

Construction Icon Builds Business Faster with CIAM Solution from Ping Identity and IDMWORKS

Overview

Today's buyers expect to create accounts, obtain price quotes, and place orders online whenever they want to – even if they're standing in line at the store. With this in mind, one of the best-known brands in the construction industry made a generational investment in modernizing its digital experience management.

The company's leadership team engaged IDMWORKS to design and build a modern customer identity and access management (CIAM) infrastructure and help identify the ideal technology solution – Ping Identity's PingOne for Customers. The new approach automates account creation to speed onboarding times by more than 99%, provides customers with a modern self-service App Store, and ensures that the data that driving the business stays current.

The Challenge: Modernize and Automate Manual Processes to Protect Revenues and Operations

As one of the largest privately held manufacturing companies in the US, the iconic provider of building materials knew its old way of doing things – setting up partner and dealer accounts and taking orders over the phone – couldn't scale to keep pace in a digital-first retail world. Lag times to open accounts and place an order averaged more than a week, posing a serious threat to revenues as well as the company's world-class brand reputation.

As time went on, transacting manually and communicating via phone and email caused the marketing and customer service databases to become outdated, creating another costly impediment to revenue growth and user satisfaction. Additionally, the tedious manual workflows in place failed to scale, and did not deliver the operational visibility needed to demonstrate compliance with industry mandates for safeguarding data.

Objectives were clear

The initial goals for the CIAM project were to:

- Automate the account creation process to eliminate excessive delays in the onboarding of new dealers
- Improve partner satisfaction with self-service capabilities and a new online App Store
- Make timely and accurate updates to data to drive informed business decisions

At a Glance

Sector: Building & construction

Region: Worldwide

Company:

A \$3B global leader in construction serving large architectural firms, local builders, and major 'box' stores like Lowes and Home Depot

Challenge:

Modernizing tedious manual creation of new accounts for faster ordering and revenue growth while keeping customer data current

Solution:

An automated CIAM solution designed by IDMWORKS and built on Ping Identity's unified PingOne platform

Benefits:

- Onboarding delays reduced 99%
- Seamless self-service through online App Store
- Identity and account management data validated and kept current
- Scalable CIAM infrastructure streamlines operations, promotes compliance



Finding the ideal solution

Before engaging IDMWORCS as its IAM journey partner, the building provider contacted three well-known identity management providers but had yet to choose its ideal solution. IDMWORCS' Advisory team guided the company's leadership team through an in-depth Advisory engagement to review to prioritize business drivers, define requirements, and benchmark existing capabilities.

IDMWORCS developed and presented a plan to modernize and migrate the company's identity management infrastructure to a modern CIAM platform. Identity management experts then helped the manufacturer's IT and IAM executives complete their evaluation of competing providers.

The Ping Identity platform emerged as the clear winner based on the breadth and depth of the platform and several unique capabilities:

- PingOne offered all the modern CIAM capabilities and automation the manufacturer needed
- Ping Identity's self-service capabilities stood head-and-shoulders above the rest
- Flexible APIs would make the PingOne solution easiest to configure, operate, and scale into the future

The Ping Identity team demonstrated in-depth expertise and customer-focused service and support that aligned with the manufacturer's philosophy.

PingOne for Customers is a cloud-based solution that combines no-code identity orchestration with authentication, user management and multi-factor authentication (MFA) to help businesses build and optimize seamless, secure digital customer experiences.

The Solution: IDMWORCS + Ping Identity Deliver Automation, Self-Service and Scale

Once the decision was made, the IDMWORCS and Ping Identity teams worked closely with the customer to plan and drive the implementation of its new CIAM solution. The multi-phase transformation began with migrating 30+ applications from legacy Microsoft identity management technology to the Ping Identity platform and building a new streamlined, automated registration workflow.

About IDMWORCS

IDMWORCS is an industry-leading identity and access management (IAM) solutions provider. Since 2004, we have been dedicated to securing businesses and enabling interactions with their customers, partners, and employees driving transformative growth. Complex identity challenges are simplified through our team's vision, expertise and resilience ensuring strategic outcomes are successful. Our deeply knowledgeable and customer-centric experts have been leading the ever-shifting IAM industry for nearly two decades, positioning us to deliver cutting-edge cyber security solutions.

About Ping Identity

Ping delivers unforgettable user experiences and uncompromising security for any type of user. From anti-lock-in integrations, out-of-the-box best practices, and innovative services from decentralized identity to AI-driven governance and fraud prevention, Ping is the one-stop shop for game-changing digital identity.

How it works

IDMWORCS designed and developed a cross-platform onboarding application that works from customers' mobile phones, laptops, and desktops. After inputting account data on their own, prospective customers and reseller partners quickly receive emails with a link to complete account setup.

Once the account is set up, they can browse, calculate pricing, and begin placing orders unassisted—all within minutes instead of weeks. The new online App Store helps customers obtain necessary resources quickly and showcases additional options and offerings that might be of interest.

The Result: Higher Sales and Happier Customers – In Mere Minutes

The new CIAM infrastructure produces measurable business benefits for both the world-leading building manufacturer and its partners and customers out of the gate:

- 99% success rate for customers registering and creating new accounts unassisted on the first attempt
- Lost opportunity costs are eliminated as onboarding times get reduced from 8+ days to less than 5 minutes—a 99.2% improvement!
- Customer account and sales data integrates seamlessly with Salesforce and other CRM databases used for marketing, accounting, and cybersecurity compliance and reporting
- Operational overhead is reduced as customer service representatives get freed up to focus on strategic customer relationship management (CRM) and business development

At the end of the day, the Ping Identity CIAM platform stands to deliver dramatic gains in operational efficiency, customer satisfaction, and revenue growth into the future.

What Happens Next?

As the first phase of the deployment concludes, the IDMWORCS/Ping Identity team will work with the global manufacturer to extend the benefits of automated identity management to thousands of users worldwide. Ping Identity's flexible APIs make it easy to integrate new technologies and tailor services to suit individual markets.

IDMWORCS continues to be a 'journey partner' helping to ensure the company's generational investment in CIAM solves its current business challenges while helping to maintain and demonstrate compliance and scale to meet the fast-changing needs of partners and customers worldwide.