

Cross Identity Case Study

Asia's Leading Payment Bank

Improved Compliance and
Converged IAM for Asia's
leading Mobile-First Bank



About the Customer

Our customer is India's mobile-first bank. Founded in 2017 with zero balance-zero digital transaction charge accounts, it was launched with a mission of bringing half a billion Indians into the mainstream economy. The bank facilitated more than 4850 million transactions worth \$61 billion in the previous fiscal year. Since its inception, it has received several awards for its outstanding performance. It is also the first of its type to become profitable in the shortest time.

The bank, as its next move, is awaiting a go ahead from the regulating body to become operational on the micro-financing end.

Key Challenges

- Attaining RBI Cybersecurity compliance
- Lack of Zero Trust/Authentication
- Decentralized identities
- Multiple authoritative sources
- Lack of centralized dashboard to access applications
- Cumbersome tasks of remembering multiple login credentials across applications
- IT helpdesk overload
- Ineffective manual access reviews

The Selection Process

■ Why did they select Cross Identity?

The bank selected Cross Identity for our unique offering – all in one IAM Converged IAM solution, Cross Identity that uniquely offers Access Management, Identity Governance and Administration, Privileged Access Management, and Identity Analytics in one solution.

Our team impressed the customer with the commitment shown while carrying out the PoC with immense dedication. They believed Cross Identity did a wonderful job with coordination while maintaining 100% transparency.

They were impressed with:

- Cross Identity' approach for rapid deployment
- Future proof solution – seamless cloud migration if required
- Return on investment through automation
- User friendly interface

A few words from the CISO on why Cross Identity was chosen as the preferred vendor:

"We were evaluating multiple IAM vendors to help us solve key business challenges like decentralized identities, multiple authoritative sources and compliance to regulatory authority guidelines. Cross Identity was a unanimous choice because of their superior converged IAM product offering as well as rich experience in the domain and an inherent understanding of the challenges faced by us. Their dedication and commitment in demonstrating the PoC and fabulous coordination from them really impressed our entire team. We look forward to a fruitful and long lasting relationship with Cross Identity."

■ How did we do the POC to convince them?

PoC with this customer was a great experience for Cross Identity. Their IT landscape was very complex. However, it only led us to provide the best of our solutions by learning their landscape. We focused on showcasing our commitment to deploy our base solution in an on-premise model to cater to the Identity and Access Management needs of the Payment Bank.

A mutually agreed PoC plan was drafted. The key IAM features to solve their pain areas were created by a team led by delivery architects. A thorough analysis of these areas was done and a few use cases were shown:

- Role-Based Access Control
- Access Review of business applications
- Single view with a dashboard to access applications
- Self-service capabilities like Password Reset
- Simplified workflows to request access to additional applications
- Reports for compliance & monitoring

■ How did they select Cross Identity against other options?

Cross Identity impressed the bank with the unique product capabilities of Converged IAM. Additionally, Cross Identity received accolades from the CISO team for its capability to accommodate product-level customizations within a short amount of time to meet their objectives. This built the bank's confidence in Cross Identity. The assurance was further amplified with the delivery of the final solution while keeping up with aggressive timelines. Their digital posture was transformed with the implementation of fully automated processes that formed an identity center of excellence.

■ How did we execute the engagement?

Cross Identity with its comprehensive IAM offering automated the bank's way of operating and handling identities that will radically transform their daily activities. The project is being executed in an agile manner ensuring that the deliverables are seen and experienced sooner with multiple phases and tracks, gaining confidence from stakeholders.

Key business applications were taken into consideration for initial onboarding and the bank will witness quick ROI when they will be put into production. This will also help them meet their crucial compliance to guidelines mandated by regulatory authorities.

Our Solution

- Cross Identity implemented their flagship product in an on-premise model.
- Our solution will enable the bank to deploy a state-of-the-art Identity Management solution. Access Management and Identity Governance and Administration modules were included.
- They could onboard 40+ applications and support them to comply with mandated regulatory guidelines.
- They can now automate user provisioning and de-provisioning.
- Get a single dashboard and view for business applications.
- Have control and monitor end-user accesses, govern access rights across users and applications.

The Outcome

- Self-service portal that increases end-user productivity.
- Additional layer of security to business-critical applications with contextual authentication mechanisms.
- Controlled end-user accesses with role-based access control.
- Centralizing users of all types in a single pane of view.
- Overall compliance improved.
- Upgraded risk posture.
- Significant cost savings.
- Ability to continuously monitor and assess who has access to what.
- Track end-user access to applications.
- Audit – ready with multiple OOTB reports.
- Reduced time to complete reviews.
- Know who approved what at all times.
- Monitor live IAM operations with custom dashboards for admins and end-users.

