



Enabling Identity Everywhere
Identity for state and public sector
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Deloitte Digital Identity Presenters



Chirag Patel
Principal, Deloitte & Touche LLP

Chirag Patel is a leader in Deloitte's Cyber Risk Services practice with over 17 years of experience. He focuses on helping organizations advance their cyber risk program with a focus on digital identity. Chirag's passion is to help organizations better enable identities for consumer-facing platforms to foster revenue growth and improve customer engagement.



Tim Corder
Senior Manager, Deloitte & Touche LLP

Tim Corder has over 16 years of experience in defining strategies and helping Fortune 500 organizations to realize their transformative IT security initiatives. Tim focuses primarily on enterprise and consumer-facing digital identity and data encryption solutions that enable organizations to achieve their digital transformations, and leads architecture and development of Deloitte's cloud Digital Identity offering.

The Digital Identity Fabric is the tie that binds us, increasingly defining the ways we engage online with the State of Texas

The Digital Identity Fabric is intertwined into every aspect of the State's relations with its citizens, employers, employees, private enterprise and non-profit organizations, non-human assets and other ways in which we engage with the State

Imagine what can be accomplished for citizens and businesses alike if it was easier to connect seamlessly with the services the State offers....



Digital identity platform

Identity is no longer limited to people, but more so the various types of identities we devise and engage.



The digital identity fabric

Identity is the pervasive fabric of the digital economy, enabling transactions, interactions, and consumer engagement.



