


Case Study : CarbookPlus

#CIAM in the #Automotive sector

Identity software-as-a-service solution for a telematics vehicle platform, CarbookPlus

“Cidaas got us off the ground in no time with all our IAM needs by providing a fast, secure, feature-rich SAAS solution with a highly programmable interface.”, Rajiv Agarwal, Project Manager, CarbookPlus

Rajiv Agarwal,
Project Manager, CarbookPlus GmbH 

Overview:

CarbookPlus is an innovative, cloud based, telematics platform to track and monitor vehicles, drivers and driving practices conceptualized by WidasConcepts, a global IT consulting and services company, that specializes in Big Data, IOT, mobile and internet solutions.

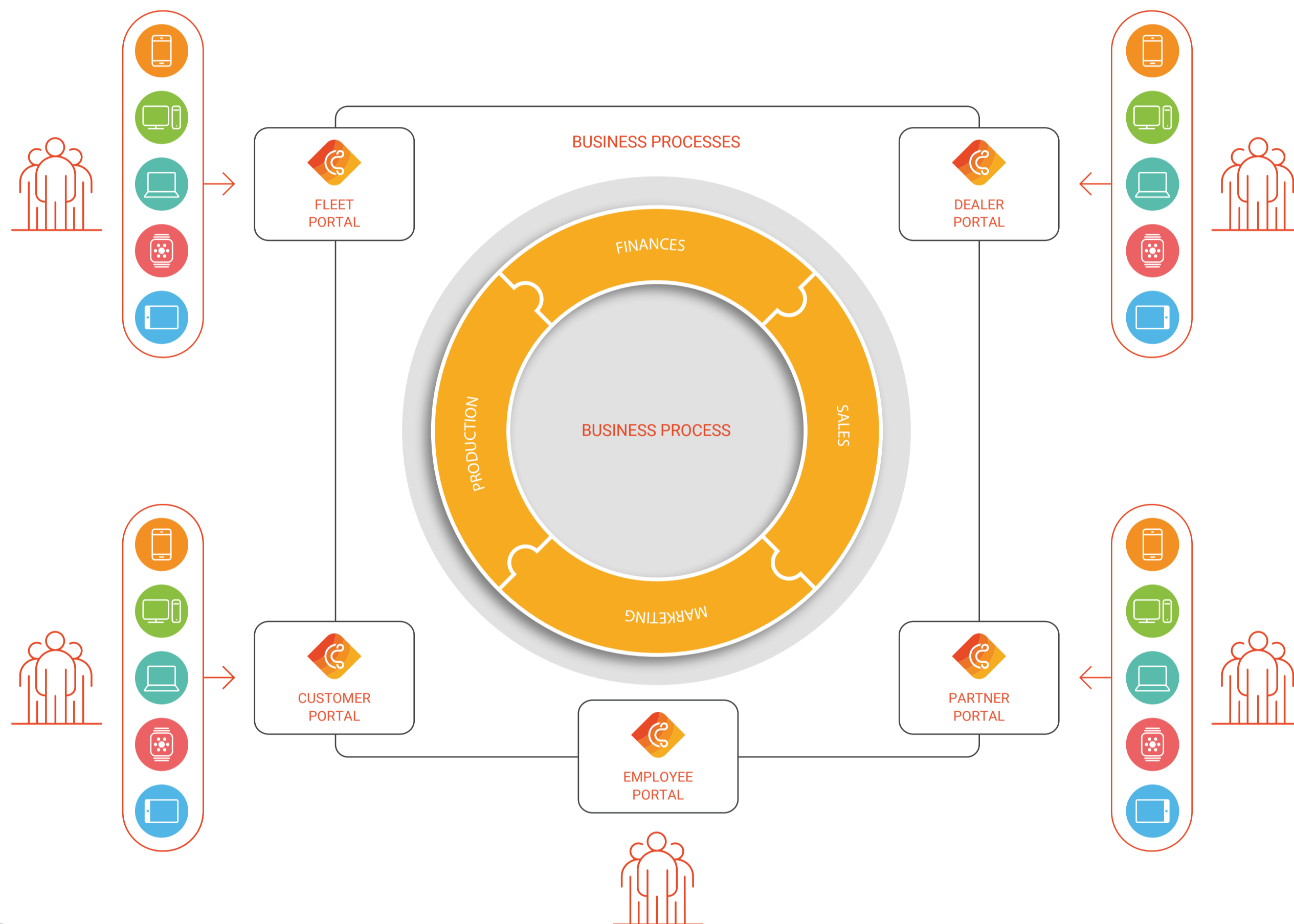
The goal is to establish an independent, community platform that brings together vast amounts of all vehicle related data, to generate new value and knowledge from this data, for every possible service, that can benefit all - drivers, vehicle owners, fleet managers, dealers, insurances. Drivers and vehicle owners manage their vehicles, compare costs and eco efficiency, and buy products in an informed manner.

