

## SUCCESS STORY

### SINGLE SIGN-ON ENSURES USER CONVENIENCE WITH JUST ONE CLICK

#### CONTINUOUS CUSTOMER JOURNEY FOR THE CORPORATE CHANNELS OF REHAU USING CIDAAS



#### REQUIREMENTS

- > Single Sign-On via different company portals
- > Two-Factor Authentication
- > Individual registration and login processes per application

#### ADVANTAGES

- > Single Sign-On enables seamless customer journey across multiple applications
- > A central platform for all types of consents
- > Two-Factor Authentication via TOTP (One-Time Password) for secure user authorization
- > Seamless integration of cidaas into existing apps and digital assistants f.e.: Alexa via APIs and Webhooks

The REHAU Group has been producing polymer-based solutions for the construction, automotive and industrial sectors for over 70 years. With more than 170 locations and over 20,000 employees worldwide, the company has various online portals for a wide range of products for B2B and B2C customers. In order to map a consistent Single Sign-On (SSO) across the various applications and to offer individual login and registration processes for each portal, REHAU decided to use cidaas as a central Cloud Identity and Access Management solution, after evaluating several providers.

#### SEAMLESS CUSTOMER JOURNEY ACROSS ALL PORTALS

The most important requirement that REHAU placed on future identity management was to design the customer journey seamlessly across all corporate portals and channels. By using the cidaas Identity Platform, a central user management across all company channels is now possible. A registered user can access several REHAU applications with a single login.

In order to achieve the greatest possible convenience for the end user and maximum security for the applications, REHAU also uses Two-Factor Authentication. For example, the second factor is a One-Time Password (TOTP), which is provided by an authenticator.

#### CIDAAS AS A CENTRAL PLATFORM FOR ADMINISTRATING PARTICIPATIONS

Since the new edition of the GDPR at the latest, a large number of portals have always been associated with a significant effort for the administration of consents. cidaas was able to score here with the powerful and GDPR-compliant "Consent Management" module, which is available "out-of-the-box" in the software suite. Previously, the consent forms obtained were kept in separate systems for each application. Thanks to cidaas, these are now managed centrally for all REHAU applications on one platform. The individual data protection regulations or general terms and conditions are created and administered centrally in cidaas. For each application, the respective valid one is then queried and stored. This considerably reduces the administrative effort for REHAU.

## SINGLE SIGN-ON ACROSS ALL CHANNELS COMBINED WITH CENTRAL CONSENT MANAGEMENT ENSURES MAXIMUM USER CONVENIENCE

- > **Single Sign-On:** After successful login or initial registration, the customer receives access to all portals of the REHAU Group.
- > **One identity across all channels:** Integration of cidaas as central identity management via APIs in all web applications, all hybrid apps on Android and iOS, as well as in digital assistants such as Alexa.
- > **Central consent management with combination of different consent options**
  - > Creation of different GTC and data protection explanation per application directly in cidaas
  - > play out the respective GTC/Data Protection Declaration for each application via push notification
  - > if the general terms and conditions of two REHAU applications are identical, they will only be queried once. Only changes will be displayed for confirmation
- > Different login and registration pages can be configured for each application
- > Two-Factor Authentication using TOTP (One-Time Password) by common authenticators
- > Simple and fast establishment of individual password guidelines

### About cidaas

cidaas stands for Customer Identity as a Service and offers identity and access management that is highly scalable and can be easily integrated. Widas ID GmbH's CloudService is developed and hosted in Germany. cidaas provides highest security by using the standards OAuth2 and OpenID Connect for interface authentication. Strong multi-factor authentication methods (MFA), including biometric factors (fingerprint, 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.de](http://www.cidaas.de)

*"Before we have decided for cidaas, we have already tested several Identity Management Systems and worked together with other provider for several years. However, none of the systems were able to meet all our requirements "out-of-the-box". With cidaas, we have now found the optimal software suite for us, thanks to state-of-the-art technology, which has completely implemented our requirements in just three months project time. cidaas delivers what it promises and is secure, fast and unmatched."*

**Alexander Mietzke**

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