

## Bringing peace of mind for all Akamai Identity Cloud customers

### Did you notice the standstill of Akamai Identity Cloud?

Customers of Akamai Identity Cloud have the right to feel neglected. Akamai has not been executing its product roadmap. The latest release note dates from May 2020. The go-to-market for Identity Cloud is stalled. This is the only Akamai product with zero blogs on the Akamai website. And a search on LinkedIn reveals a brain drain of identity experts and industry leaders.

### Janrain was the 'first mover' but Akamai dropped the ball

Janrain was a dominant player in the Consumer Identity & Access Management (CIAM) market between 2010 and 2018. Akamai acquired Janrain in January 2019. Both companies expressed their ambitions to embed identity into a zero-trust security framework. Things turned out different and Akamai lost attention for their Identity Cloud offering.

### The IAM market continues to mature

Modern CIAM vendors deliver Software-as-a-Service. Customers expect an active roadmap. The identity and privacy landscape evolves. Customers need a SaaS vendor to track that evolution. Vendors adopt and take a proactive role to offer new capabilities.

### Do not let Akamai Identity Cloud ruin your digital ambition

Rethink your identity strategy if your digital ambition depends on Akamai Identity Cloud. Three pillars support your business case to sunset and replace Akamai Identity Cloud.

First, reduce your operational risk. Any piece of software turns into a vulnerability over time. Ensure that your security cornerstone is rock solid.

Second, explore new revenue. Evolution creates opportunities for new business. Forward-looking identity platforms enable gig economy, dealer and franchising networks and family sharing.

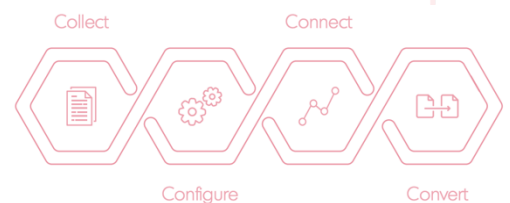
Third, control your cost. Vendor lock-in for end-of-life software puts customers in a weak negotiation position. Extended support is expensive and returns low value.

OneWelcome offers a packaged 4C Migration Program to do exactly that.

- Collect information using checklists
- Configure OneWelcome for feature parity
- Connect client applications
- Convert users in bulk or with just-in-time migration

OneWelcome offers free services and support for customers that replace Akamai Identity Cloud with OneWelcome.

Get in touch to learn more: [sales@onewelcome.com](mailto:sales@onewelcome.com)



### About OneWelcome

OneWelcome is the leading European provider of cloud-based identity and access management (IAM) for external user groups. Its IAM platform enables organisations to provide external identities with secure and easy access to their online services and apps. The teams in the Netherlands, Belgium, Poland and Romania work around the clock to connect people and businesses with innovative solutions.

Over 80 million people use the platform every day. The user groups are consumers (b2c), business ecosystems (b2b) and external workers (gig workers). Over a hundred clients rely on the identity and access management expertise of OneWelcome. These are organisations operating in dynamic and regulated industries, such as VodafoneZiggo, Essent, Rituals and KB nationale bibliotheek.

OneWelcome complies with the European privacy and identity standards and is ISO27001 and SOC2 type 2 certified. Market analysts from Gartner and KuppingerCole recognise OneWelcome as a 'Product Leader' and the 'CIAM & B2B IAM specialist'.