Customer360

Contents

# Getting started with Customer360

Customers interact with your brand, products, and services through your digital properties. Registration and sign-on are essential starting points to giving your customers an enjoyable journey. Failing to provide your customers with a cohesive sign-on and registration experience might result in you losing them before they ever get started, which can be costly and irreparable.

And it's not just about customers abandoning the registration process. Once you have a customer, you want to keep them. They want to quickly and easily access their applications and know that their information is protected from security breaches, privacy violations, and fraud. To earn their trust and loyalty, it's important to create seamless authentication experiences, while balancing security and convenience.

With Customer360, you can set up your own authentication authority and create a single source of truth across your organization. It ensures your customers are who they claim to be, and seamlessly connects them to the applications they are allowed to access in any environment.

This solution provides centralized IAM services that:

- Make a great first impression with a simple, consistent registration experience.
- Keep customers coming back with seamless sign-on across all consumer-facing applications.
- Balance convenience and security with customer-friendly MFA.
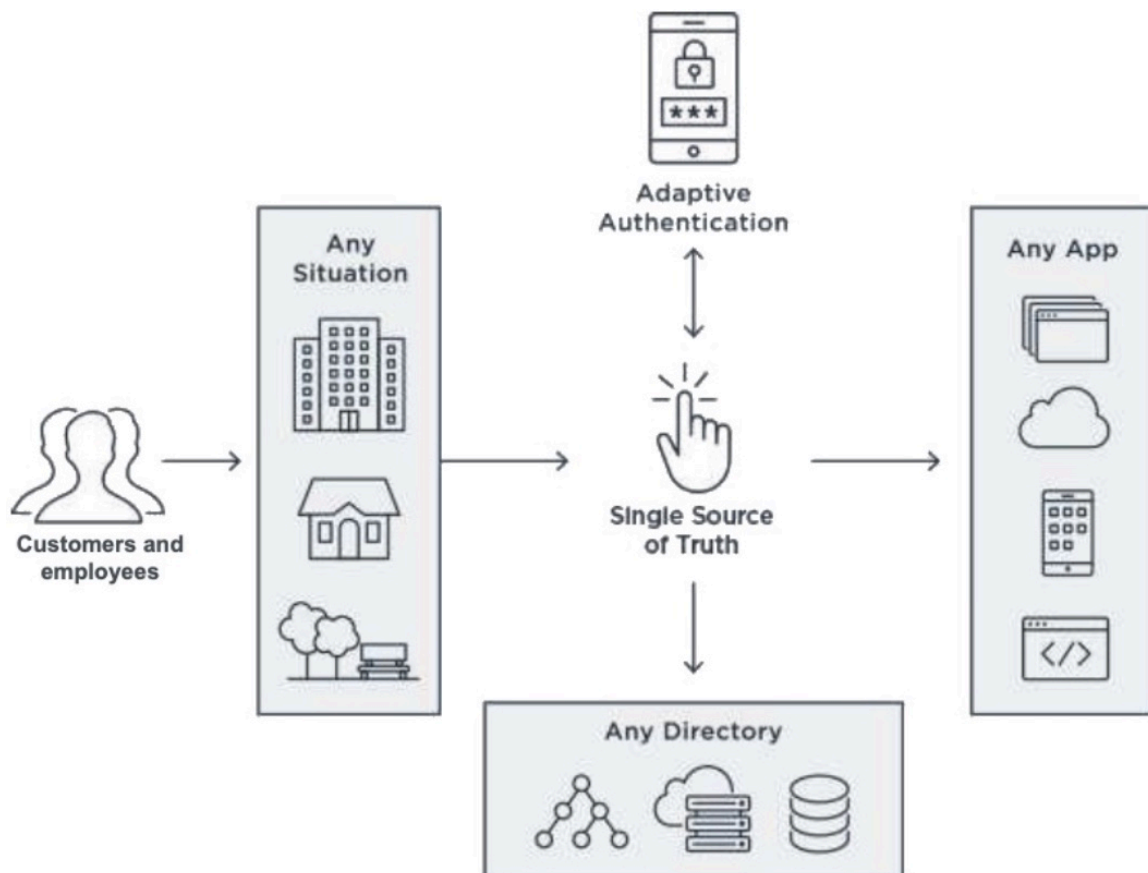
But perhaps most importantly, having an authentication authority in place ensures your customers can sign on to all of their applications and services with one set of credentials. It gives them secure, one-click access from anywhere, on any device, and reduces the number of separate accounts and passwords they need to manage within your brand portfolio.

