

REFERENZSTORY

CONRAD CONTEMPLATES THE DIGITAL SHOPPING EXPERIENCE FURTHER AND CENTRALIZES ITS IDENTITY MANAGEMENT WITH CIDAAS



REQUIREMENTS

- > Uniform management of customer identities for the entire Conrad eCommerce platform
- > Security for customer data along with a seamless shopping experience

ADVANTAGES

- > central login protects customer data from unauthorized accesses
- > Single sign-on across the entire Conrad Platform (> 60 Single Page Applications)
- > seamless integration of cidaas into existing systems via APIs and Webhooks
- > Social Login via Facebook, Google or LinkedIn

Conrad Electronic (www.conrad.com) stands for technology and electronics. For almost close to a century, the established family-run enterprise from the upper Palatinate with more than 3 million products is one of the leading Omnichannel retailers in the field of electronics. In order to further expand its digital platforms and services to the central hub for the technology and electronics industry, Conrad Electronic wanted to fulfill the desire of its customers for a simple, comprehensive yet secure shopping experience and cidaas was implemented as the central customer identity and access management system for its new e-commerce platform.

Conrad thinks digitally and via the Conrad Digital platform, it aims to provide its customers an optimized procurement from a single source. Previously, the individual shop websites were organized based on subsidiaries and consequently had independent applications. In order to align its digital channels for the future and to provide its customers enhanced security during the purchase process and an active fulfilment of their demands, Conrad unified its previously independent shops on a common platform in a relaunch. The relaunch of the online shop resulted in a modern e-commerce platform comprising of more than 60 single-page applications and uses cidaas as the central customer identity and access management system.

CENTRAL LOGIN PROTECTS CUSTOMERS DATA

Today, security and user experience are the key focus when it comes to shopping experience. If you want to log in to Conrad (www.conrad.com) today, a separate login screen is displayed, which is rendered via cidaas. The centralized login via cidaas sustainably increases the security of customer accounts. Special algorithms are used to protect customer accounts from unauthorized access by third parties. In addition, all applications are connected by cidaas through Single Sign On. For the buyer, it would mean a shopping experience par excellence, because he logs in only once on the central login page accounts.conrad.com and can make his purchases across the entire Conrad platform, without having to authenticate himself again.

With cidaas as its new identity management solution, Conrad can now offer its customers a secure and seamless shopping experience across all channels.

With its comprehensive set of functions, simple integration options and continuous innovations, cidaas makes for the ideal identity management solution, to efficiently and securely manage the numerous identities of the Omni-Channel Trader. With cidaas as its new identity management solution, Conrad can now offer its customers a secure and seamless shopping experience across all channels. With its comprehensive set of functions, simple integration options and continuous innovations, cidaas makes for the ideal identity management solution, to efficiently and securely manage the numerous identities of the Omni-Channel Trader.

UNIFIED DIGITAL SHOPPING EXPERIENCE FOR CUSTOMERS AND PARTNERS

- > For registration and login, the central login page accounts.conrad.com is used, that is supported by the identity platform cidaas in the background. The centralised user administration protects customer data from unauthorised access. cidaas relies on the identity standards OAuth2.0 and OpenID Connect for the unique authentication of persons.
- > Social login via Facebook, Google and LinkedIn channels ensures greater user convenience during registration and login.
- > Single Sign-On: After successful login or initial registration, the customer receives access to the entire Conrad platform, which consists of more than 60 individual applications.
- > One identity across all channels: If you already have a Conrad account, you can also use it, for example, on the Smart-Home platform Conrad Connect and it is not required to create another account.
- > The existing user accounts from the previous user management are called by cidaas via APIs. Thus, the existing functions and integrations of the previously used services can be retained. The customer data, hence, remains completely with Conrad Electronic.

About cidaas

cidaas stands for Customer Identity As A Service and offers a highly scalable and seamlessly integrable Identity and Access management. The Cloud-Service of Widas ID GmbH is developed and hosted in Germany. Cidaas ensures the highest level of security by the implementation of the standards OAuth2 and OpenID Connect for the interface authentication. For the unique verification of user identities, strong multi-factor authentication methods (MFA), including biometric queries (finder's imprint, face scan,...) are used. The Widas ID GmbH offers "Software made in Germany" since 1997 and is headquartered in Wimsheim near Stuttgart.

www.cidaas.de

"We chose cidaas because the flexible CIAM system helped us easily migrate to an advanced, digitized world. For example, by means of an individual connector, we can integrate existing user accounts into the Customer Identity Management system. Through cidaas, our private and business customers can always and everywhere stay in touch with us - no matter which channel, which device or app and integrate all new services. With cidaas, we have found the right solution for us".

Tobias Baumgart

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