



# reachfive

Connect Smart Companies **to Real People**



**Customer Identity & Access Management**  
designed for modern experience

Better customer experiences  
through trust and convenience  
- without compromise.

## Manage identities to deliver superior experience and trust



Modern customers prioritize trust and convenience. They won't log in if it's too hard or seems unsafe. This makes them less likely to buy, and more likely to head straight for Amazon and other digital giants.

Outdated, legacy systems force most companies to compromise whether on customers' convenience and control or on ease of authentication. Moreover, most lack the agility to adapt to rapidly-changing customer preferences.

Companies also face customer identity silos across multiple systems, preventing a unified view to personalize and engage each customer as an individual.

**With ReachFive, companies meet the demands of the modern customer by delivering better experiences through trust and convenience, without making compromises.**

## Connect customer identities at scale

Whether you judge ReachFive by the numbers, or by the leading brands that choose to work with us, it's easy to see that ReachFive is the right choice for meeting the needs of the modern customer experience.



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*We will be investing in our data strategy in the two coming years in order to gain a better knowledge of our customers but also of our fans, which are potential customers, with a particular focus on ensuring the unicity of each individuals. In the age of GDPR compliance of course.*



Frédéric Cozic, Head of Digital at Olympique de Marseille

*To achieve it, we are collaborating with a start-up, which doesn't come from the football universe, but from the retail industry, where the leaders are very strong in addressing personalized marketing messages across the digital and offline channels. We have chosen ReachFive.*