They wanted a holistic solution to effectively manage User Registration, Login and Management, preferably, a JWT and OAuth 2.0 based, secure IAM with features like social login, group & role management, reporting and fraud detection.

Requirements:

CarBookPlus had the following requirements while assessing various Identity Solution providers:

- The solution had to cater to users across the globe, across platforms (iOS, Android, Web) and devices.
- The User experience had to be enhanced, without compromising on security.
- A one stop solution was required for managing user roles and permissions.
- Collaboration across multiple business groups (e.g. Administrators, Fleet Managers, Dealers,) had to be facilitated through the solution.



Challenges:

They also had in mind the following challenges, that only a best-in-class Identity Solution Provider could offer:

- Scalability: Anticipating an increase in the user base, the solution should be easily scalable.
- Dynamic: The solution should accommodate the growing architectural changes in the course of the CarbookPlus application development.
- Flexibility: The solution should ease customizations to meet the varying requirements of each business group
- Security: Customer Data should be protected, by providing timely consent alerts to the end-users and the related reminders to CarbookPlus team, so that they remain compliant to the regulations defined by their regional legal entities..
- In-built communication channels: The solution should eliminate the burden of engaging explicit Messaging Gateways and should provide ready to use customizable templates for Emails, SMS, IVR, Push notifications.
- Analytics and Reports: Business should get insights into customer behavior so as to influence development and marketing decisions.
- Advanced Authentication: The solution should be in-line with the latest developments in technology and offer futuristic authentication methods (including biometric techniques)

Solution:

Having evaluated multiple products and their capabilities, the CarbookPlus Team verified that cidaas could perfectly meet all their expectations. The cidaas solution was seamlessly integrated into the CarbookPlus platform and in no time, the application was up and running.

cidaas, the Customer Identity Management Solution, focuses not just on physical access but also seamlessly covers the virtual nature of access by web/mobile apps. It offers sophisticated interfaces to suit product integrations, be it SDKs or APIs. cidaas also offers a custom cloud deployment for development, staging and production environments of CarbookPlus. It turned out to be a one stop solution to provide CarbookPlus the services for login (including social login), password handling, passwordless access, SSO, multi-factor-authentication, tokens for application page protection, scalable to large deployments, global deployments, access tracking and fraud detection – all under the same roof.

Having abstracted Identity Management Challenges like security, trace-ability and flexibility of use for the end user, CarbookPlus was able to focus on building features for their business cases, and successfully sign up more than 8000 satisfied customers today.

Value Add:

- Cidaas is EU-GDPR compliant
- Being cloud-based, the solution is easily scalable
- Provides rich SDKs and APIs for rapid App development in Web, iOS and Android.
- Easily customizable UI
- Out of the box features such as password-less login and SSO.
- Fraud detection (with prompt alerts and notifications in events of suspicious activity)
- In depth reporting with real time statistics on Live Users, Demographic information etc.
- 24x7 customer Support