How to plan for your CIAM replacement

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Leadership

Keith Graham
CEO and
Co-founder

Chrissy Chambers
SVP Customer
Success

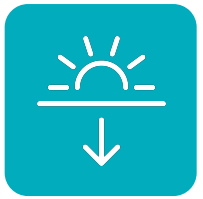
Robert Block
SVP Business
Development

Today's plan

- Why orgs change CIAM providers
- 3 big questions to ask yourself
- How Strivacity approaches CIAM replacements
- Additional resources

Why orgs change CIAM providers

Tired of watching your CIAM vendor…



Sunset products

"Moving" old architectures to the cloud often means retiring products without a clear migration path

Sell you (another) product

Growth via M&A can mean new features are actually (unintegrated) products disguised as features.

Send you (another) SOW

Services-intensive deployments can add up to hefty services bills for basic "feeding and watering".

Slow down customers

Clunky branding and inflexible sign-in journeys mean change requests lead to "no" or "not now"

Three questions to ask yourself

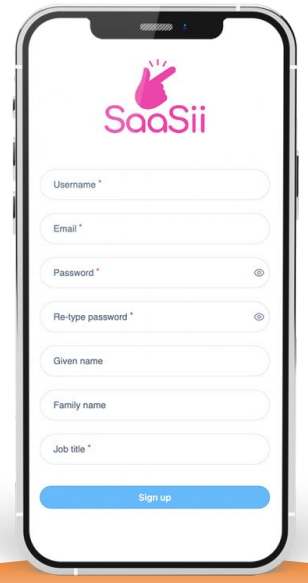
1. What does my new solution need to do that my current one doesn't?
2. What's the best architecture for me (and how do I tell what each vendor's architecture is)?
3. How do I migrate my customers?

1 What does my new solution need to do that my current one doesn't?

How can I verify the user's identity?

Do I have this user's consent?

Is this fraud or a legitimate transaction?



How do I make it simple to sign up and sign in?

What is the "right" amount of security?

How do I securely store my customer identities?

How do I keep my customer data in sync?

Am I aligned with privacy regs / and practices?

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2 What's the best architecture for me (and how do I tell what each vendor's architecture is)?

Three types of CIAM architecture

On prem

You install, patch and maintain it in your data center

Cloud washed

You and/or CIAM vendor installs, patches and maintains it in their cloud.

Cloud native

Built in the cloud to take advantage of auto-scaling economics and modern security features

2 What's the best architecture for me (and how do I tell what each vendor's architecture is)?

Ask this…

What's involved in doing a POC?

Listen for this…

On prem	Cloud washed	Cloud native
Here's the checklist of things you need to install and configure.	We'll get back to you in 3 weeks.	Sure…when do you want to schedule it?

3 How do I migrate my customers?

The two migration approaches…

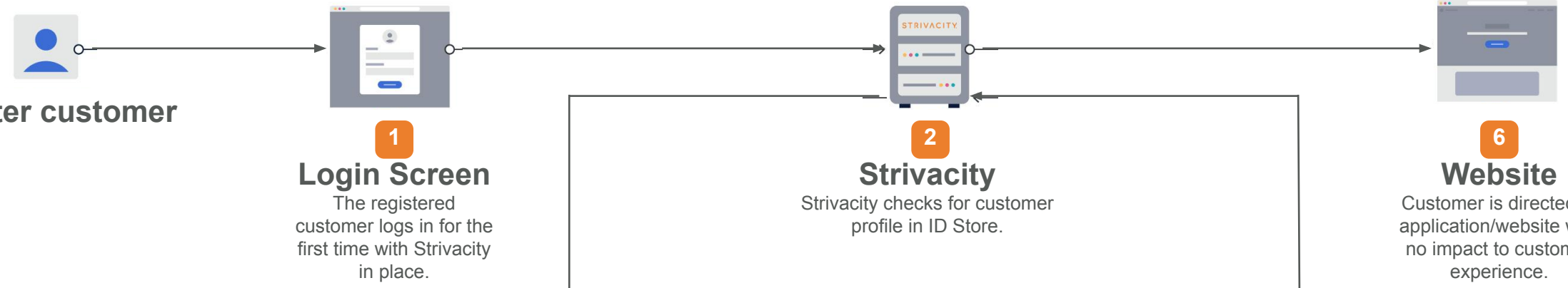
Just-in-time

- Customers don’t have to reset password
- Requires less planning and prep
- You’ll maintain old ID store during migration

