator can take immediate action on their own. This significantly reduces the risks inherent in outdated user access privileges.

Our site groups–driven SSO feature further protects your business by enabling users to authenticate with one password across multiple digital properties, instead of requiring multiple risky password entries. It also improves the overall experience by letting customers and partners easily move between channels and grouped properties, rather than forcing them to continuously authenticate.

And, when users log in to digital properties and applications from their preferred device, your business can select from a wide range of authentication features – including multifactor and risk-based authentication processes – to verify credentials and allow simple yet secure access.

REDUCE COMPLIANCE RISKS THROUGH CONSENT MANAGEMENT

Many businesses have been slow to respond to the European Union's General Data Protection Regulation (EU GDPR) and the overall strengthening of consumer privacy and data protection laws. Besides incurring risk, they're also losing ground to competitors that demonstrate more care for their prospect and partner users' preferences and privacy. Considering recent consumer privacy and data security scandals, consumer trust is now at an all-time low and at an ever-increasing premium. And let's not forget that business buyers are consumers too, with the same rights and expectations. Because of this, many organizations now recognize that they must treat business prospects, customers, and partner users like consumers, and turn compliance from a cost center expense into market advantage by delivering more trusted engagements.

4. Sydney Shepard, "[The Average Cost of a Data Breach](#)," Security Today, July 2018.

Through the consent management features of SAP CIAM for B2B, your business can capture, store, and track user consent for terms of service, privacy policies, marketing communications, or any other permission-based activities. Our software also manages versioning for these agreements and enforces consent settings across every connected technology in your ecosystem.

These capabilities are key for addressing requirements of a growing list of new data privacy regulations, including GDPR, the California Consumer Privacy Act, and Brazil's General Data Protection Law, among others.

All consent data is stored in a central, searchable, and audit-ready vault, enabling faster response time should a user request access to his or her consent data or if a regulatory enforcement agent requests an audit.

GIVE USERS CONTROL OF THEIR PERSONAL DATA

The self-service preference centers provided by SAP CIAM for B2B give all users more visibility and control of their personal data. Accessible from every device and platform, these intuitive preference pages enable users to manage their own profile information, marketing communication preferences, and consent settings. This feature also helps your business address GDPR compliance for respecting data subjects' right to withdraw consent for the processing of personal data, to be "forgotten," to view and download all personal data sets, and to freeze processing of or deleting their accounts.

First-party profile, consent, and preference data is synchronized with all other systems in your technology stack, so your business can enforce user preferences across channels. The end result? Fewer data security and privacy risks and more trusted business customer and partner relationships.



KEY BENEFITS

Protect Against Risk with SAP CIAM for B2B:

Secure sensitive applications and help ensure data protection and privacy

Protect brand reputation and confidently address audit and compliance requirements