## ReachFive is the proven, trusted choice for Customer Identity & Access Management (CIAM)



**Retailers Choice & B2C Choice**

#1 Retailers Choice



#1 B2C Choice

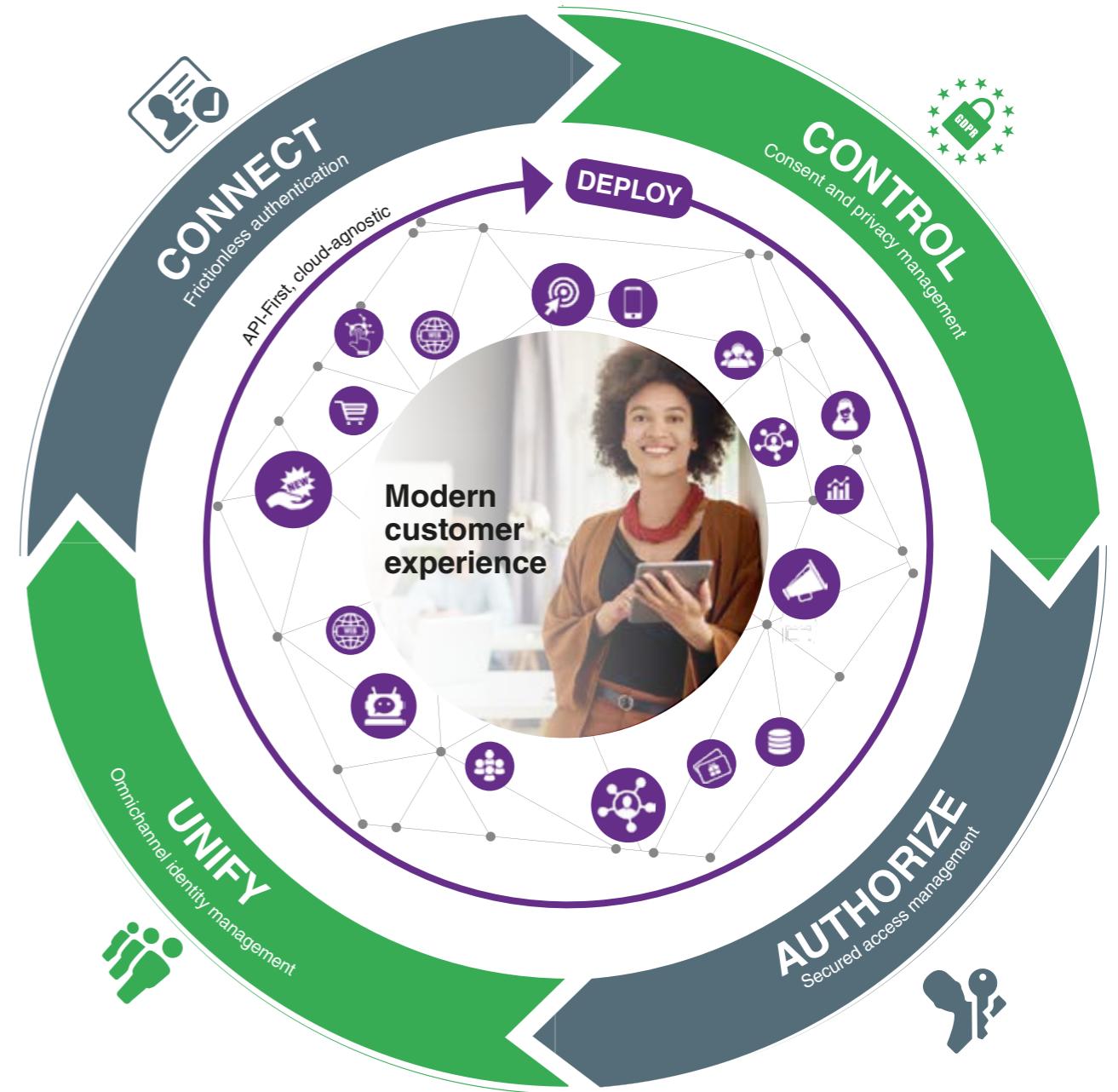


## The gateway to modern customer experience

The ReachFive platform is the only Customer Identity and Access Management (CIAM) platform built from inception for the modern customer experience — omnichannel, mobile-first, and ever-changing, but always driven by trust, convenience and customer control.

ReachFive is the gateway to the modern customer experience, authenticating customers anywhere and anytime, giving customers control over their consent, and activating identities together with enabling third-party systems to boost customer engagement.

With a cloud-agnostic, API-first architecture, ReachFive gives brands the agility to adapt to the pace of digital transformation and all the new and changing touchpoints, channels and devices that go with it.



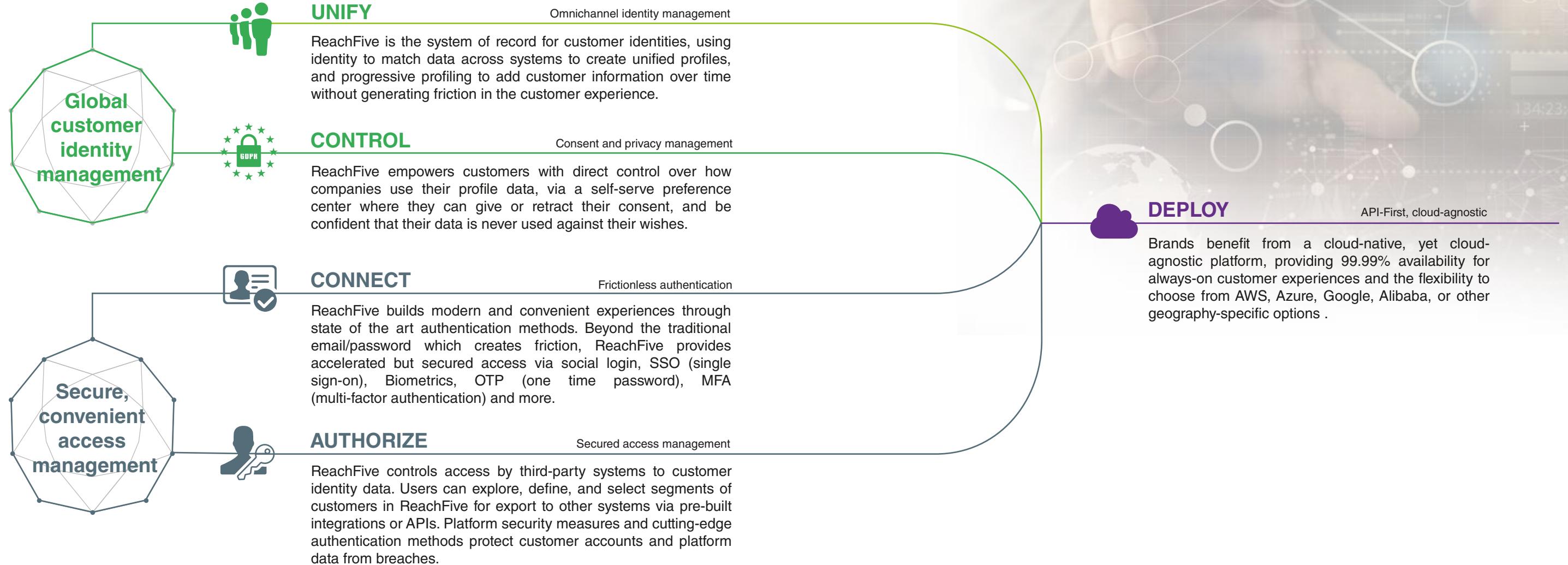
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*Thanks to ReachFive expertise and high availability, our project has been a real success. ReachFive is the backbone of our customer knowledge strategy.*

**Etam**

Jean-Bernard Della Chiesa, Directeur innovation, Scrambled, Groupe Etam

# One platform with complete CIAM capabilities



## ReachFive accelerates creation of a unique customer identity

A new record is created by ReachFive for each person at the first interaction. New information is added as it's obtained throughout the customer lifecycle - from passwordless registration to first purchase to repeat buying, and across every touchpoint and channel.