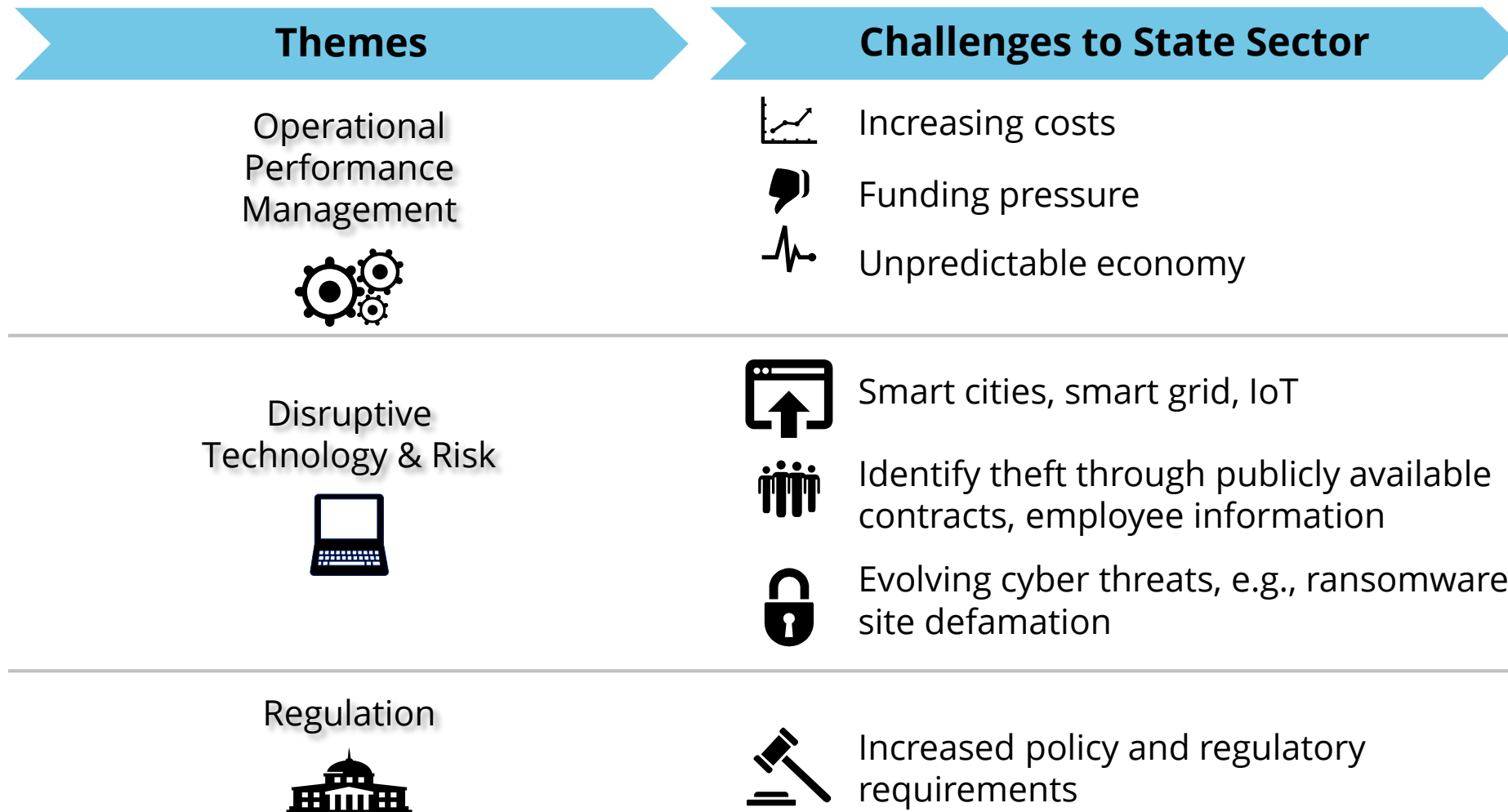
Identity everywhere

enables the...

Identity of everything

State Sector Trends

State and other public sector institutions are under pressure from all sides and must look beyond traditional models to meet the needs of citizens

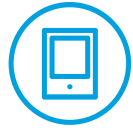


Technology Trends: Cloud Adoption

The market and workforce disruptions together with the accelerating technology are fueling a rapidly evolving set of trends.



Software as a Service



Supporting the Digital Workforce



Focus on User Experience



Fewer Best of Breed Solutions



Standard's based integration and API services



DIY as an option



Self service and process automation

Digital Transformation is reshaping Identity

The move to the cloud and the evolving relationships between business, users, and things demands a reevaluation of traditional identity services.

Trends

Cloud-first



Frictionless



Agility



Identity Today

Cost and complexity
of managing identity
environments

Poor user
experience, internal
and external

Slow rate of digital
transformation,
falling behind citizen
demand

The next generation of identity management

The identity market is shifting from a monolithic and tightly coupled approach, to a more federated, decoupled, and consumption-based model.

Traditional identity is asset focused:
manage identities and minimizes access to assets



User groups managed in silos



User groups managed centrally



Application entitlements difficult to manage centrally



Application entitlements managed within native application



Connector frameworks are inefficient, inflexible, and brittle



API-based to eliminate integration



Locked into specific vendors



Standards-based to eliminate vendor lock in



Not sustainable or scalable



Decoupled and stateless



Does not support digital transformation



Accelerates digital transformation



Limits adoption of IAM services



Promotes adoption through consumer-first focus

The “connected citizen” in today’s digital economy

Digital has introduced a new set of behaviors and expectations, forcing organizations to access, collect, store and analyze more information than ever before

Citizens are demanding more services online

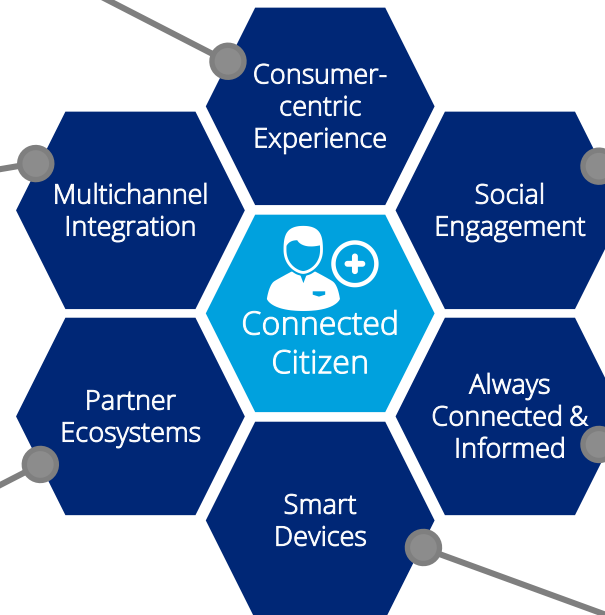
- Personalized
- Relevant
- Contextual

Consumers today expect a seamless experience across channels

- Single digital identity
- Simple profile and preference management
- Channel agnostic, desktop, mobile, phone
- Easy and secure payment options, e.g., property taxes, driver’s license, etc.

