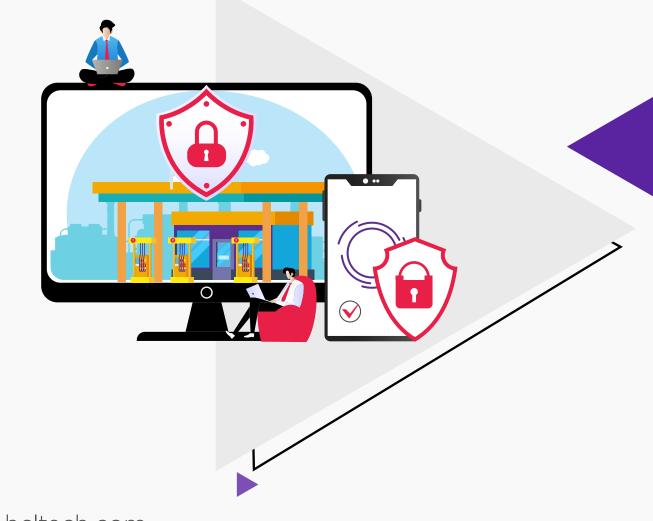




Advisory services to enable migration to a next-gen **CIAM** platform

For a US-based gas station & convenience store chain





American chain of convenience stores & gas stations operating along the East Coast of the country, having its own beverage brand & offering fresh food options. The company has over 850 convenience stores, over 600 gas stations, caters to

75,000+ customers and operates with nearly 35,000+ employees.

1

Business Need

With the aim to digitally transform store operations, improve in-store user experience & better engage its customers, the company undertook a multi-year Digital Transformation program.

A key element to the Business-aligned transformation program was modernizing the Consumer Identity solution, so as to be able to tie-in better with the Loyalty & Rewards Program, Mobile Apps & On-the-go ordering services.

The company engaged HCL's IAM Advisory Services to perform a strategic assessment to improve the overall CIAM strategy and deployment road-map. The objectives included:



Conduct a gap analysis of the current custom consumer identity management deployment and provide possible mitigation path



Recommend strategic improvements to personalize customer experiences, build relationships, and deliver omni-channel experiences



Identity key use-cases & functionality that would be required to support the various business transformation initiatives planned



Strategically assess the technology landscape to recommend on security, analytics, privacy and data-protection controls



Provide a roadmap of user migration from the existing Ping Directory & Ping Identity CIAM deployment to the new modern CIAM platform



Evaluate & provide recommendations for different CIAM products, based on the use-cases identified as an outcome of the assessment

2 HCL Services Delivered

HCL conducted a thorough evaluation of the current Customer Identity and Access Management platform to help the company get an informed start to their digital transformation project. The team executed the assessment in 4 waves:

Wave 1: Analysis of As-Is Customer Identity and Access Management

Wave 2: Review and understanding of As-Is state and use cases of Customer Identity and Access Management

Wave 3: Gap Analysis in current system

Wave 4: Record To-Be Functional and Technical requirements in Business requirement document

Post-assessment, the team:

- Documented the assessment report, consisting of current gaps and challenges, and provided strategic recommendations
- Provided industry-leading best practices aligned with customer requirements
- Provided a holistic high-level transformation plan aligned with an outcome-based delivery model
- Recommended future roadmap strategy to achieve To-Be State
- Presented a High-Level To-Be State Architecture recommendation
- Provided optional benefits and InfoSec additional use cases overview
- Provided Comparison matrix based on use cases captured during due diligence to assist customer evaluate and take right decision
- Assisted in Vendor POCs and Product walkthroughs
- Submitted a final assessment report, with high-level program roadmap and product recommendations

3 Benefits/Value Delivered

With HCL's efforts, the company gained:

Final strategic assessment report and high-level program roadmap for migration from existing
legacy IAM platform to the next gen CIAM platformDetailed gap analysis report of the current legacy deployment and mitigation pathImage: strategic assessment report and high-level program roadmap for migration from existing
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