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Management for e-Commerce Digital Business Sector

Soffid IAM Solution

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The Challenges of Identity and Access Management in Digital Business

One of the great benefits of the internet's widespread adoption has been its ability to multiply business opportunities for all types of commerce. The number of potential customers has skyrocketed—along with the supply and demand for products and services. The challenge is that as this ecosystem grows, so do the threats faced by digital businesses.

In e-commerce, an effective identity and access management system isn't optional—it's essential.

Soffid IAM provides tailored solutions that strengthen the security of digital businesses while improving operational efficiency and ensuring compliance with data protection and privacy regulations—an increasingly critical requirement for companies in the e-commerce sector.

Challenges for Digital Businesses in Identity and Access Management

The digital transformation accelerated by the COVID-19 pandemic has not only multiplied of native digital businesses, but also driven traditional companies to expand into online environments.

Initially, consumers were reluctant to shop online. However, digital businesses have proven capable of offering secure and reliable services. Today, e-commerce is fully mainstream—but the cybersecurity threats that these businesses face continue to evolve, demanding constant adaptation to preserve integrity and customer trust.

Main Cyber Threats in e-Commerce

Digital Fraud

The primary concern for online customers is falling victim to fraud. In the past, digital fraud was mostly associated with payments, but today, **social engineering threats** affect all types of organizations—especially digital businesses.

These attacks impersonate legitimate entities, typically through phishing (email) or smishing (SMS).

Credential Theft

For any digital business, **data is the most valuable asset**—protecting it is as important as offering a quality product. Unfortunately, it's also highly valuable to cybercriminals.

Ransomware and data theft are on the rise, whether through deliberate attacks like identity theft or accidental data leaks.

Unauthorized Access and Denial of Service

According to the ENISA's Threat Landscape 2024 report, the top global cyber threats include availability attacks or denial of service (DDoS), followed by ransomware and data-related threats.

These attacks can block both customers and employees from accessing critical services or data, often by overloading networks with unauthorized requests. Increasingly sophisticated, such attacks are particularly harmful for e-commerce platforms.

Loss of Customer Trust

All these attacks cause major harm, but the most painful consequence is the **loss of customer trust**.

Digital consumers are more mature and demanding, and standing out in a highly competitive sector is a major challenge. Any incident that makes a digital business appear unsafe can lead to its downfall—rebuilding trust is extremely difficult.

What Is an IAM Solution for the e-Commerce Sector?

As we've seen, the main cyber threats to digital businesses are directly linked to **identity impersonation and unauthorized access**. An **Identity and Access Management (IAM)** solution prevents these incidents from occurring.

IAM solutions are built on the **IAAA pillars**:

I ### Identification

Defining who each digital profile is, whether internal or external. The user must declare who they are.

A ### Authentication

Automated verification tools confirm whether the user truly is who they claim to be.

A ### Authorization

Once verified, the system grants or denies access accordingly.

A ### Accountability

Every identity is audited. Activities are monitored to ensure users act only within their defined scope. Any anomaly—intentional or accidental—is quickly detected and addressed.
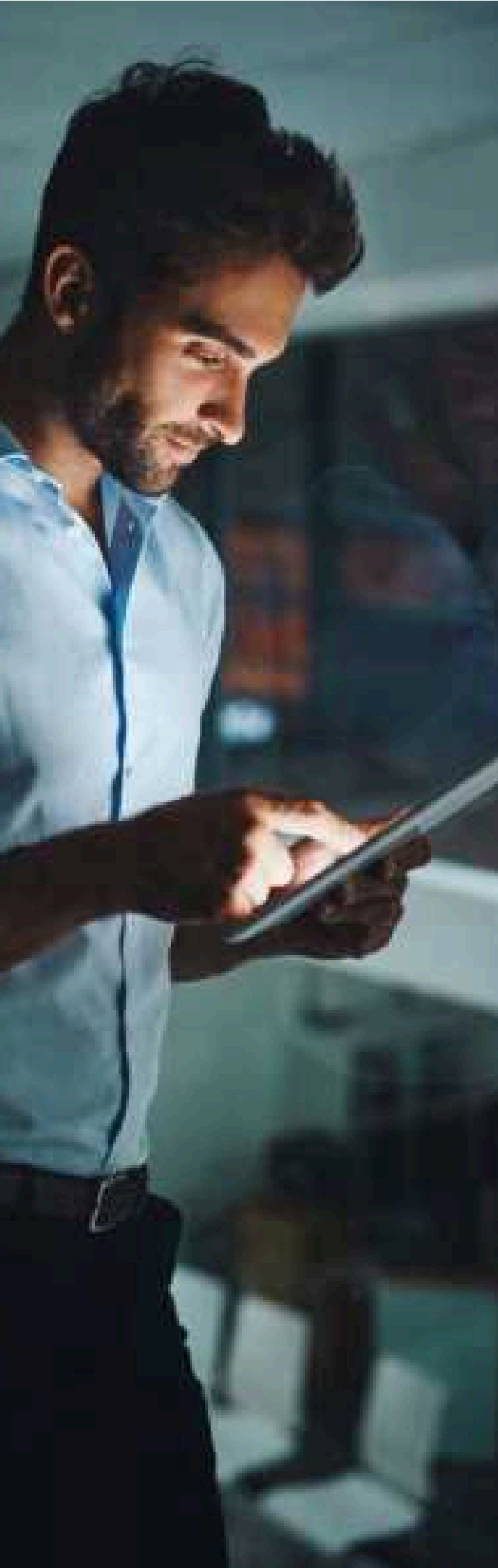
What IAM Brings to Digital Businesses

Simplified Identity Management

Achieving the IAAA objectives is complex, especially in digital businesses where multiple identities coexist—customers, logistics, administration, IT, post-sales, etc.

