

Introducing GigyaWorks

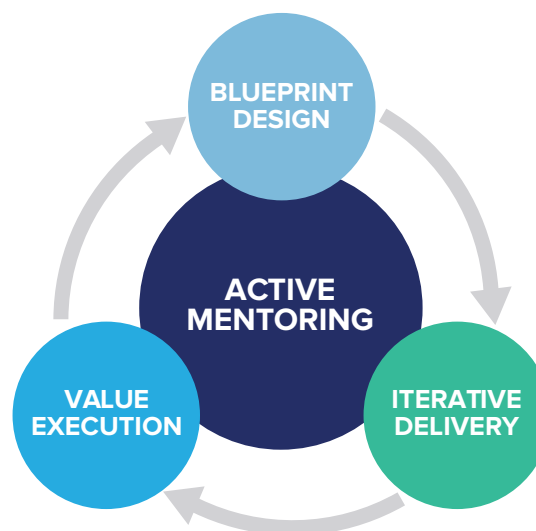
What Can GigyaWorks Do for You?

Gigya's Customer Identity Management platform was purpose-built to help your business deliver the most personal and trusted customer experience (CX) possible while extracting maximum value from a huge variety and volume of customer data. The GigyaWorks program is designed to ensure that your implementation meets your business objectives and that you are equipped with the knowledge and tools that you need to succeed, out of the gate and into the future.

Often beginning well before the end of the sales cycle, Gigya's Global Services team works with you to create a plan for success that results in a definitive "first win" within the first 90 days of implementation. Through a value-driven and collaborative process, we help you to establish a flexible and extensible foundation that can support any number of new initiatives. We also ensure that you are self-reliant experts on our platform—with a solid customer identity strategy in place—so you can leverage customer identity and access management (CIAM) to continually innovate for new business value.

How Does it Work?

The GigyaWorks philosophy is: "Start Fast, Stay Fast." We believe that the early pace of your project dictates the trajectory of your success, so we begin by developing a "blueprint" for your implementation that starts with a clear initial use case and roadmap. Then, we establish an iterative delivery process comprised of objective-based sprints with discrete timelines, conducting value impact analysis during each stage of deployment.

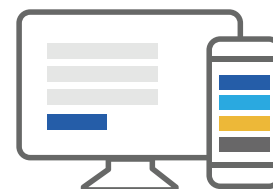


This continuous adoption methodology ensures that your business objectives form the groundwork of your digital strategy. Key stakeholders are involved and educated throughout the process, with Gigya providing multiple levels of education and support, including deep-dive "Identity Accelerator" workshops that can help you define a successful long-term CIAM strategy.

The overall GigyaWorks workflow is best visualized within the context of Gigya's Customer Identity Management platform structure, which is comprised of three basic functional components:

CONNECT

Gigya Global Services professionals will guide you through best-practice implementation of our end-to-end Registration-as-a-Service (RaaS) and Social Login solutions, so that you deliver a seamless user experience across every device, boosting registration rates while collecting rich first-party data. From there, we will help you determine the most effective strategy for balancing security and usability with single sign-on (SSO), progressive profiling and more. Specific tools can then be put in place to engage users, drive customer acquisition and collect behavioral data that drives better personalization.



COLLECT

Once you have enabled a trusted connection with your customers, we'll work with you to begin building rich, actionable user profiles, laying the foundation for valuable two-way customer relationships. We'll start by ensuring that your data is clean, unified and accurate, for smooth migrations and optimized integrations. We will then work with your CISO and InfoSec teams to ensure that all customer data is handled in accordance with industry-leading security and privacy standards, and that your CIAM implementation meets all your internal requirements for data hygiene and governance.



CONVERT

With your foundation in place, Gigya will continue to drive the pace of your project forward to turn the rich data you are now collecting into fuel that drives great customer experience. We'll establish a week-in, week-out schedule and a well-defined executive engagement plan to enable all business stakeholders to get the most out of our analytics and reporting tools. With CIAM as a single source of truth, we'll show you how to integrate customer data holistically across your entire stack, so you can maximize ROI for every new or existing third-party technology solution.



Why Should I Use It?

The GigyaWorks program is more than customer services: it's customer enablement. We have established a sound methodology of best practices and techniques based on our experience implementing CIAM for 700+ global brands across a variety of industries. We begin each project with a laser focus on customer experience and ensure that you attain a visible, quick win in the first 90 days. We also enable customer identity management expertise across your entire organization and establish a flexible, secure and scalable foundation that you can build on.

To learn more about GigyaWorks visit <http://www.gigya.com/solutions/gigyaworks-global-services/>.

Proven Results at Scale

700+ Live Customers Representing Over 700M Connected Digital Identities



Source: Sample results from TechValidate Survey of 120 Gigya customers