Citizens expect consistent experience across departments

- Shared insights
- Increased engagement



Citizens are actively communicating via social media to share information

- Social network integration and participation
- Peer-to-peer influence through citizen opinion

Citizens desire access to web-enabled information and assistance

- History across all departments, e.g., domicile / vehicle information
- Voter registration

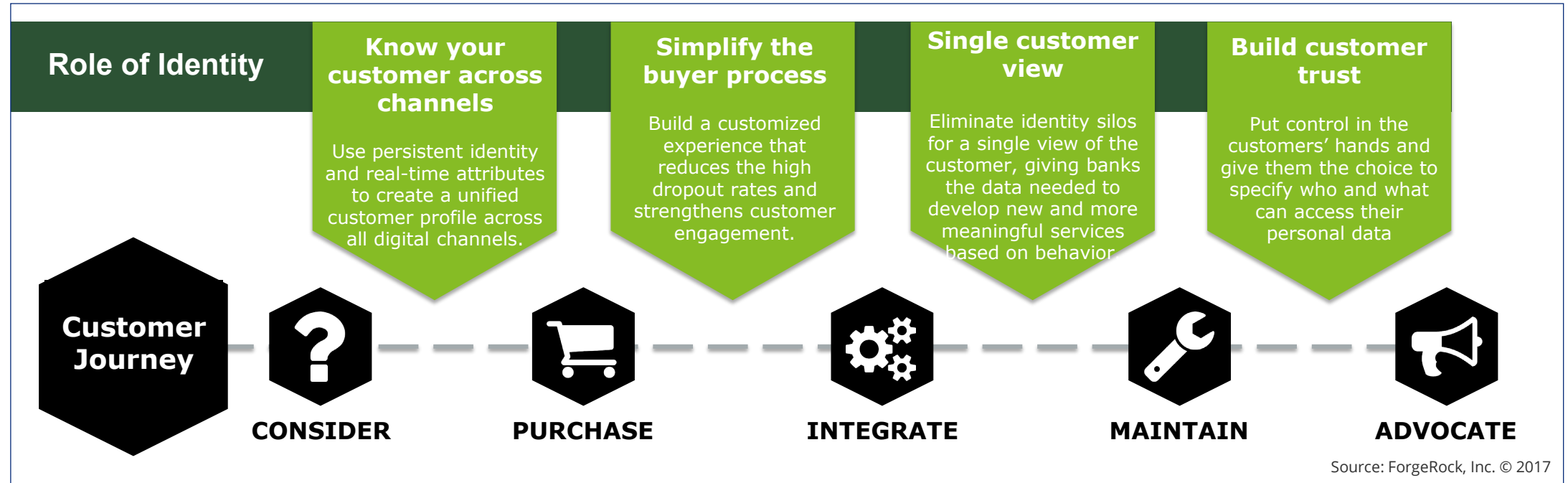
Individual devices connect to the network and devices connect to each other through the network

- Smart grid, smart city
- Driverless vehicles

The Internet of Things (IoT) is penetrating every aspect of citizens’ lives and calls for companies to learn how to use data to build relationships, maximize transparency to enhance human trust, and develop security that is both preventative and responsive.

Digital identity shifts focus to experience, and the user journey

Understanding the journeys of our user communities or personas and the ways in which they engage services provided by the State of TX are critical to driving adoption



More about user personas

Personas are human portraits of hypothetical users, based on real world data and in-person research. An individual can have multiple personas based on the nature in which they interact with the State of TX.

Personas show us:

- Demographics
- Goals and motivations
- Frustrations and pain points
- Lifestyle and daily activities
- Interests and hobbies
- Decision-making processes and context

Personas help us:

- Build alignment amongst stakeholder groups and design teams
- Inform product feature prioritization and design decisions
- Understand their emotions and motivations, and the context within which the user acts.

