



Express Case Study

Pebble Recreational Sports

Pebble Recreational Sports is a fictional but representative retail operation in North America with an active online and mobile customer base.

Their goal is to introduce to their web and mobile app modern identity authentication with less friction to their customers by the end of the next quarter.

Pebble Recreational Sports has an on premises legacy identity system that cannot be easily updated. The original engineers who built the system have all left and it is based on SAML, with no forward-thinking OAuth or OIDC capabilities. Pebble Recreational Sports has determined they could gain greater adoption and higher retention from their customers should they provide secure passwordless logins.

They are also resource constrained. The few identity experts they have inhouse and on contract are needed to maintain the existing identity infrastructure. They do not have the extra bandwidth for innovation.

By adding ForgeRock Identity Cloud Express, Pebble Recreational Sports can keep its legacy system for now while modernizing in the cloud its registration and authentication journeys for its customers over the next few years.

“The cutting-edge authentication journeys we had on our multi-year roadmap were already pre-configured within Express,” said Pam Cartwright, Enterprise Architect for Pebble Recreational Sports. “And switching between two-factor and two-factor plus WebAuthn was as easy as updating a single line of code within the ForgeRock SDK.” The time savings were significant enough that Pebble Recreational Sports was able to move several milestones into the current quarter and start planning new projects in the new year.

“I want a simple, yet powerful way to securely authenticate users to my apps,” said Dan Cortez, principal software engineer at Pebble Recreational Sports. He first heard about Express at a Developer’s MeetUp in San Francisco. “Having ForgeRock Identity Cloud Express allows my team to focus on rich new features and their value to our customers. ForgeRock makes it easy for us to succeed.”

“I want a powerful, easy-to-integrate CIAM platform so I can build great products.”

Pam Cartwright, Enterprise Architect, Pebble Recreational Sports

- › **Customer:** Pebble Recreational Sports
- › **Industry:** Retail
- › **Challenge:** Enroll and retain an increasing number of new customers
- › **Solution:** ForgeRock Identity Cloud Express

Benefits

Pebble Recreational Sports was able to scale from 50,000 customers to 80,000 within six months.

To further help developers, Express includes hosted pages — everything from initial registration to user self service pages for forgot username or forgot password. While pre configured for use, Pebble Recreational Sports was able to customize with its logo and modify the color schema to match its brand.

Express also includes customizable email templates. Emails covering everything from initial registration to user self service for forgot username and forgot password comes right out of the box, including a default email server. Pebble Recreational Sports has its own email server, which they were able to configure quickly within Express.

“We’re able to access new features instead of waiting for new releases and then having to decide whether or when to upgrade,” said Cartwright. “Upgrades to Express occur automatically, in the background, so we can focus on delivering the best services for our customers.”

Find out more about ForgeRock Identity Cloud Express at forgerock.com/idaas

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 or follow ForgeRock on social media.



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