



## The Best Thing You Can Do for Your Customers That They'll Never Notice

CIAM addresses issues around customer expectations, performance and scalability, customer data integration, fraud prevention, and security. Unlike IAM, which is internally focused, CIAM is designed from the ground up to please customers and control access in a way that is transparent, customizable, and secure.

### You Can Do for Your Customers That They'll Never Notice

Transform Access into a Competitive Advantage with Customer Identity Access Management



Get This CIAM Whitepaper

## Optimal IdM Named Winner of Two Coveted Global InfoSec Awards During RSA Conference 2022

Optimal IdM, a leading provider of Identity and Access Management (IAM) solutions, is proud to announce we have won the following two awards from Cyber Defense Magazine, the industry's leading electronic information security magazine.

1. Editor's Choice Award for Identity & Access Management – For The OptimalCloud™
2. Award for Cutting Edge Virtual Directory Service (VDS) – For The Optimal IdM Cloud-Based VDS



Read The Announcement

## Top Providers To Work With – Customer Identity and Access Management

Customer Identity and Access Management (CIAM) solutions provide necessary identity security for customer-facing enterprises and their customers. These solutions offer many of the same protections as an employee-oriented Identity and Access Management (IAM) solution, including defenses against credential abuse, identity theft, Single Sign-On, authentication protocols, and Active Directory. See how Solutions Review stacks Optimal IdM against the competition.



View The Article

## Video of the Month: The OptimalCloud - How To Register and Use A FIDO2 Device For AuthN

This video will show you how to register and use a

FIDO2 device for authentication in the OptimalCloud. The OptimalCloud platform can be deployed in workforce and consumer scenarios and each feature-rich pricing tier comes with multi-factor authentication (MFA), because proper security shouldn't cost extra. The OptimalCloud is integrated with more than eleven thousand applications, simplifying set up and configuration and also has 24 x 7 x 365 support with a guaranteed uptime of 99.99%.

OPTIMAL IdM The OptimalCloud

How-To Video Series for The OptimalCloud™

**The OptimalCloud**  
One User, Single Sign-On, Total Security. [TheOptimalCloud.com](http://TheOptimalCloud.com)

Microsoft GOLD CERTIFIED Partner

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[optimalidm.com](http://optimalidm.com)

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## Resource Center



[Read The Report](#)

### Small and Mid-Sized Businesses Face Greatest Security Risk

Hackers love SMBs. And they know users are the number one vulnerability in any security strategy. Secure your business with Identity and Access Management.



[Get The Whitepaper](#)

### Identity Fabrics and the Evolution of Identity

An Identity Fabric solution supports stronger cybersecurity by enabling the consistent enforcement of policies across infrastructures, and across distributed apps as well, while also making advanced identity controls such as multi-factor authentication (MFA) and passwordless authentication easier to implement.



[Watch The Webinar](#)

### Why You Need Cloud Hosted Virtual Directory Services

This presentation will discuss the benefits of cloud hosted virtual directory services and provide use cases of how the Optimal IdM team deploys, hosts, manages & monitors their signature virtual directory product, the Virtual Identity Server, in a cloud environment.

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