IAM makes the complex simple. Tools like **Single Sign-On (SSO)**, enable a seamless user experience while providing faster, more efficient digital operations.

Protected Access Across Digital and Multichannel Environments

Interoperability is essential in digital commerce. Yet, access occurs across multiple channels—devices, apps, networks—and in **multi-cloud environments**, which increases exposure.

An effective IAM solution integrates seamlessly into this ecosystem through **interoperable architecture**, allowing unified management of access regardless of its origin or scale.

Built-in Regulatory Compliance

The digital business sector is tightly regulated regarding data protection (e.g. EU GDPR), and compliance is a must.

For e-commerce, additional standards like **PCI-DSS** for card payments also apply. IAM ensures all internal and external policies are integrated into access management.
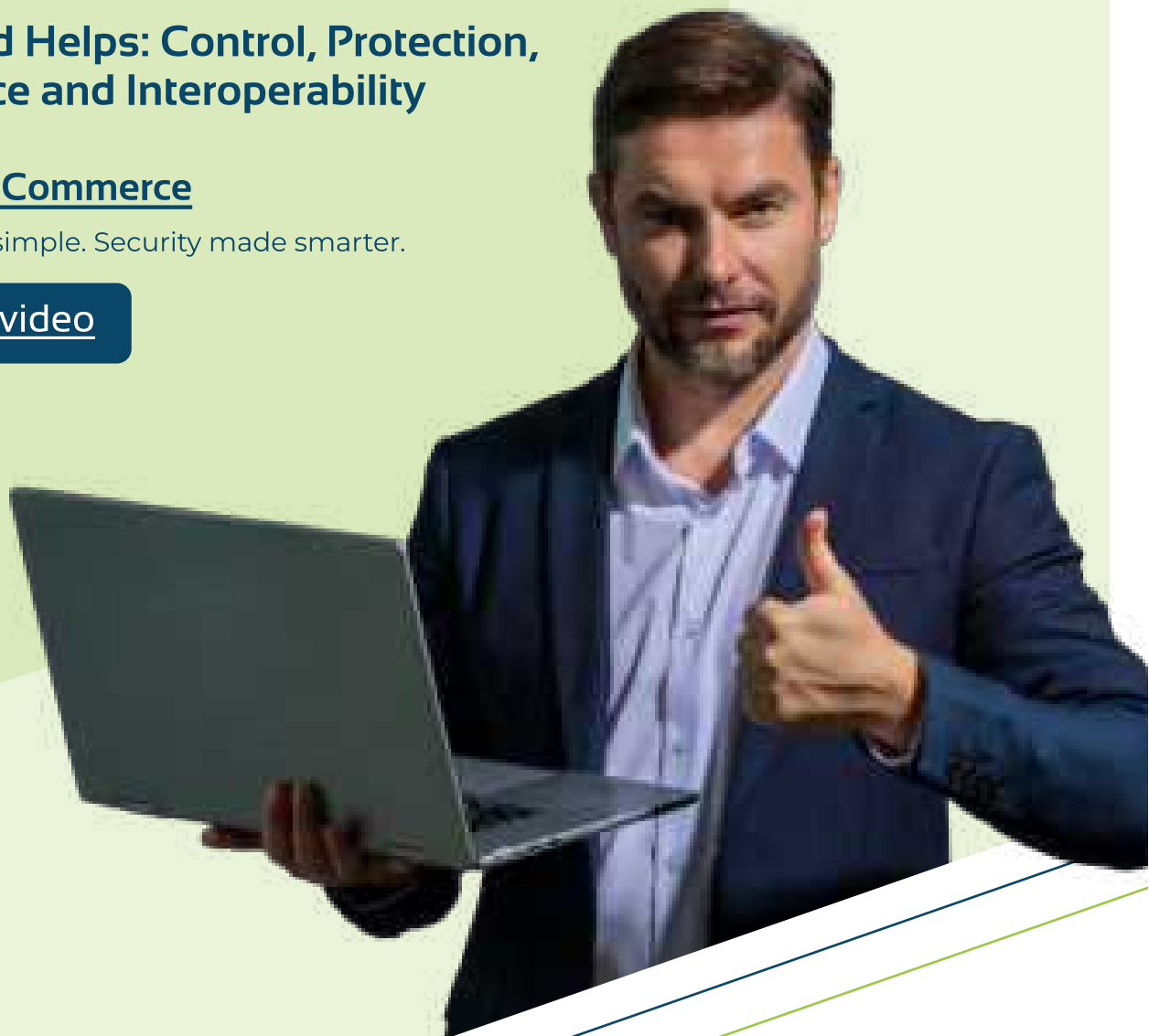
How Soffid Helps: Control, Protection, Compliance and Interoperability

Soffid for e-Commerce

Identity made simple. Security made smarter.

