Advisory services to enable migration to a next-gen **CIAM** platform
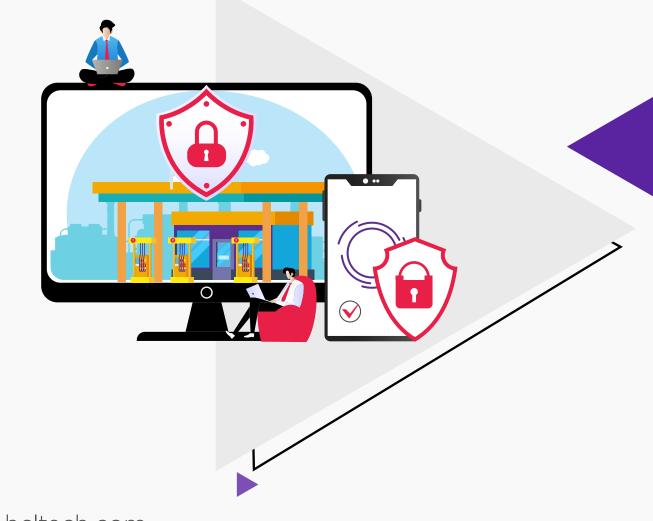
For a US-based gas station & convenience store chain

Customer Profile

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

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

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

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

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

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 platform

Detailed gap analysis report of the current legacy deployment and mitigation path

Use cases documented as per the revised business requirements

Detailed comparison matrix of evaluated products based on required use cases

Recommended products based on the technology evaluation outcome

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