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IAM Consulting

Digital Identities, Identity and
Access Management

What is a «digital identity»?

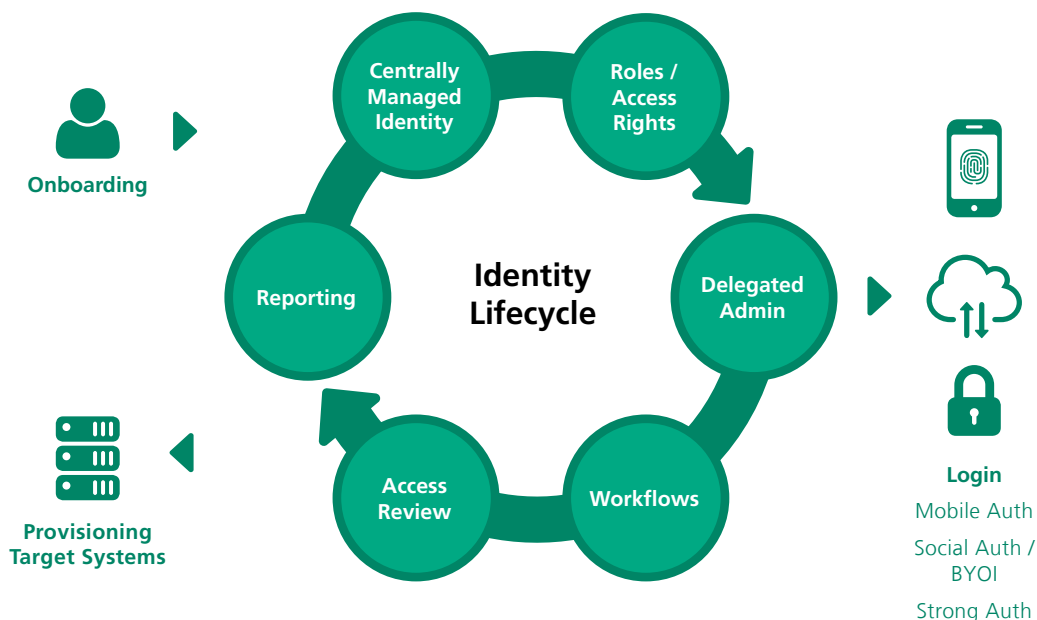
The digital identity, often referred to as login, has a dual function: On the one hand, it serves the user as identification to a system in order to prove his identity. On the other hand, it allows the service provider, respectively the online application, to provide the services in a targeted manner and, in the best case, to invoice them. Both regulatory requirements and commercial considerations play a role for the service provider when using digital identities. As soon as the user can be clearly identified, valuable information about the user's needs and behavior can be gathered.

Where are digital identities needed and what types exist?

A distinction is usually made between identities for customers (CIAM = Consumer Identity and Access Management) and identities for employees and partners (eIDM = Enterprise Identity Management). CIAM and eIDM have a lot in common, but the functionalities and use cases differ so much that products specialized in CIAM or eIDM have established themselves in the market. For CIAM projects, the driver is often the digitalization of the customer interface, sometimes it is also due to regulatory requirements. The aim of eIDM projects is often to improve efficiency and to reduce risk.

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Digital transformation increases the need for secure and usable digital identities



Case Study: Canton of Zug – ZUGLOGIN

In the canton of Zug, most administrative affairs were paper-based until 2017. This was reliable, but cost both administration and customers time, paper and postage. The administration of Zug now capitalizes on the possibilities of digitization. ZUGLOGIN is the new secure access to the online offerings of the administration of Zug. Thanks to ZUGLOGIN, private individuals and companies can conduct their administrative business efficiently, securely and paperless with their electronic signature at any time and from anywhere.

«Our customers appreciate the easy and secure access ZUGLOGIN provides 24/7.»
Rudolf Gisler, Project Manager and Topic Lead, Canton of Zug (AIO)

How can we help you?

Digital transformation increases the need for secure and usable digital identities. It is precisely the tension between safety and usability that requires careful balancing of the individual options. Our large team of experts, who has a broad overview of the solution options as well as the project experience, can support you in the analysis, design as well as during the implementation phase.



Contact our experts
if you have questions regarding IAM
Consulting and digital identities.



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High-End Software & Security Engineering

AdNovum drives customer innovation by offering customers the entire range of IT services from one source – from IT consulting, UX design and requirements engineering to software and security engineering, service operations, and outsourcing. Identity and Access Management is a core area of AdNovum’s consulting team. We have analyzed, designed and implemented IAM solutions for more than 50 customers from the private and public sector in Switzerland. Among these customers are UBS (including internet banking), PostFinance (e-finance), the Federal Department of Justice, Mobiliar insurance, Visana health insurance, SFS, Swisscom and many others. At AdNovum approx. 40 employees regularly work in IAM projects.