YouTube video

The great advantage of **Soffid's IAM platform** is its ability to adapt to every challenge, every system, every organization. Our modular system combines all identity and access management functions into a single management platform.

This adaptability allows each business to tailor Soffid to its specific needs and integrate it with legacy systems—**without starting from scratch**— drastically reducing total cost of ownership.

Clients pay only for what they need, achieving ROI quickly while benefiting from simplified identity management, reduced administrative workload, and improved customer satisfaction.

Core Features of Soffid IAM for e-Commerce

+ Unified Access Control for Customers, Employees, and Partners

SOFFID IGA (Identity Governance Administration):

Automates the creation, modification, and deletion of accounts, managing all digital identities based on roles and functions (RBAC).
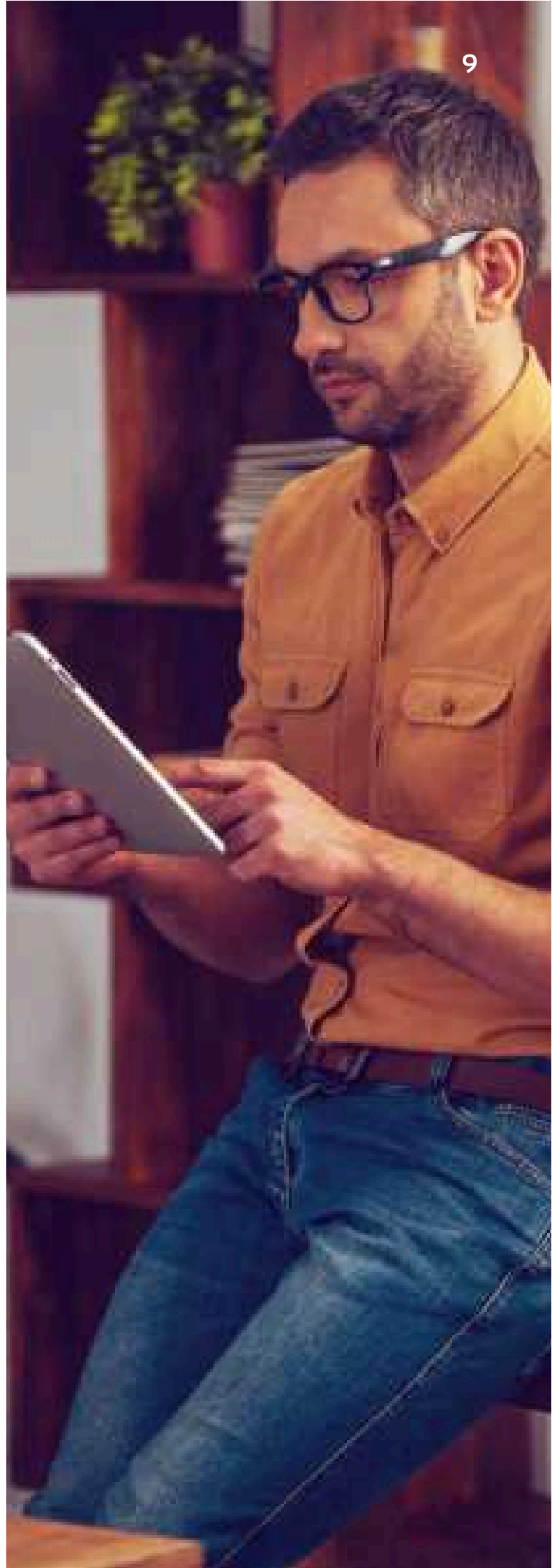
SOFFID AM (Access Management):

Provides secure, centralized access control with MFA and SSO, plus reporting and monitoring capabilities.

Complementary modules:

SOFFID PAM (Privileged Access Management) and SOFFID PM (Password Management) strengthen security and streamline workflows.

+ Real-Time Auditing: Who, When, and From Where

Together with Soffid AM, the Identity Threat Detection and Response module monitors every access in real time. SOFFID ITDR automatically detects and mitigates threats.

+ Guaranteed Regulatory Compliance

SOFFID IRC ensures risk-based identity management and continuous compliance through identity recertification and periodic permission reviews.

+ Seamless Integration and Scalability

All Soffid solutions integrate smoothly with existing systems and are designed to scale as businesses grow, crucial in the today's fast-evolving e-commerce environment.

Key Benefits for Your Digital Business

Security Against Fraud

Operational Efficiency

Higher Productivity

Reduced Management Costs

Improved User Experience

Request a Free Trial

Discover how **Soffid IAM turns digital security into simplicity—and helps your business grow with confidence** —simply and effectively.

Contact us to tell us about your business and request a of the personalized demo Soffid solution.

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