ReachFive can also connect, obtain and integrate identity information from other systems while serving as the identity system of record. At the same time, ReachFive safeguards identities with the latest security measures.

If you have multiple branded services or applications, you can use a customer's unique identity to create a seamless experience across all of them. **Single Sign-On (SSO)** and cross-device authentication via **WebAuthn and credential management** enable you to treat customers like the single, unique person they are.



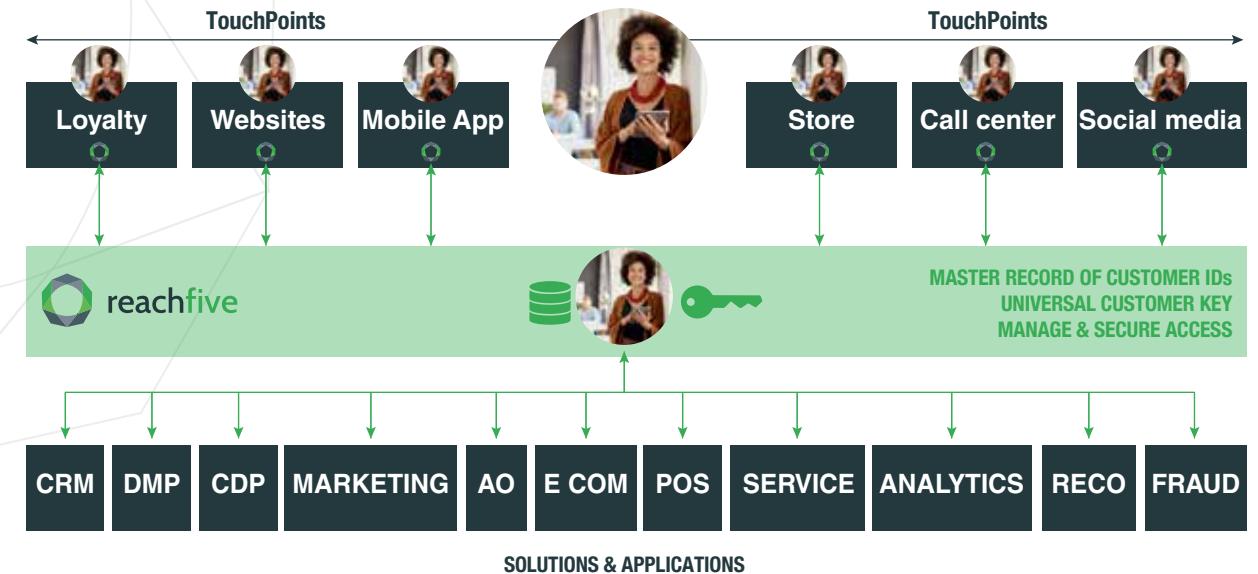
## ReachFive enables a virtual unified customer profile

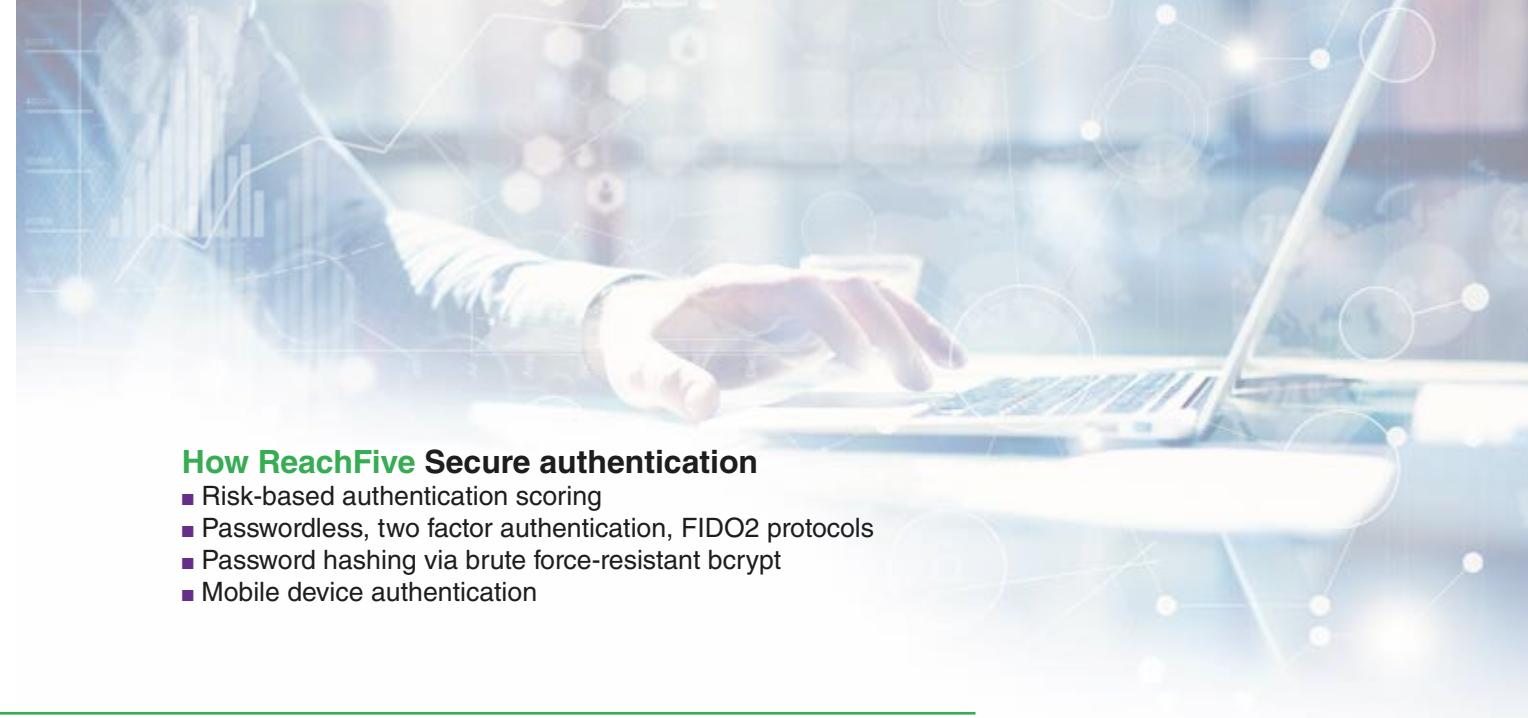
Each customer identity in ReachFive is associated with a Universal Key. When authentication or registration occurs at a new touchpoint or through a new channel, that system receives the Universal Key along with verification of the customer's identity.

