

Topic #6

Electronics0

Current situation

Use Case	B2C
Users	100k MAU
Authentication	Currently using a 3rd party CIAM solution but struggle with the complexity and reliability of it

Electronics0 is a successful medium sized online shop for IT Hardware and Gadgets. They want to migrate away from their current provider but are concerned about customers getting logged out and having issues remembering their password. The experience should be as frictionless as possible and existing user sessions should be migrated to the new system transparently. Currently they only have U/P Authentication.

Desired situation

Besides dramatically reducing their current maintenance effort and increase on reliability they are also thinking about adding Social Logins to their offering as well as MFA for high risk transactions (high value items) to reduce a risk in fraudulent account take over.