Export-import

- User and account info is migrated in bulk
- Requires significant planning and prep
- Every customer must reset password

3 How do I migrate my customers?



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How just-in-time migration makes your CIAM transition easier

Read the blog

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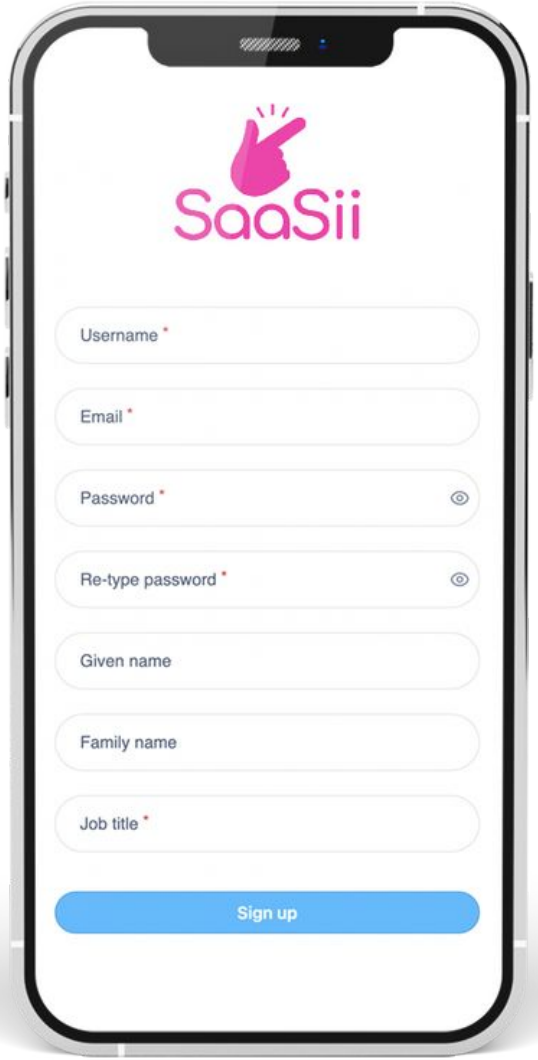
Remarkable sign-in journeys are forgettable

Simple customer sign-in journeys (as a service)*

*Security included



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Strivacity design principles

1

Customers have to be the focus (not a bolt-on)