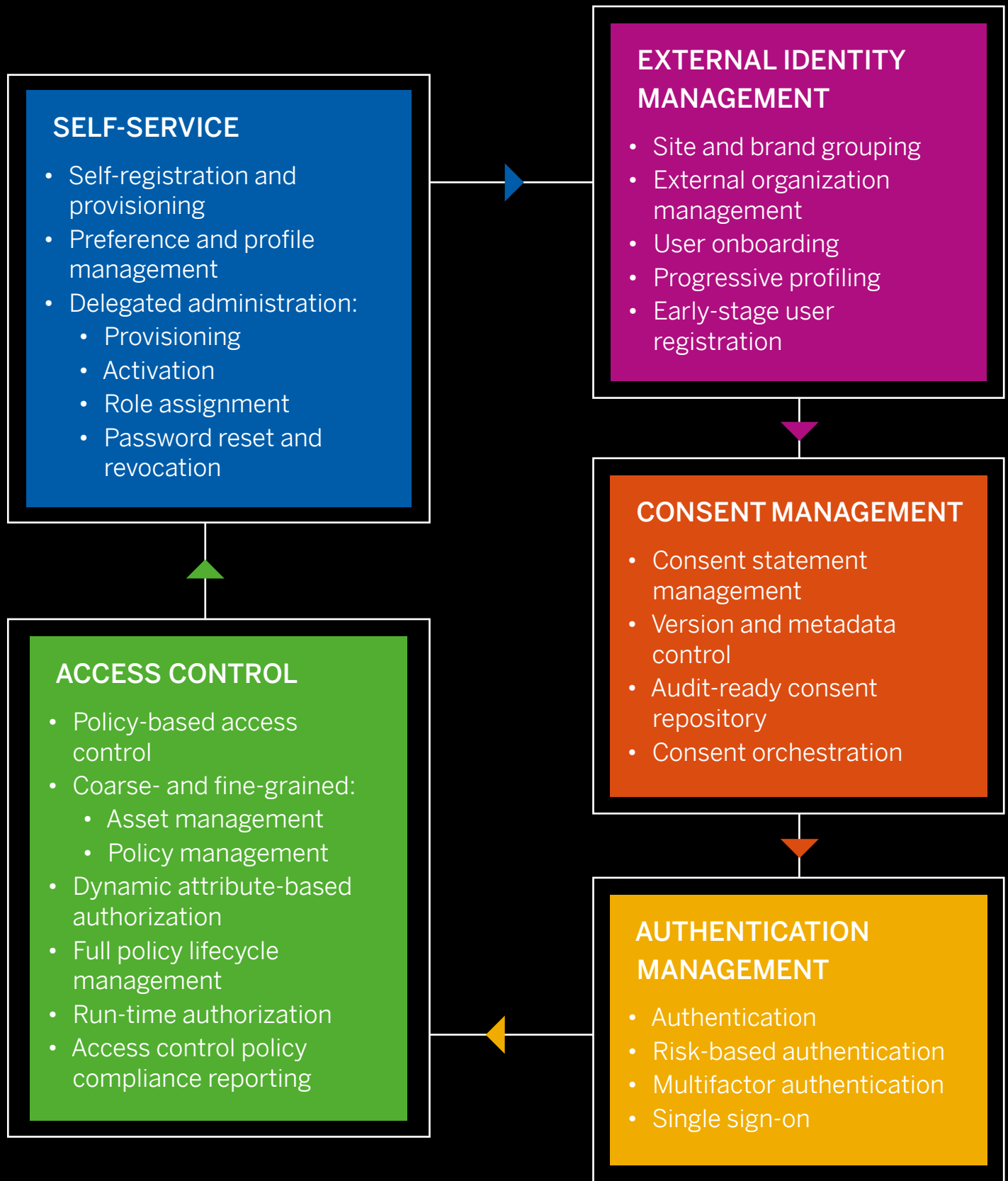
Maintain constant audit-readiness and stay ahead of data privacy regulations





Customer Identity and Access Management for B2B

Complete cloud-native functionality to centrally manage the entire lifecycle of external digital identity, consent, authentication, and authorization



Don't Go It Alone – Value Your Partners and Customers

Today's B2B marketplace is changing fast. To increase revenue and grow, your business needs a way to manage the complexities presented by modern B2B customer and partner ecosystems. To lessen the risk of reduced revenue through lost sales or churn, you need a solution to holistically manage your B2B customers' and partners' data and protect the business from risk, so both you and your partners can continuously grow your businesses and achieve lasting success.

With SAP CIAM for B2B, you can:

- Accelerate time to market at every step of the customer's or partner's journey, from early-stage engagements to onboarding to new-product launches

- Simplify management of the partner ecosystem, while enabling individual partners to customize their own experience
- Protect your business from risk without adding friction to the user experience

As part of the SAP Customer Data Cloud portfolio, SAP CIAM for B2B is built on the experience SAP has gained by deploying these award-winning solutions at over 700 global organizations across a wide variety of industries and regions. Our clients see benefits that range from higher growth through stronger customer and partner engagement, lower IT costs, greater business customer and partner retention and advocacy, and higher quality data. To learn more about SAP Customer Data Cloud, [visit our Web site](#).

The Value of Building Trusted Relationships with SAP CIAM for B2B



Accelerate Time-to-Market

GROW REVENUE

- Increase conversions through personalization
- Engage your audience earlier through self-service onboarding
- Integrate partners to reach new markets faster
- Get products and services to market quickly through digital channels



Simplify Identity Lifecycle Management

INCREASE PROFITABILITY

- Reduce costs by minimizing administrative overhead
- Shorten development and maintenance cymprove data quality with self-service and delegated administration



Protect against Business Risk

CREATE A STRONG DIGITAL BRAND

- Provide seamless omnichannel experiences and empower business users with transparency and control
- Manage security and access requirements proactively and address data privacy compliance

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THE BEST RUN

