



janrain®

case study

Building systems company realizes Internet of Things vision with Janrain

CUSTOMER IDENTITY AND ACCESS MANAGEMENT KEY TO BUILDING A TRUSTED, SEAMLESS EXPERIENCE FOR CONSUMERS

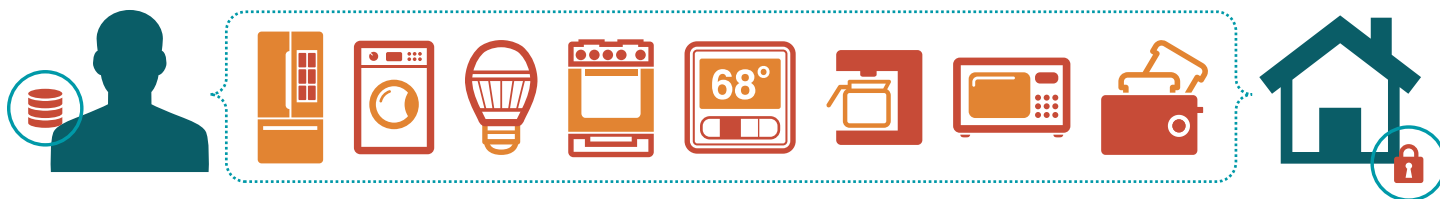
THE INTERNET OF THINGS (IoT) IS HERE WITH AN EMPHATIC BANG. It's rapidly changing the way people interact with the most important aspects of their world. Nowhere is that more true than in the home. Intelligent sensors in household essentials—such as locks, refrigerators and heating and cooling systems—help people manage and improve their environments in ways that would have been the stuff of science fiction just a few years ago. You're at work, but you want to open the door for your dog walker? You like to enter a perfectly temperate home without heating the place all day? No problem—with an intelligent, IoT-connected home.

A major electrical building systems maker is becoming a key player in furthering the intelligent home—with help from the Janrain Customer Identity and Access Management (CIAM) solution. Historically focused on selling directly to building contractors, the company realized that the emergence of the IoT offered an unprecedented opportunity to service the end users of its products.

The company envisioned offering ongoing services—security, energy management and more—directly to homeowners, landlords and renters, thus making a major investment in the business to consumer (B2C) arena for the first time. The company had the knowhow to create the intelligent things enabling this vision, but it saw that managing users' identities and devices would be crucial to technical and marketing success.

“The connected home is an opportunity similar to the one created by smart phones, cars, and watches. To seize this opportunity, we recognized it was essential to partner with vendors who can help us offer a best-in-class user experience today while enabling our long-term vision. Janrain is that partner for identity management.”

— DIGITAL AND DATA DIRECTOR



CONNECTING END USERS AND THEIR HOMES

WHAT'S IN AN IDENTITY?

The company realized that it needed to shift from being a B2B manufacturer and distributor to being a B2C service provider. Making things for the home would be just the beginning of its relationship with customers. Connecting with end users and their homes suddenly became core to the company's business.

To bring the IoT into the home, the company had to be able to register users, associate them with their devices, and manage their identities consistently. The entire process had to be easy for consumers and secure. With a plan to keep growing its IoT offering, the company also needed to be able to adeptly manage identities at scale while taking advantage of identity data to keep improving the customer experience. With these requirements top of mind, the company launched its search for a CIAM provider.

The evaluation team quickly realized that of the few providers that could meet all of the necessary requirements, Janrain offered the best fit for capabilities and the smoothest deployment path. Its Janrain CIAM solution chosen, the company began the implementation process, which progressed more rapidly than expected. Only six months elapsed between launching the selection process and final deployment.

KEY ELEMENT: TRUST

MAKING—AND KEEPING—THINGS YOURS

With its IoT, service and CIAM platforms integrated, the company is bringing intelligent services into the home—and customer identity is at the core of its architecture. All users have unique, consistent, real-time identities as they manage their homes and move across desktop and mobile devices. They can even use their social identities for access without requiring a new username or password. And the company can mine its centralized customer-profile database for insight into customers to find ways to enhance its products.

As the company builds its services, it never loses sight of a key element of the customer experience: trust. Homes are private—and they must stay that way for people to welcome the IoT inside. The Janrain solution's security component helps the company to protect data related to both its customers' identities and the intelligent devices in their homes. **General Data Protection Regulation (GDPR) readiness**, along with **TRUSTe** and **ISO 27001 certifications**, give the company confidence that leading security practices protect its customers' identities. A **clean SOC 2 Type II report** further demonstrates the security of the Janrain solution.



UNDERSTANDING CUSTOMER ENGAGEMENT

AN EVERMORE CONNECTED FUTURE

As the company builds its B2C brand, it plans to use its Janrain CIAM data for insight into its new consumer customer base. For instance, the company will explore the new customer-acquisition process from initial registration through to repeated logins, finding ways to keep enhancing the acquisition and user experience. Understanding how and when customers engage with services will also help the company effectively roll out new services like those for connected home appliances. The goal is to simplify the use of its services—and this CIAM data should prove essential as the company explores the customer experience to locate and eliminate friction.

THE JANRAIN IDENTITY CLOUD™ provides management, security and activation solutions that enable seamless and safe customer experiences across their digitally connected world, while providing enterprise organizations with deep customer insights. Founded in 2002, Janrain pioneered Customer Identity and Access Management (CIAM).