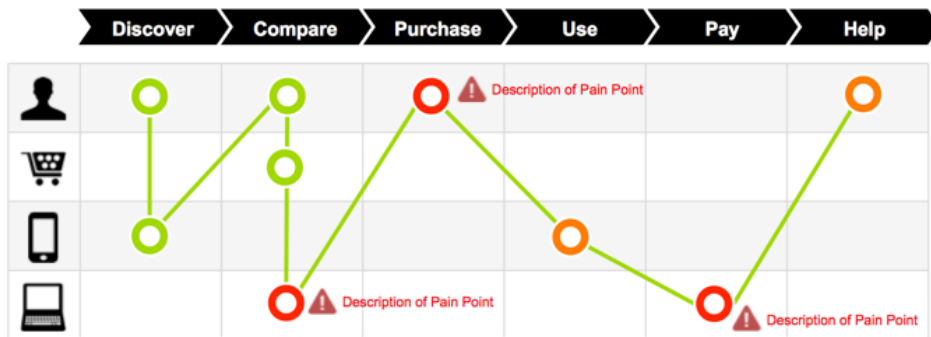


More about journey maps...

Journeys Maps are a way of plotting the users' interactions with a service or product. They focus on the users' experiences across their relationship with the service, mapping each point of interaction against emotions, needs, inputs and goals.

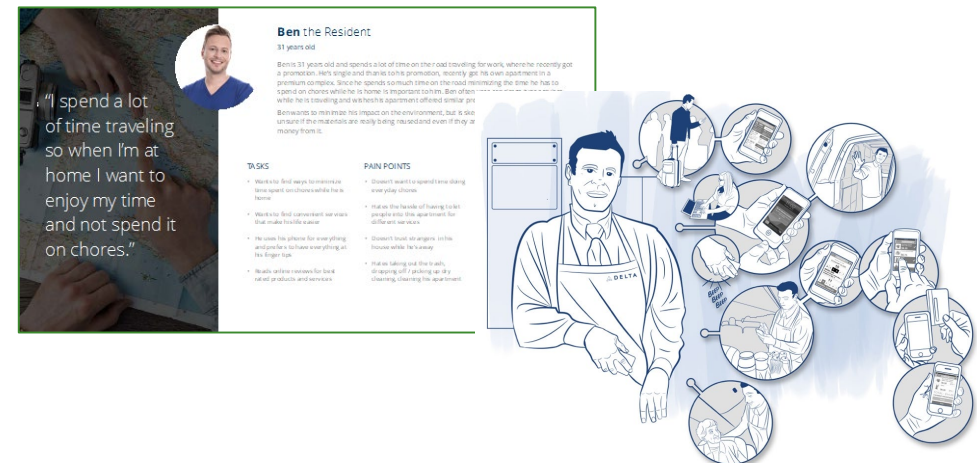
Journey Maps show us:

- Critical interaction points for each persona including device, media channel etc.
- The greater context around those interactions
- How interactions across touchpoints and channels flow to create a cohesive relationship within the ID system



