



# Dynamic Authorization for powerful CIAM

## The need for secure digital engagements

In today's world of continuous digital engagements, consumers expect brands and service providers – whether for communications, financial services, media, or other – to deliver secure and frictionless experiences. The key to meeting this expectation is Customer Identity and Access Management (CIAM), which is designed to enable brands to capture and manage customer identity and profile data securely, as well as to assure that customers only access data, applications, and services for which they are signed up and authorized.

## CIAM's authorization challenge

When it comes to access management, CIAM solutions do provide solid security at the authentication level, but authorization can be very challenging.

Brands often need to authorize hundreds to thousands and even millions of customers, whose customer behaviors, actions, consent preferences, and attributes are changing all the time. This means that authorization decisions need to be made in real time, as based on parameters that are continually shifting.

But the common approach to making such authorization decisions is based on individual identities, and this makes it nearly impossible to authorize all these customers in real time, and to do so accurately and effectively.

**The key to overcoming the authorization challenge and to bridging the customer access management gap is Dynamic Authorization.**

## Dynamic Authorization eliminates the challenge

Dynamic Authorization powers **fine-grained decisions** that are based on the customer's **historical** and **real-time behaviors, consent submissions, and multiple attributes**, so that they can be made **dynamically** and in real time, **upon access**.

## Dynamic authorization powers

### Heightened security

For assuring that customers gain access only for what they are authorized

### Ease of management

Requiring just a few policies to address multiple business cases

### Increased scalability

For handling as many as millions of users in real time

### High performance

For supporting all users all the time and at the same time

Furthermore, Dynamic Authorization enables brands to assure personalized experiences for each and every customer, as based on their individual attributes, including:

### App-driven data

such as the customer's IP address

### Customer-provided data

such as gender, age, and address

### Consent-centric data

about contents the customer has agreed (or not) to consume

## CIAM with Dynamic Authorization in action

### E-Banking app

Easily manage client data and access as based on real-time attributes, such as:

- The current balance
- Permitted app transactions
- Expense limitations

### Streaming service

Manage content consumption for members of a family package as based on:

- Specific user permissions
- Content access permissions per user
- Time-of-day access limits

## PlainID's Policy Manager

PlainID's Authorization Policy Management Platform provide enterprises a centralized control point to manage who can access what across the entire enterprise technology stack, including applications, data, APIs, microservices and more.

## Policy Manager enables

### Building

updating & deploying CIAM policies with ease

### Deploying

just a few policies for as many as millions of customers

### Leveraging

dynamic & real-time CIAM without writing any code

### Extracting

strategic insights from customer data

### Controlling

access with use case vs. individual-based authorization

To see how you can achieve powerful CIAM with Dynamic Authorization, we invite you to book a demo.

[Request A Demo](#)