



# Auth0 & ID Dataweb

Give Your Customers a Seamless  
Secured Digital Experience.



**id**dataweb  
SOLUTION BRIEF

## CONSUMERS WANT EASY YET SECURE DIGITAL EXPERIENCES.

Consumers want easy and expect secure. From the first registration interaction with a brand through each authentication all the way through a purchase, consumers expect a frictionless and secure experience.

Consumers do not want to repeatedly tell the brand who they are, authenticate multiple times, remember difficult complex passwords and jump through hoops to purchase and interact with that brand.

However, the brand needs to keep the consumers' data secure, respect their privacy and ensure that the correct user has the correct access. And they need to build this system with limited resources. The digital experience has to be as easy and secure as an in person experience.

Auth0 and ID Dataweb combine to offer a seamless secure experience for a consumer's digital identity. Starting at registration, a consumer's physical and virtual identities are linked and verified through a robust orchestration of their device, attributes and biometrics. Once registered, the user experience is streamlined to provide adaptive authentication, robust access controls and user management.

## SIMPLE FOR USERS, SIMPLE FOR DEVELOPERS.

The flexible building blocks and configuration capabilities of the joint solution make a secure frictionless user experience simple to build.

The Auth0 identity operating system is made up of a set of extensible building blocks—exposed through APIs, protocols and low code tools— that provide a great user experience for operators of the identity ecosystem. When implemented fully, this operating system will solve any CIAM use case without compromising convenience, privacy, or security. Enterprises get the adaptability, modularity, breadth that they need to manage their identity needs.

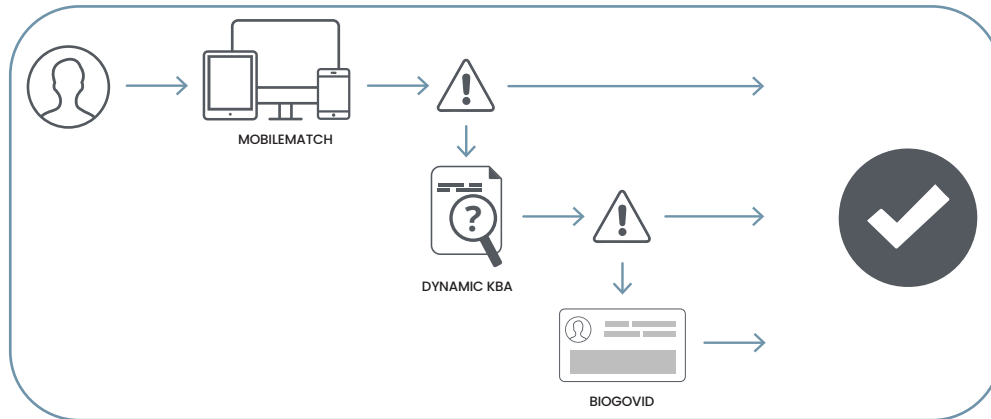
Identity verification solves the link between a user's physical and virtual identities. Employing a robust orchestration between the common factors of what a user has (i.e., phone), what a user knows (KBA) and what a user is (biometrics), establishes the connection between a user's digital and physical identities. Employing workflows to establish the correct level of trust for that specific interaction guarantees the best blend of security and friction for an organization to know exactly who their customer is.

By combining Auth0 and ID Dataweb, an enterprise gets adaptable workflows for the entire lifecycle of a user, a fully customized CIAM solution designed for YOUR users, and security through the initial and ongoing identity needs through a consumer's entire brand interaction



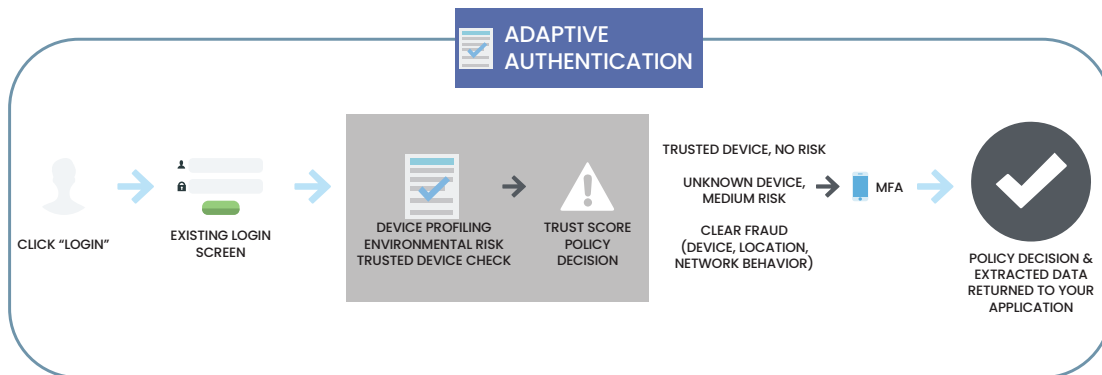
## VERIFICATION DURING INITIAL REGISTRATION

As a user is registering their account, a configurable workflow connects the user's physical identity to their digital identity, verifying the user and giving confidence for Auth0, the Identity Provider. Once verified, the user account is stored in the directory with verified attributes.



## ONGOING RISK ASSESSMENT DURING AUTHENTICATION

Adaptive authentication solves the problem of stolen credentials. The user's device is silently profiled and analyzed for riskiness during the login process. If the device has a high risk score, Auth0 will challenge the user with multi factor authentication (MFA). By only stepping up risky users and devices, the authentication experience is frictionless for the user while simultaneously being more secure.





## WHAT ARE THE BENEFITS?

- **Adaptability:** Support the ever growing expectations for convenience, privacy and security for your needs today and tomorrow. Build adaptable workflows for the full lifecycle of a user.
- **Breadth of Capabilities:** support all identity use cases through a consumer's entire interaction, from registration to recovery to purchase.
- **Simplicity for Users & Developers:** Modular, flexible systems provide modular identity building blocks with integrations and industry blueprints. Build a fully customized solution for YOUR customers.

## About Auth0

Auth0 is the first identity management platform for application builders, and the only identity solution needed for custom-built applications. With a mission to secure the world's identities so innovators can innovate, Auth0 provides the simplicity, extensibility, and expertise to scale and protect identities in any application, for any audience. Auth0 secures more than 100 million logins each day, giving enterprises the confidence to deliver trusted and elegant digital experiences to their customers around the world.

## About ID Data Web

ID Dataweb is the leader in identity verification, matching a user's digital to their physical identity for ongoing trust with a user. The AXN™ is the only platform that ties top identity verification, multi-factor authentication, and login services together through a single cloud interface. The easy to use dashboard enables creation of custom verification and authentication policies to create full life-cycle, self-healing trust with your users.

For more information about how ID Data Web and Auth0 joint solutions can help your business, contact us.



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