



## CUSTOMER CASE STUDY

# BMW Motors into the Digital Era with Optimal Customer Experiences and Efficiencies with ForgeRock

In order to maintain its competitive advantage in the auto industry, BMW is focusing on connected mobility based on a seamless digital experience--and identity is the technology enabling that strategy. BMW consolidated 20 different identity and access management systems into one ForgeRock platform in order to realize significant cost savings, improvements in time to market, scalability and compliance. The new platform, created by iC Consult, supports 25 million users, and allows BMW to deliver critical data and services to consumers, partners quickly, easily and securely.

## Challenge

BMW's vision for the next 100 years is focused on providing customers with connected mobility that yields more luxury, comfort, safety and freedom. Central to that connected mobility strategy is a seamless digital experience, and identity is the core enabler of that goal. Specifically, it is important to BMW to ensure ease-of-use so its customers and partners can easily and safely access various BMW applications. According to Gerald Maier, IT Solutions Architect for BMW, "People using digital services in a very seamless way is one of the biggest success factors for the future of BMW and the future for our customers. Identity is a key enabling technology to make this vision a reality."

Prior to ForgeRock, BMW, like most companies, was connecting its various security platforms and functionalities with custom code. Maier said, "You can spend all of your time tracking incidents, bug tracking and upgrading software. There is almost no time to enhance your solution with new functionality."

BMW wanted to eliminate the slow-down caused by custom code and build a central IDP (Identity Platform) for the whole organization



"ForgeRock is the foundation for our OneIDP strategy."

**Gerald Maier**  
IT Solutions Architect for BMW

## CUSTOMER

Bayerische Motoren Werke AG, commonly referred to as BMW, is a German multinational company which produces luxury vehicles and motorcycles.

## HIGHLIGHTS

# 8,000

Internal performance tests reveal that BMW can process 8,000 authentication requests per second

# 25 million

BMW supports 25 million users using one or more devices

to better serve its employees, customers, partners, car dealers and technical providers. The company's strategy, called OneIDP, required BMW to consolidate 20 different Identity Management and Access Management (IAM) systems that supported its three brands (BMW, Mini and Rolls Royce) into one. Specifically, BMW wanted to:

- » Offer an exceptional and seamless user experience
- » Reduce onboarding and maintenance cost through automation
- » Achieve faster time to market through automation
- » Increase scalability
- » Enable new business cases such as IoT
- » Increase performance

## Solution

BMW selected ForgeRock to serve as the core of its OneIDP strategy. The company is implementing ForgeRock Access Management, ForgeRock Identity Governance, and ForgeRock Directory Services for a complete CI/CD (continuous integration and delivery) pipeline which fully automates the IAM process. Now employees and customers can register for apps and make changes on their own, saving time and giving people control over their own apps. Additionally, the solution leverages BMW's hybrid cloud strategy as it will eventually be able to offer services for all of BMW's cloud environments, public and private, worldwide.

"People using digital services in a very seamless way is one of the biggest success factors for the future of BMW and the future for our customers. Identity is a key enabling technology to make this vision a reality."

**Gerald Maier**  
IT Solutions Architect for BMW

## Results

The new ForgeRock IAM solution replaced and consolidated seven different vendors on 20 different instances. Maier said, "ForgeRock is the foundation for our OneIDP strategy." Today, BMW supports 25 million users using one or more devices and surpassed its goals, including:

- » **Cost savings:** The number of applications (1,500) were growing every year by 20% and the onboarding for every new application took approximately 10-15 days, which did not include pre-onboarding planning. Since the ForgeRock implementation, these costs are now zero. Additionally, BMW eliminated the need to hire costly external consultants to onboard applications as the process is now automated.
- » **Scalability:** Internal performance tests reveal that BMW can process 8,000 authentication requests per second.
- » **Identity theft prevention:** With one consolidated directory, BMW can better protect users' accounts and passwords. Also, BMW added new password management capabilities via ForgeRock, which further bolster password security.
- » **Ease of use:** By automating its ID and IAM processes, users can easily and quickly yet securely access information relevant to them.
- » **Regulatory requirements:** With the introduction of a consistent transaction ID that is visible over the whole ForgeRock stack, BMW can audit the solution from end to end.
- » **Faster time to market:** Due to the automation of onboarding applications, BMW can go live earlier than before. Also, the internal automation reduces operational effort, so now there are many more resources for solution builds.
- » **Operational stability:** BMW increased stability due to the reduction of the complexity of the system as well as the automation.

### About ForgeRock

ForgeRock, the leader in digital identity, 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 a thousand 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 privately held, and headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit [www.forgerock.com](http://www.forgerock.com) or follow ForgeRock on social media.

### Follow Us