When the authentication authority is in place, you can easily enhance its capabilities. For example, because passwords remain the most common vulnerability, you might want to reduce risk by adding passwordless authentication methods, such as fingerprints, face scans, or push MFA notifications.

Or, you might want to consolidate your multiple data stores into one and streamline the authentication process. Use the PingDirectory data synchronization capabilities to consolidate identity data and create comprehensive customer profiles, or replace legacy identity data stores with a modern directory solution.

With this customizable solution, the possibilities are virtually endless and easy to implement. Customer360 can address a variety of your cloud-first needs:
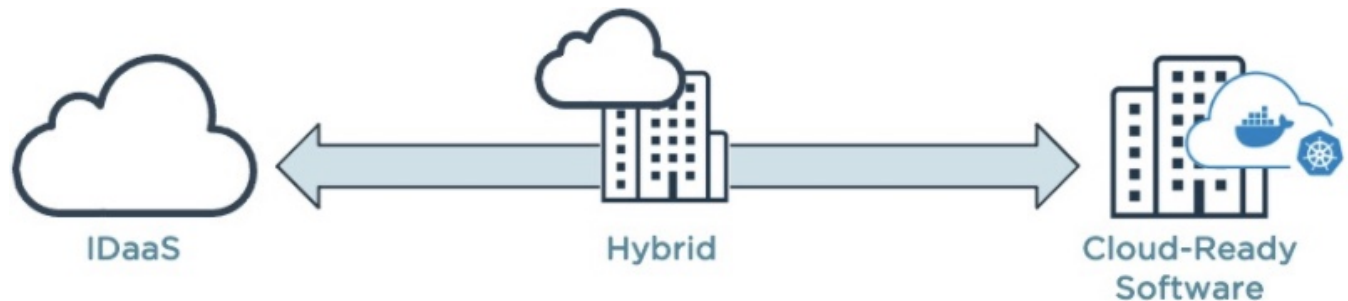
IDaas

Use Ping's IDaaS solution for a no-maintenance, easy-to-manage identity solution in the cloud.

Cloud-ready software

Leverage modern cloud automation and orchestration capabilities, including Docker images, to deploy Ping solutions to any cloud.

Hybrid

Maintain complete control over mission-critical applications and resources by deploying pieces to your on-premises data center.

