TrustBuilder CEO: Secure or Seamless Customer Journey? Have Both!

TrustBuilder Corporation, the leading IT security solution company for Identity and Access Management, invites attendees to Gartner Identity & Access Management Summit 2019 in London to join a session to learn how policy and context-based identity and access management can help organizations offer a secure and seamless customer journey.

The fight for customer acquisition and retention is getting tougher. Today's consumers are used to applications that offer quick access and intuitive user interfaces that enable them to do what they want, when they want, and from any device they have to hand.

This effect extends to all organizations. In retail, for example, the web is overtaking physical retail as the dominant method of purchasing goods, and the most successful retailers will be those that offer the same user experience across any platform.

Meanwhile, today's applications and services are made up of multiple elements, hosted in multiple locations – in the cloud and on-premise, and often provided by third-party partners. While this mixed environment offers organizations the opportunity to deliver enhanced services to their customers, organizations and regulators alike are concerned by the growing number of threats to customer data.

According to a recent report by the ID Theft Center, 2018 saw the number of exposed records increase from 197.6 million in 2017 to 446.5 million. Organizations risk financial and reputational damage and potential regulatory enforcement if they fail to secure their customers' data.

In this environment, companies that offer enhanced security *and* a seamless customer journey have a clear advantage. While it's not easy to strike the balance, it can be achieved. During the session, **Secure or Seamless Customer Journey? Have Both!** TrustBuilder CEO Marc Vanmaele will explain how.

Join us at the Gartner Identity & Access Management Summit, London, on the 8th March to find out how IAM can help organizations offer a secure, seamless customer journey.

The session will be held at 12:00 – 12:30, Friday 8th March and will take place in the Arcadia room.

TrustBuilder will be exhibiting at the event on the 7th and 8th March. TrustBuilder will be exhibiting at the event on the 7th and 8th March. Come to booth nr. PL5 to meet the team, and find out more about TrustBuilder's flexible IAM solutions.