

## SUCCESS STORY

# A GLOBALLY ACTIVE MEDICAL ENGINEERING COMPANY UPGRADES ITS PORTALS TO MATCH THE DIGITAL AGE

### REQUIREMENTS

- > Uniform strategy for identity and access management
- > Seamless single sign-on (SSO) across all enterprise platforms
- > Security for customer data
- > holistic view of customers for the administrators

### ADVANTAGES

- > Intelligent registration workflows based on OAuth2 and OpenID Connect
- > Social Login that ensures user-friendly login
- > User Self-Services
- > Group management for assigning roles and accesses
- > Seamless integration into existing systems via APIs and webhooks

One of the world's leading suppliers of complete systems and products for dental implantology and implant-borne dentures wanted to redefine its customer approach in order to adapt itself to the digital age. For its subsidiaries and sales partners that are spread across more than 20 countries, a strategy for identity and access management was required, that could keep pace with the growth of the company, and at the same time, efficiently use existing resources.

### EASY AND EFFICIENT MANAGEMENT OF IDENTITIES

It was important that SSO seamlessly worked across platforms (Web/ App) that cater to both national and international customers as well as upcoming Sales Apps and online configurators. Another requirement was to allow easy and efficient management of identities and authorizations. The company wanted to free itself from the task of individually authorizing users and at the same time give administrators a holistic view of all the company's customers. This ensures that both data security and usability are not neglected.

In short, a highly comprehensive solution was required, that was flexible, scalable and could be seamlessly integrated into their existing software.

### INTELLIGENT REGISTRATION WORKFLOWS ENSURES THE BEST OF USER COMFORT

- > The cidaas solution let customers connect to the company's E-Shop and all their applications easily and securely by means of its registration workflows built using OAuth2 and OpenID connect standards.
- > In order to simplify the registration and login process of customers, the feature of social login was implemented. This allowed users to log in via their social media channels such as Facebook. The user does not have to go through a new registration process, instead could get himself registered with his social media account - of course, only after obtaining the necessary consent from the user to use his data.

- > The solution also provided the option to activate first-time registered users manually by a back-office administrator/operational personnel. The background to this is that when a new user registers and tries to login on the company's portal, the medical engineers must first check if the user is authorized to use medical technology products at all. As soon as these confirmations were made available, the users could be activated manually and then the users could manage their account themselves.
- > User comfort is further enhanced with the user self-services integrated in cidaas. Each user has full control over his personal data and its use. The operational tasks of the administrator are thus reduced.
- > With the help of the "group management", which cidaas offers by default, roles and access permissions can be managed. Users of the portals could be customers, partners, employees etc. All these users were grouped by type, role, and privileges and were granted valid access permissions.
- > Not only did the comprehensive range of functions set cidaas apart from comparable products, but also the seamless integration possibility via APIs and webhooks into CRM, SAP and all other existing systems.

#### COMPREHENSIVE VIEW ON CUSTOMER DATA IN REAL TIME

- > Seamless integration into existing software so that the company's resources can focus on their core business, thus saving time and money.
- > Built-in custom templates for communication to enhance customer engagement through personalized campaigns.
- > Compliance to all regional privacy and security regulations.
- > Increased security through OAuth2, 2-factor authentication, FDS (Fraud Detection System).
- > Easily customizable user interface that can be tailored at any time to meet requirements.
- > Customer data that is available in real-time and comprehensive view of all customers across the company's various channels.

*"Modern software is intelligent, innovative and easy to use. With its in-house developed product, cidaas -Customer Identity Management as a Service - WidasConcepts has created exactly such a solution. We use cidaas as the central user identity management solution for our shops and portals - our customers also profit from the user-friendly service."*

**Head e-Business**  
of the globally active medical  
technology company

#### About cidaas

cidaas stands for Customer Identity as a Service and offers highly scalable and seamlessly integrable identity and access management. The CloudService of Widas ID GmbH is developed and hosted in Germany. cidaas provides the highest level of security by using the standards OAuth2 and OpenID Connect for interface authentication. Strong multi-factor authentication methods (MFA), including biometric scans (finger print, face scan,...), are used to uniquely verify user identities. Widas ID GmbH has been offering "Software made in Germany" since 1997 and is based in Wimsheim near Stuttgart.

[www.cidaas.com](http://www.cidaas.com)