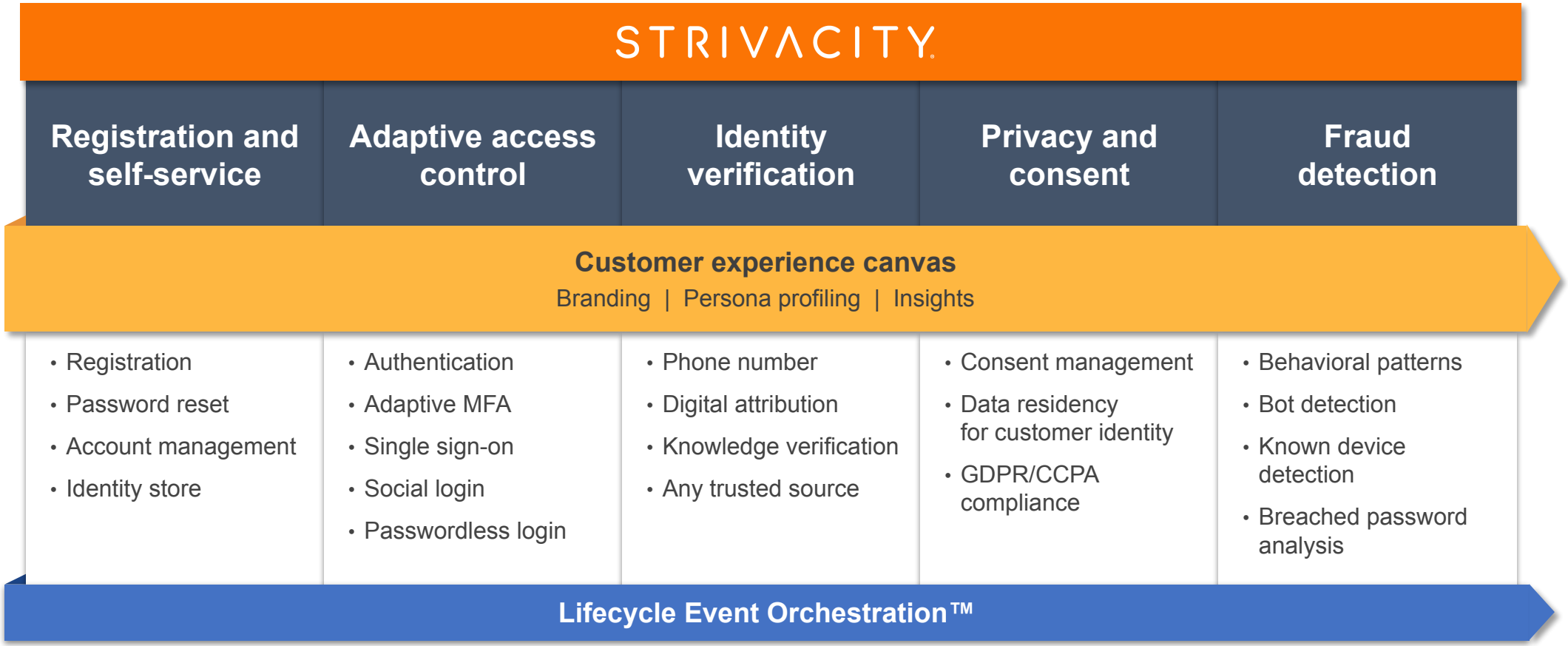
2

Great customer sign-in journeys shouldn't require a PhD in IAM

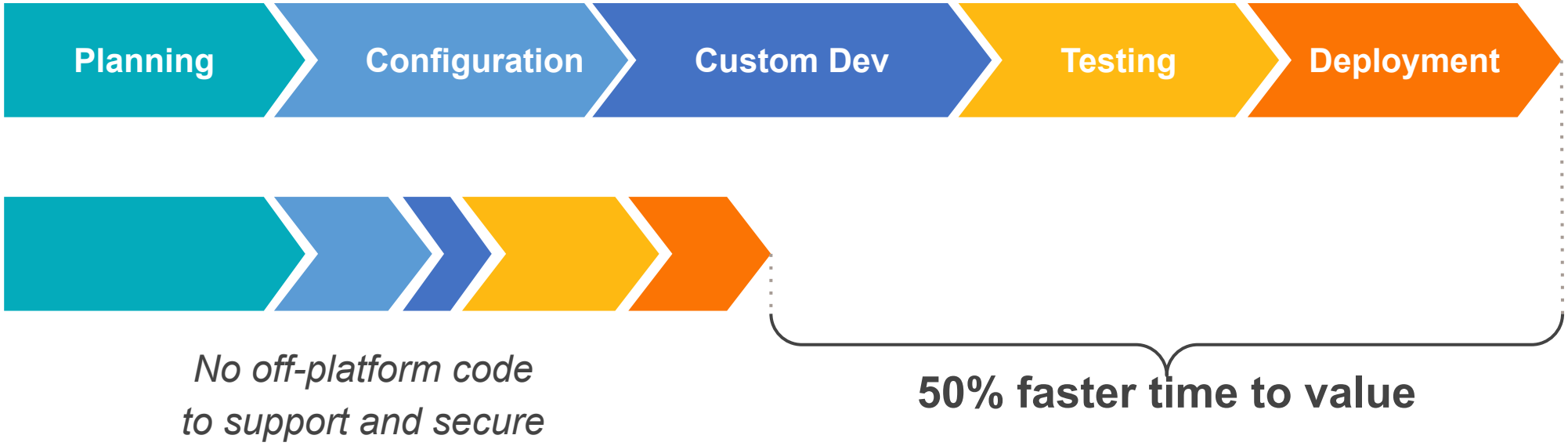
3

Architecture matters

A SaaS platform…designed for your customers



We deploy fast (and iterate faster)



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Replacement benefits calculator

Enter your assumptions…

Instructions: Change any highlighted assumption in **Column F** and it will change the results on the Summary and Detailed Calculations tab.

