

Modernizing Customer Identity: SDG and Strivacity Unite to Replace Friction with Trust

OVERVIEW

Legacy login systems are holding businesses back, frustrating customers, driving up support costs, and creating compliance risks. That's why SDG and Strivacity have partnered to deliver a **modern Customer Identity and Access Management (CIAM) solution**. Together, we help organizations replace outdated systems with secure, seamless, and scalable sign-in journeys that customers actually enjoy using.

CHALLENGES

Modern customer expectations have outpaced what traditional identity systems can deliver. Today's users demand frictionless, personalized, and secure digital experiences. Yet many organizations are still relying on outdated CIAM solutions cobbled together over time. These legacy systems are not only difficult to maintain and scale, but they also introduce security vulnerabilities, impede user satisfaction, and delay innovation. Whether due to technical debt, custom-coded solutions, or fragmented architectures, businesses often struggle to adapt quickly to new customer needs and regulatory demands.

Many organizations face persistent issues with legacy or piecemeal identity systems:

- 🕒 **Poor Customer Experience:** Clunky sign-in flows and password resets drive abandonment and erode trust.
- 🕒 **Slow Time-to-Value:** Custom development and integration delays make identity projects hard to justify.
- 🕒 **Security and Compliance Gaps:** Inconsistent controls across channels complicate fraud prevention and regulatory compliance.
- 🕒 **Limited Visibility:** Lack of insight into customer behavior hinders optimization efforts.

Modernizing customer identity requires more than just upgrading technology; it takes the right combination of product and expertise. That's why SDG and Strivacity have joined forces to deliver a powerful, yet practical CIAM solution that's built for today's digital demands.

SOLUTION

Strivacity's Modern Low-Code CIAM Delivers Fast, Flexible, and Compliant Identity

Strivacity's identity security product enables rapid deployment of secure and seamless customer experiences, while SDG brings decades of hands-on identity implementation and advisory service know-how to ensure those deployments align with each organization's business goals, compliance requirements, and technical landscape.

Strivacity's cloud-native CIAM product delivers a faster, simpler path to:

- 🟢 **Smooth, Secure Sign-Ins:** Support for passwordless login, identity verification, MFA, and adaptive access out of the box.
- 🟢 **Low-Code Customization:** Create tailored sign-in journeys across web and mobile apps without months of coding.
- 🟢 **Customer Insights:** Built-in analytics show where users drop off, what slows them down, and how to improve.
- 🟢 **Scalable Compliance:** Meet mandates like GDPR, CCPA, and WCAG with fine-grained policy control, accessible design and single tenant architecture that meets strict data residency requirements.

This joint solution accelerates transformation, reduces operational burden, and delivers the identity experiences customers expect. And all without the complexity legacy systems create.

FROM VISION TO VALUE: HOW SDG ACCELERATES CIAM SUCCESS

With 30+ years of experience in identity, access, and cybersecurity transformation, SDG brings the strategic depth and technical precision required to unlock the full value of Strivacity's CIAM solution. SDG's role goes beyond implementation, acting as a trusted advisor to align technology choices with regulatory obligations, digital business goals, and customer experience expectations. Whether an organization is maturing from legacy systems, navigating complex compliance landscapes, or integrating CIAM with broader security and data ecosystems, SDG helps accelerate time-to-value and reduce deployment risk.

More than integration, SDG bridges the gap between identity technology and business impact by delivering:

- 🟢 **Strategic Identity Advisory Services:** Deep expertise in identity governance, customer journey mapping, and regulatory alignment ensures implementations are business-driven, not just tech-driven.
- 🟢 **Accelerated Implementation:** Proven playbooks and automation frameworks reduce deployment time and complexity.
- 🟢 **Legacy System Migration Expertise:** Extensive experience modernizing outdated identity infrastructures, including phased migrations with minimal disruption.
- 🟢 **Regulatory & Compliance Focus:** Knowledge of global data privacy laws (GDPR, CCPA, HIPAA, etc.) and secure design practices ensures Strivacity's CIAM deployment meets stringent industry mandates.
- 🟢 **Integrated Cybersecurity Services:** Ability to embed CIAM into a broader risk and threat management framework, including Zero Trust architectures and adaptive access controls.
- 🟢 **Operational Support & Optimization:** Ongoing managed services and performance monitoring ensure continuous improvement post-deployment.
- 🟢 **Cross-Industry Success:** A track record of success in highly regulated sectors such as financial services, healthcare, and critical infrastructure, where security and customer trust are paramount.

From strategic planning to execution and ongoing optimization, SDG delivers a full lifecycle approach that turns identity modernization into a competitive advantage.

CONCLUSION

Digital identity is more than a login; it's your brand's front door, and often the first impression customers have of your business. In a competitive, digital-first world, clunky authentication and outdated identity systems can quietly erode trust, increase abandonment, and introduce compliance risks.

SDG and Strivacity help you modernize with confidence and clarity. Strivacity delivers the flexible, low-code CIAM technology needed to build seamless, secure, and scalable customer experiences. SDG complements Strivacity with deep identity expertise, strategic advisory services, and hands-on implementation that ensures the solution is tailored to your unique business, compliance, and customer needs.

Together, Strivacity and SDG don't just modernize logins — we modernize outcomes.

ABOUT STRIVACITY

Strivacity is an identity security company that helps brands deliver trusted digital experiences by managing customer, partner, and AI agent identities in a single product. It brings identity orchestration, account opening, sign in, consent management, and fraud prevention together to reduce friction, improve conversion, and give business and security teams clear visibility into where identity drives or blocks growth.

Delivered as a single-instance SaaS solution, Strivacity supports data residency and consistent performance at scale. Leading brands use Strivacity to acquire, convert, and grow customers while maintaining trust, control, and security across every interaction.

ABOUT SDG

With more than 30 years of experience partnering with global enterprises on complex business and IT initiatives, SDG is a trusted provider of advisory, transformation, and managed services. The firm empowers organizations to strengthen cyber resilience by integrating AI into identity, threat, and risk management solutions that protect digital assets and deliver measurable business value. Learn more at www.sdgc.com.



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