

Why Your Organization Needs Identity Orchestration

As the world moves online, organizations are building ever-more sophisticated digital journeys for employees and customers. It's important to track and manage user identities carefully at every stage of these journeys to minimize the risk of fraud and make progress as frictionless as possible for the user.

It's good practice to adopt bestof-breed services for key identity
management capabilities, such as
fraud detection, identity verification,
and multi-factor authentication.
However, integrating all these
components takes significant
development effort. Swapping one
service for another is expensive and
time-consuming, leading to vendor
lock-in.

Identity orchestration solves this problem by providing a flexible and adaptive integration framework that accelerates building, testing, and optimizing digital experiences.



Advantages

Build Frictionless Experiences

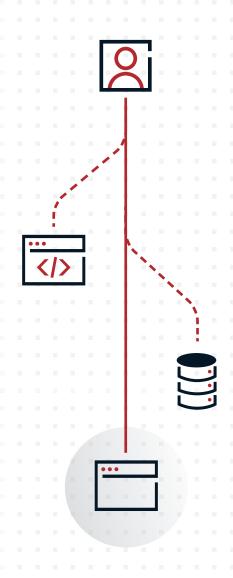
Break down the walls between siloed identity services and by seamlessly weaving the necessary capabilities together to remove friction points from user journeys. For example, enable progressive profiling by asking users to supply minimal personal information during onboarding to gradually enrich their user profiles over time as they interact with more of your services.

Integrate Services Seamlessly

Compose identity work flows in an intuitive drag-and-drop interface that eliminates the need for custom coding and point-to-point integrations. Trigger automated actions to maintain integrity and security throughout your user journeys without manual effort.

Enable Continuous Evolution

Evolve your user journeys to meet ever-changing requirements by making it easy to test, deploy and compare components. Swap services in and out of your identity workflows as needed to maximize performance, minimize cost, and eliminate vendor lock-in.







Use Cases

- User registration: enable seamless sign-up and onboarding
- Access management: provide secure, friction-free login experiences
- Account recovery: unlock accounts with confidence
- Profile management: build robust user profiles to enable personalization
- User support: connect journeys from chatbots to the contact center

The Ping Advantage

Most identity orchestration platforms are highly proprietary: they allow you to orchestrate components provided by the platform vendor, but don't help you integrate third-party services. This makes it impractical to adopt a best-of-breed strategy. PingOne DaVinci disrupts this proprietary model. It's the first completely vendor-agnostic identity orchestration solution, empowering you to bring all your existing identity services into a single platform and to build smooth and secure digital experiences using best-of-breed solutions.

Why Ping?

- 100+ pre-built integrations for identity services from all major vendors
- No-code workflows with an intuitive drag and drop user interface
- Huge library of pre-built templates for various identity use cases
- Rapid A/B testing, enabling you to compare identity services head-to-head
- Design, test and deploy new identity flows in minutes, not months

Take Your Next Step

Scan the QR code for a demo of PingOne DaVinci



Or visit **pingidentity.com/en/pingone/ davinci.html** to learn more

If you're ready to talk about how
PingOne DaVinci could help your organization
build secure, frictionless customer journeys,
reach out to us at sales@pingidentity.com