CALCULATOR ASSUMPTIONS	Description	Current solution
Operational cost assumptions for current CIAM solution		
Current annual CIAM license cost	$ annual license costs	$150,000
Current annual CIAM maintenance costs	$ annual maintenance costs	$30,000
Annual professional services costs	$ annual services costs to refine/configure features	$30,000
On-prem infrastructure costs	$ annual costs for hardware and appliance hosting costs to support current CIAM product(s)	$20,000
Employee-related costs	$ avg annual salary + benefits for CIAM admins, engineers and security analysts	$110,000
# CIAM administrators	# of full-time admins devoted to CIAM administration	1
# CIAM support engineers	# of full-time staff devoted to CIAM support engineering	2
# customer data quality specialists	# of full-time staff devoted to keeping customer data clean	2
Security-related assumptions		
Losses from fraud and account takeover incidents	$ annual loss from fraud and account takeovers (ATO)	$50,000
# of fraud and account takeover investigations	# of investigations per month	12
Time spent investigating fraud and account takeover incidents	# hours per fraud and ATO investigation	5
Customer experience assumptions		
Current monthly active users	# unique users signing in during last 30 days	10,500
New user growth	# of new users accounts created in last 30 says	400
Revenue per customer	$ avg annual revenue per active user during last 12 months	$400
Upsell revenue per customer	% avg annual increase in revenue/customer each year	15.0%
Failed login rate	% of login attempts that fail	7.0%
Failed account creation rate	% of new account creation attempts that are started but not completed	8.0%
Strivacity-related assumptions		**Strivacity**
Strivacity annual license cost	$ annual Strivacity license fees	$100,000
Redcued # failed logins	% reduction in failed login rate vs. current solution	20%
Reduced # failed account creations	% reduction in failed account creation vs. current solution	15%
Reduced # fraud and account takeover incidents	% reduction in # of fraud and account takeover investigations vs. current solution	75%
Reduced time to investigate fraud and account takeover incidents	% reduction in time to investigate fraud and account takeover incidents vs. current solution	50%
# engineers, admin and security freed up from CIAM support	% reduction in # of people required to support solution vs. current solution	50%

…Calculate the cost and benefits.

Instructions: This table shows the net annual benefit of replacing the current CIAM solution with Strivacity based on the assumptions you've entered on the Assumptions tab.

Summary of replacement costs and benefits	Current Solution	Strivacity	
License and maintenance costs	$ (210,000)	$ (100,000)	Strivacity is a SaaS solution so there's no maintenance fees
Sub-total	**$ (210,000)**	**$ (100,000)**	
Hardware costs	$ (20,000)	$ -	Strivacity is a SaaS solution so there's no hardware or appliance hosting fees
Sub-total	**$ (20,000)**	**$ -**	
Staffing-related costs			
Administrators	$ (110,000)	$ (55,000)	Strivacity is a single-platform SaaS solution
Engineers	$ (220,000)	$ (110,000)	Strviacity's on-platform dev environment and no-code approach minimizes engineering
Data quality specialists	$ (220,000)	$ (110,000)	Strivacity's orchestration capabilities keep data in sync
Security analysts	$ (41,684)	$ (5,211)	Strivacity's adaptive access controls reduce incidents of fraud while centralized auditing shortens investigations
Sub-total	**$ (591,684)**	**$ (280,211)**	
TOTAL COSTS	**$ (821,684)**	**$ (380,211)**	
Increased re			
Increased rev customers			
Increased rev customers			
TOTAL REVE			
NET COST	**$ (821,684)**	**$ (345,683)**	

NET ANNUAL BENEFIT OF REPLACING CURRENT SOLUTION w/ STRIVACITY ==> $ 476,001

NET ANNUAL BENEFIT OF REPLACING CURRENT SOLUTION w/ STRIVACITY ==> $ 476,001

[info.strivacity.com/**calculator**](info.strivacity.com/calculator)

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Contact Us

Schedule a call with one of our CIAM experts to discuss your situation:

strivacity.com/**contact**

BLOG

How to choose between in-line and bulk migrations

strivacity.com/blog

ROI TOOL

Calculate the costs of switching CIAM providers

info.strivacity.com/calculator

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Thank you!