

INTELLIGENT IT SOLUTION FOR THE DIGITAL WORLD

The Wimsheim based firm, WidasConcepts GmbH has developed a modern Customer Identity Management system for an unambiguous user identification: A networked refrigerator should, after all, automatically buy food for its "master" and not things that don't belong there.



The company's cidaas cloud software provides an innovative customer identity management solution.

"It provides complete security for all digital endpoints. This means that users have convenient and secure access to their portals, web shops or mobile apps. Registration takes place via their own social media account; additional registration is not necessary," explain Yael and Sadrick Widmann.

The siblings manage the new product cidaas. It can be seamlessly integrated into existing IT, with an unchanged user interface and including company's own apps and tools. "Logging in without a password using a unique biometric method provides user friendliness and security," explains Yael Widmann.

Sadrick Widmann adds: "The Internet of Things lets companies immerse themselves in new areas of their customers lives. They want a comfortable identification, without having to worry about their security and their privacy. "Customer Identity Management is the success recipe, for say, to make customer journey secure and extraordinary, says Yael Widmann.

In the future, it will not only be about recognizing the customer, but also about identifying his devices. "In these concepts, it is important to assign the individual devices to the actual customer and to define their authorizations - the networked refrigerator, for example, should ultimately buy food and not things that do not belong in it," says Sadrick Widmann.

"When it comes to customer recognition, we not only see the customer, but also his devices as representatives in different roles." Managing Directors of WidasConcepts GmbH, founded in 1997, are Thomas Widmann and Christian Kappert. The company employs 120 people worldwide. The company has offices in Mannheim, Essen, Munich and Bangalore and develops solutions in the areas of Big Data, Internet of Things, mobile and Web solutions.

"The expansion into India as well as the further development to be the IT technology & service provider continue to promise very good growth," concludes Sadrick Widmann. Yael Widmann finished her Masters in International Business Development at the ESB Business School in Reutlingen. Sadrick Widmann completed a Master of Science at Karlsruhe University of Applied Sciences – Technology and Business, where he also lectured on topics such as Automation of Business Processes and Programming.

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WHY CUSTOMER IDENTITY MANAGEMENT?

The driving force of development is the rapidly increasing digitalization of the economy and the technological networking of systems. This can lead to the erosion of the customer or user identity. Customers are no longer face-to-face with business, the conversation is missing personalized attention, but customer feedback remains. Traditional user logins are outdated, they do not meet the newly defined demands in terms of security, user-friendliness and above all the requirement "Know Your Customer". That is why an unambiguous and reliable identity recognition forms the foundation stone of digitalization.