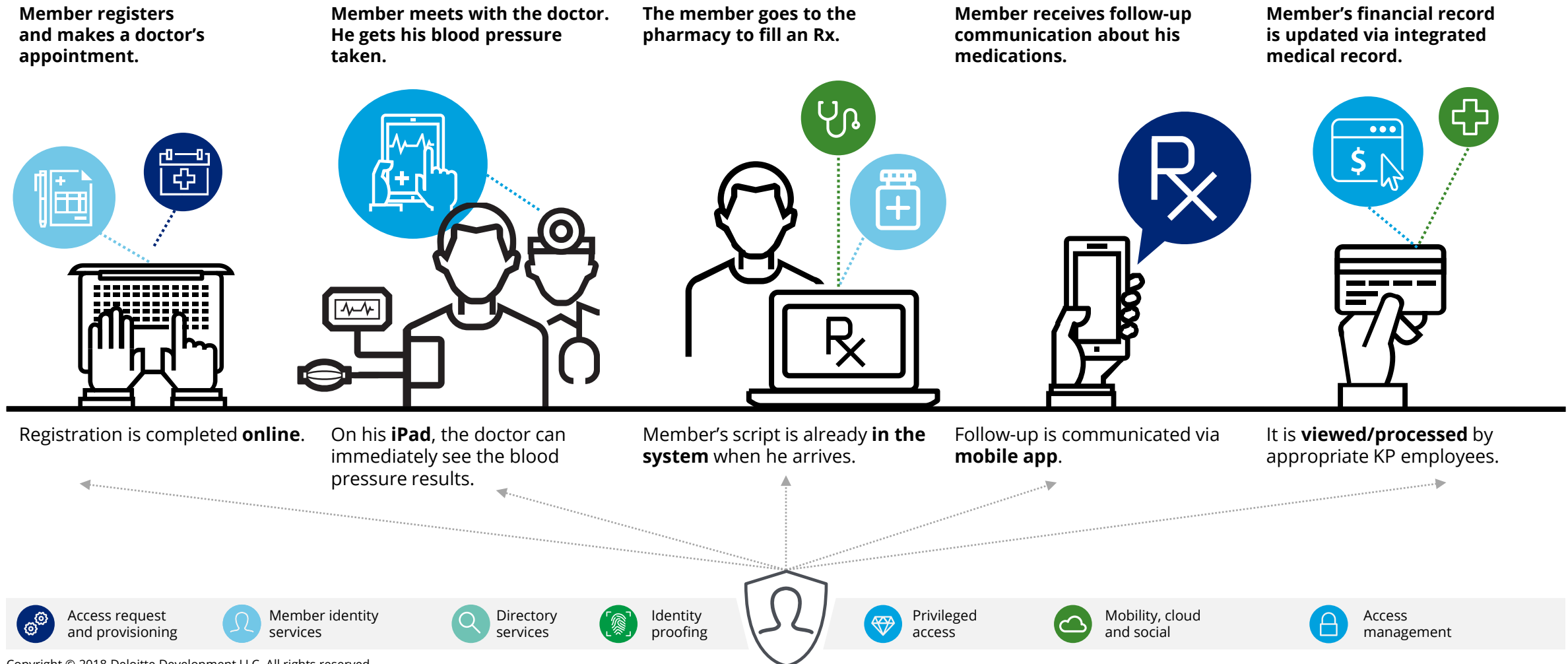
Journey Maps help us:

- Identify high-value and high-risk touchpoints and interactions
- Identify opportunity spaces where new value can be created
- Prioritize features and functionality across personas
- Understand how our products and services fit into the users' real lives