Ping products included in Customer360

The Customer360 solution provides core customer IAM capabilities (authentication, multi-factor authentication, and directory). You can choose from a variety of deployment types to meet your needs. One of the most commonly used deployments is shown in this diagram.
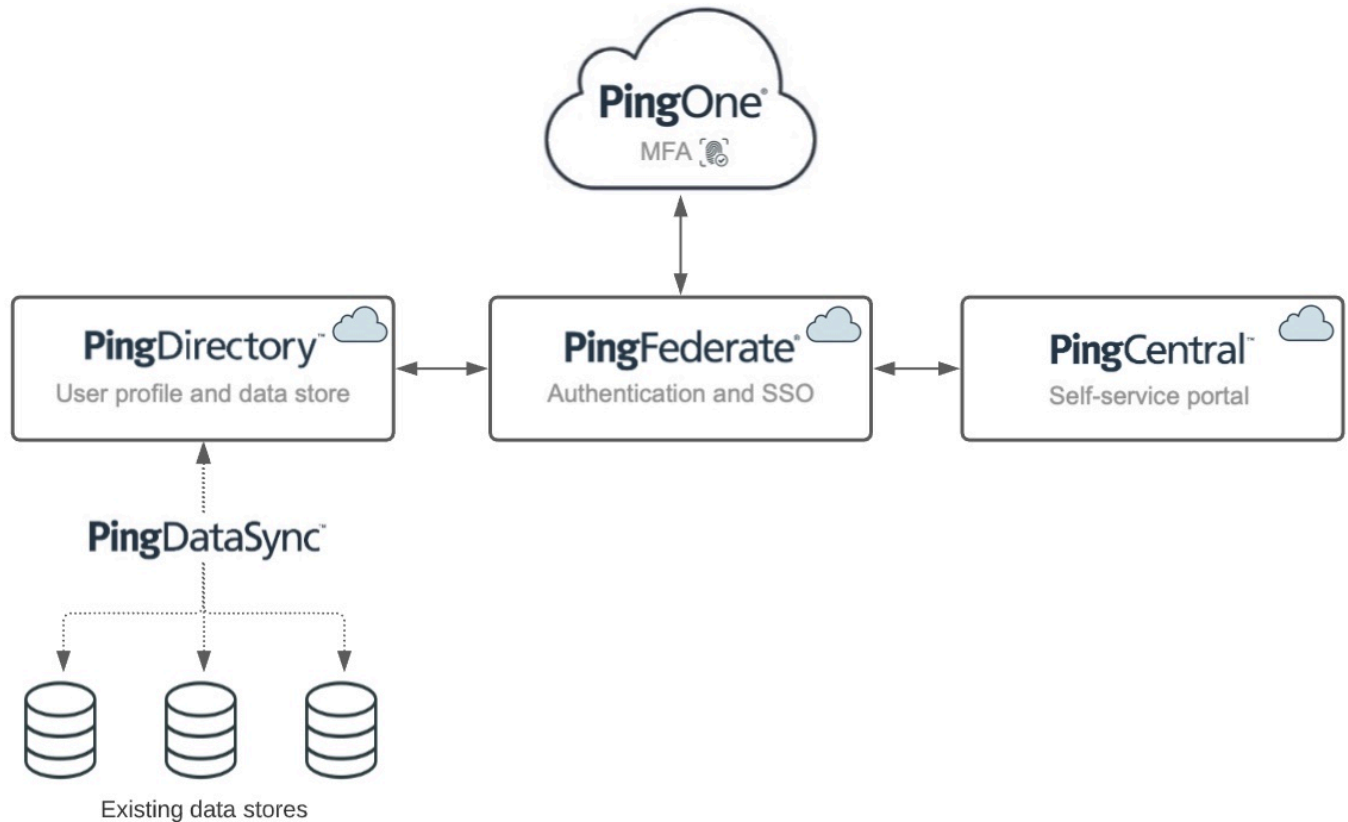
PingFederate

Authentication, SSO, and MFA capabilities are available using PingFederate, PingOne for Customers, or a combination of the two. PingFederate is an enterprise federation server that enables user authentication and single sign-on.

PingOne MFA

PingOne MFA is a cloud-based multi-factor authentication (MFA) service that enables your business to provide secure and seamless experiences for your customers and users. With customer-friendly authentication methods, adaptive authentication policies, user device management and custom branding, PingOne MFA can help your organization secure your customers without sacrificing user experience.

PingDirectory

PingDirectory is a powerful data store included in Customer360 that securely stores and manages employee data in a single, central data repository that serves as the source of truth.

PingDataSync

Use the PingDirectory data synchronization capabilities to consolidate identity data to create comprehensive customer profiles, or replace legacy identity data stores with a modern directory solution.

PingCentral

Used in conjunction with PingFederate, PingCentral was designed for those who are not IAM administrators. It allows users to apply templates to their applications to provide authentication and authorization support, promote them to development environments for testing, and monitor them throughout their life cycles themselves.

Deployment options

Customer360 functionality is now available in a set of cloud identity solutions, *PingOne for Customers*, which are designed to enable frictionless and secure user experiences by using a no-code identity orchestration starter pack.

Customer360 is no longer available to new customers, however, it is still fully supported and available for renewal.

Using Customer360

With Customer360 you can perform a wide variety of tasks, such as enabling MFA for an application, and setting up SAML and OIDC applications.

More specifically, you can complete the following tasks:

- *Configuring a SAML application in PingFederate*
- *Configuring a SAML application in PingOne for Customers*
- *Enabling MFA for your application*
- *Setting up and customizing sign-on windows in PingOne for Customers*
- *Setting up an OIDC application in PingFederate*