

# **Customer Identity and Access Management**

## **Product Introduction**

## **Product Documentation**



Tencent Cloud

## Copyright Notice

©2013-2024 Tencent Cloud. All rights reserved.

Copyright in this document is exclusively owned by Tencent Cloud. You must not reproduce, modify, copy or distribute in any way, in whole or in part, the contents of this document without Tencent Cloud's the prior written consent.

## Trademark Notice



All trademarks associated with Tencent Cloud and its services are owned by Tencent Cloud Computing (Beijing) Company Limited and its affiliated companies. Trademarks of third parties referred to in this document are owned by their respective proprietors.

## Service Statement

This document is intended to provide users with general information about Tencent Cloud's products and services only and does not form part of Tencent Cloud's terms and conditions. Tencent Cloud's products or services are subject to change. Specific products and services and the standards applicable to them are exclusively provided for in Tencent Cloud's applicable terms and conditions.

# Contents

## Product Introduction

Overview

Strengths

Use Cases

# Product Introduction

## Overview

Last updated : 2023-12-22 11:42:07

Customer Identity and Access Management (CIAM) provides a convenient and secure management platform for user signup, login, and access. It reduces the risk of malicious user signup and helps you build a unified and optimized user ID and user consent management system.

CIAM has the following features:

Efficient management services and rich SDKs/APIs, which help platforms quickly set up signup, login, and authentication processes.

Flexible policy and risk management configuration capabilities, which effectively identify malicious users and lower business risks.

Account integration and management tools, which can manage the same users from different channels after they authorize information collection. This improves the user experience of accessing applications through different channels.

A unified 360° user view to better understand users and provide services.

# Strengths

Last updated : 2023-12-22 11:42:07

## Enhanced Consumer Account Management Capabilities

CIAM supports the access management of various social login methods in the WeChat and QQ ecosystems, such as QR code scan on PC, official account, or mini program, as well as in other non-Tencent ecosystems. It integrates user signup information and progressive data processing capabilities to help you create unique IDs for user accounts, laying the groundwork for user management and targeted marketing.

## Optimized User Experience

CIAM unifies the user login entry and SSO in multiple channels and terminals, including web, HTML5, app, applet, IoT, VR, and AR. This delivers an easier and better user experience, facilitates cross-business collaboration, and improves consumer user retention and activity.

## Effective Malicious User Identification

CIAM can be connected to Tencent's diverse risk management solutions (purchased and configured separately). Then, based on Tencent Security's over 20 years of experience in combating black market activities, it effectively identifies malicious users for you to filter user behaviors such as malicious signup and bargain hunting and reduce potential business losses.

## Multiple Deployment Modes

CIAM supports deployment in public, private, and hybrid clouds as needed to help you uniformly manage user accounts in the cloud. This reduces your management costs and improves the security.

## High Stability and Reliability

CIAM can sustain hundreds of millions of users, with a high stability proven by its large-scale internet use cases.

# Use Cases

Last updated : 2023-12-22 11:42:07

## Retail Membership Management

CIAM helps you build a unified user account risk management system to better manage users and conduct targeted marketing. You can also leverage Tencent's risk management capabilities to identify signup by malicious users and bargain hunters and avoid potential business losses.

## Travel and Mobility

CIAM interconnects all applications of a scenic area's platform to help tourists smoothly access various scenic spots, purchase local specialty products online, and check in at hotels with one tourist account, delivering a seamless and enriched travel experience.

## Healthcare

CIAM helps create a unified user account management system, with multiple identity options such as doctor and patient. In this way, hospitals can better manage patient information, patients can use services provided by hospitals more conveniently.