ForgeRock®

Digital Identity for the Retail Industry

Scale frictionless, personalized, and secure omnichannel experiences to attract, retain, and protect customers

Grow Customer Lifetime Value

Investments in omnichannel retail continue to grow. Customer needs are changing as never before, which means that securing brand loyalty is increasingly challenging.

It's critical to build a real-time view of customer needs so that you can drive personalization across all channels. Giving customers relevant, personalized, and secure experiences is the key to driving brand loyalty.

But reducing unnecessary friction across the end-to-end customer journey and scaling investments across headless e-commerce with legacy IAM is expensive and risky.

ForgeRock helps leading retail organizations build a real-time view of customer needs across all channels to drive personalized offerings, campaigns, and upsell.

With ForgeRock, reducing unnecessary friction at registration and check-out, building privacy-driven trust, and delivering seamless, secure, and scalable customer experiences is all within sight.

Key Benefits

Reduce Checkout Abandonment
Reduce number of steps and forms at registration and checkout to convert and retain customers.

Build a Real-Time View of Needs
Connect and synchronize multiple identity stores across the e-commerce ecosystem at pace.

Build Trust and Loyalty
Give customers self-service privacy tools so they can control who their data is shared with.

Capabilities

Enterprise-Grade Customer IAM
Deliver seamless, personalized, and secure experiences across all mobile/web and store/call center channels.

Progressive Profiling
Optimize retargeting campaigns by collecting data on your customer one step at a time to reduce form-filling.

Scalability, Performance, and Resiliency
Meet peak demand by building consistent deployments across on-premises, cloud, and hybrid infrastructure.

E-Commerce Modernization
Accelerate ROI on headless e-commerce investments by putting modern CIAM at the core of the tech stack.

AI-Driven Identity Governance
Reduce risk by automating identity governance across workforce and partner access journeys.

Our Approach

ForgeRock helps retailers modernize today's security and digital transformation requirements and move on from IAM legacy solutions.

The ForgeRock Identity Platform is both comprehensive and simple to use. It is the only platform that can be implemented across an organization for all identities and use cases (customer, workforce, partners) and the only platform that offers feature parity across all delivery options, including on-premises, any cloud environment, and as a service.

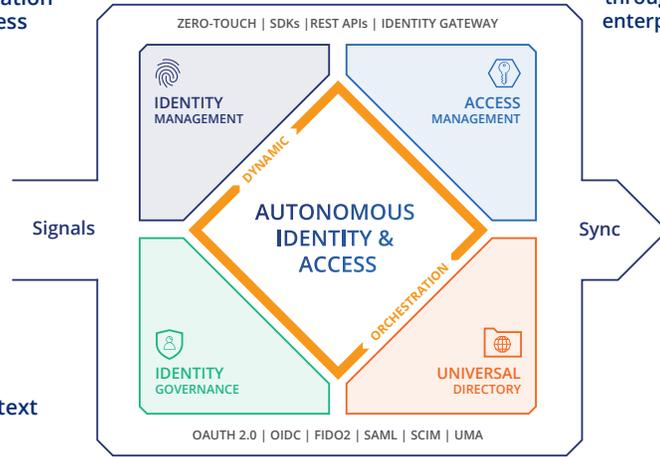**100+ inputs for identity, orchestration and dynamic access decisioning**

Business Context
Transactions Resources, Scopes

Security Context
AI/ML, Fraud, Security, Behavior

Identity Context
Identity Proofing, Social

Relationship Context
User-User and User-Device relationships

One Platform. All Identities. Any Cloud.

ZERO-TOUCH | SDKs | REST APIs | IDENTITY GATEWAY

IDENTITY MANAGEMENT

ACCESS MANAGEMENT

AUTONOMOUS IDENTITY & ACCESS

DYNAMIC

ORCHESTRATION

IDENTITY GOVERNANCE

UNIVERSAL DIRECTORY

Signals

Sync

OAUTH 2.0 | OIDC | FIDO2 | SAML | SCIM | UMA

Send rich signals throughout the digital enterprise for security and agility

Cyber Security Operations & SIEM

eKYC/Customer Profiling

Omnichannel Experiences

CRM, ERP, HR, and other business applications

Regulatory Compliance

Data Lakes and Data Warehouses

Why Retail Organizations Choose ForgeRock

Low-Code, No-Code Orchestration
Reduce time to value, cut costs, and enable A|B testing with simple, drag-and-drop UI journeys via Intelligent Access Trees.

Rapid IAM Modernization
Connect legacy identity stores to transition away from IAM legacy at managed pace to accelerate ROI on digital investments.

One Platform for All Identities
Elevate experiences and security across customer, workforce, partner, and IoT-enabled identities with purpose-built IAM.

Deployment Flexibility at Scale
Optimize your on-premises, cloud, and hybrid estate with modern IAM to meet peak demand and reduce time to value.

To learn more:
www.forgerock.com/industries/retail

Business Outcomes

2.7M
Concurrent Logins

Avoid Peak Outages
Ensure your customers are able to seamlessly access services at pace.
A Major Home Improvement Retail Customer

40-60
Million Identities

Scale Identity Footprint
Drive customer engagement to digital channels to reduce costs and improve personalization.
A Major Hardware Retail Customer

48K
Risky Access Points

Identify Identity Blindspots
Gain visibility into high-risk access points with AI-driven identity governance.
A Multinational Retail Manufacturer

90
Days to Migrate

Rapid Time to Value
Move to a modern IAM platform at pace with no disruption to business continuity.
A Major European Pharmaceutical Retailer

About ForgeRock

ForgeRock®, (NYSE: FORG) is a global leader in digital identity that delivers modern and comprehensive identity and access management solutions for consumers, employees and things to simply and safely access the connected world. Using ForgeRock, more than 1300 global customer organizations orchestrate, manage, and secure the complete lifecycle of identities from dynamic access controls, governance, APIs, and storing authoritative data – consumable in any cloud or hybrid environment. The company is headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit **www.forgerock.com**.

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