This means every customer record in every system is effectively linked via the Universal Key, creating a virtual unified profile.

There is no need for guesswork or algorithmic analysis of customer records to try to create a match.

Unique identities and unified profiles are activated and used to engage customers by leveraging ReachFive's pre-built integrations with leading customer engagement platforms and tools. Custom integrations can be built using ReachFive REST API, SDKs and webhooks support.





## Security for customer identities

The modern customer experience has trust as its core. But even when your customers trust you and your own behavior, can you earn their trust by also keeping their identity safe from hackers, cyber criminals and those with malicious intentions?

ReachFive has you covered. ReachFive has built the most modern and sophisticated security protocols and best practices into the platform. As a result, ReachFive secures authentication, access and the platform itself.

### Secure authentication

ReachFive ensures that every authentication is executed safely. Registrations and logins follow the most strict protocols to prevent any customer information from leaking out. Suspicious authentication attempts are detected and shut down.

### Secure access

ReachFive prevents unauthorized systems from gaining access to customer identity data. Even authorized systems are limited in which data they have access to. With ReachFive, only the right systems get only the right data.

### Secure platform

Safe authentications and secure third-party access is meaningless if the platform itself is vulnerable. ReachFive undertakes rigorous protection of its platform using the most advanced and aggressive methods available. ReachFive also complies with the most stringent industry standards and security best practices.

### How ReachFive Secure authentication

- Risk-based authentication scoring
- Passwordless, two factor authentication, FIDO2 protocols
- Password hashing via brute force-resistant bcrypt
- Mobile device authentication

### How ReachFive Secures access

- API access via authorization server
- Identification of client applications via client ID and client secret
- Definition of scopes to limit access to data
- Whitelisting of IP addresses that initiated the calls
- Https encryption
- OAuth2 and JWT compliance

### How ReachFive Secures the platform

#### Protection:

- RBAC (user right management)
- Brute Force Protection
- Intrusion Tests by ANSSI-certified vendors
- Monitoring & Alerting: log analysis, user activities

#### Compliance:

- OpenID Connect & RFC
- ISO 27001, PCI DSS, SOC 1 and SOC 2 Type II
- GDPR, PSD2
- OWASP
- DDOS

## The modern customer experience won't wait

ReachFive's mission is to help organizations create superior experiences by leveraging trusted consumer identities.

ReachFive's Customer Identity & Access Management (Customer IAM) was built from inception for the modern customer experience - omnichannel, multi-device, distribute, driven by trust, convenience and customer control. ReachFive's cloud-based, API-first platform provides the speed to deploy consumer identity and access management at global scale, while maximizing agility to keep up with the pace of digital change.

Leading companies such as L'Occitane, Boulanger, Etam Group, Hachette Group, La Compagnie des Alpes, Monoprix and ENGIE use ReachFive to drive higher lifetime customer value, and improve marketing, commerce and customer service results.

For more information, please contact us at +33 1 76 44 06 01  
or visit [www.reachfive.com](http://www.reachfive.com)





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