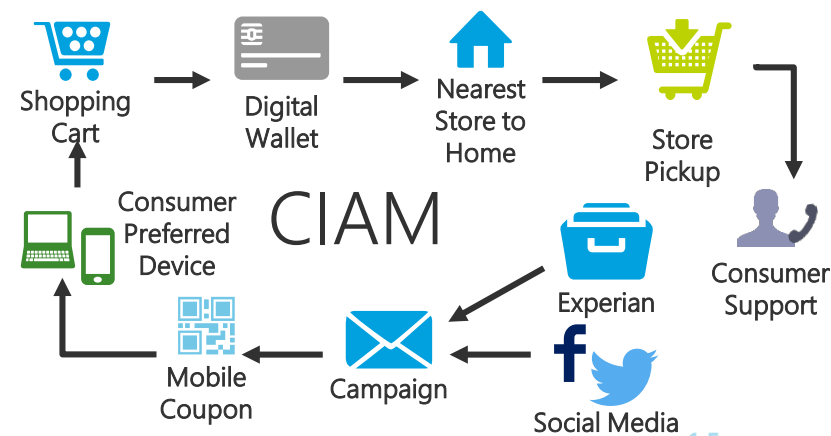
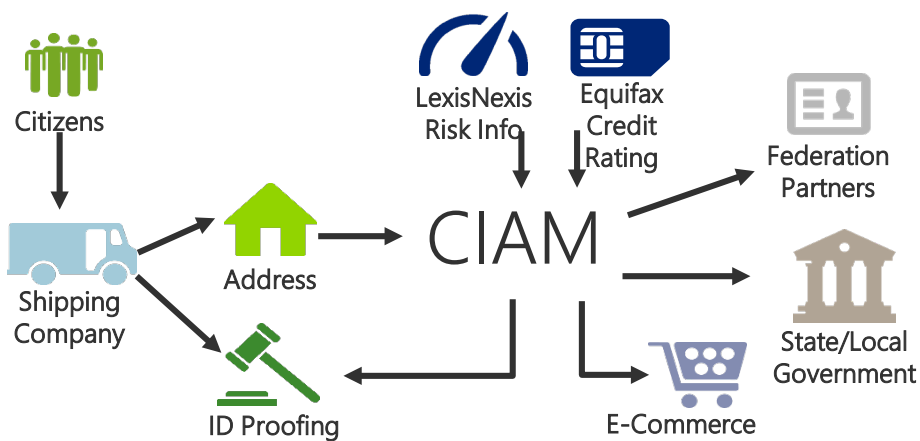
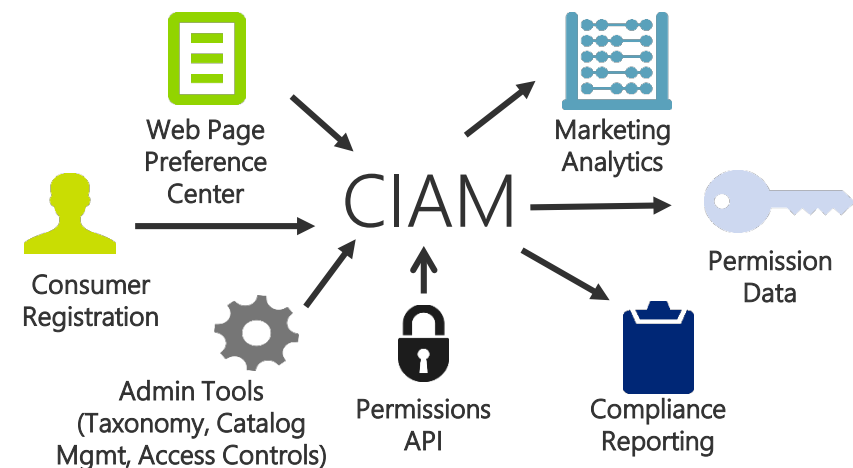
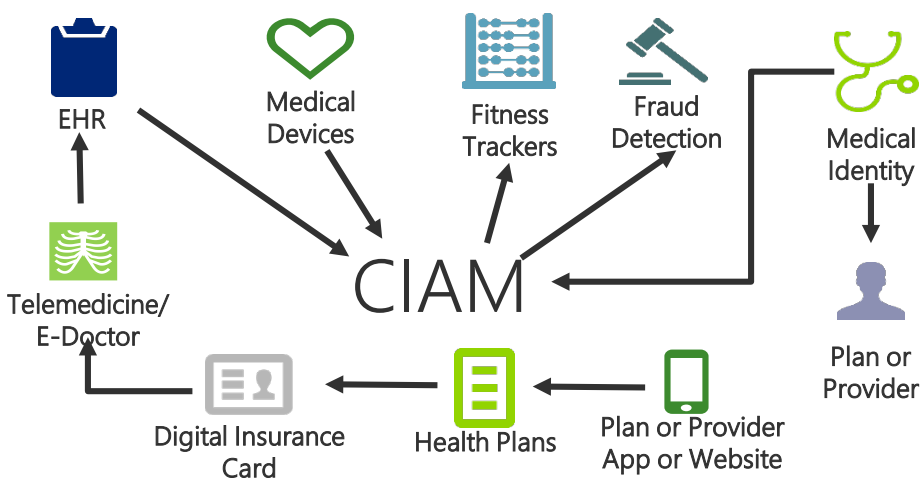
Example journey map for healthcare...

Member interactions with providers, employees, and devices are enabled and enhanced by taking a holistic approach to enabling identity services to fuel digital innovations for patient care.



Applications of digital identity across sectors and industries

Digital Identity challenges across sectors and industries are similar, and have common themes of driving engagement through better user experience without sacrificing security and privacy



Leveraging Digital Identity to meet strategic institutional goals

Digital identity brings together technology and security to better position States to meet the increasing demands of their citizens and respond to growing cyber threats

Key Questions

How do we help our institution achieve its goals?



How do we align the organization?

Digital Identity



Increase productivity



Maximize available funding



Reduce friction for citizens



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