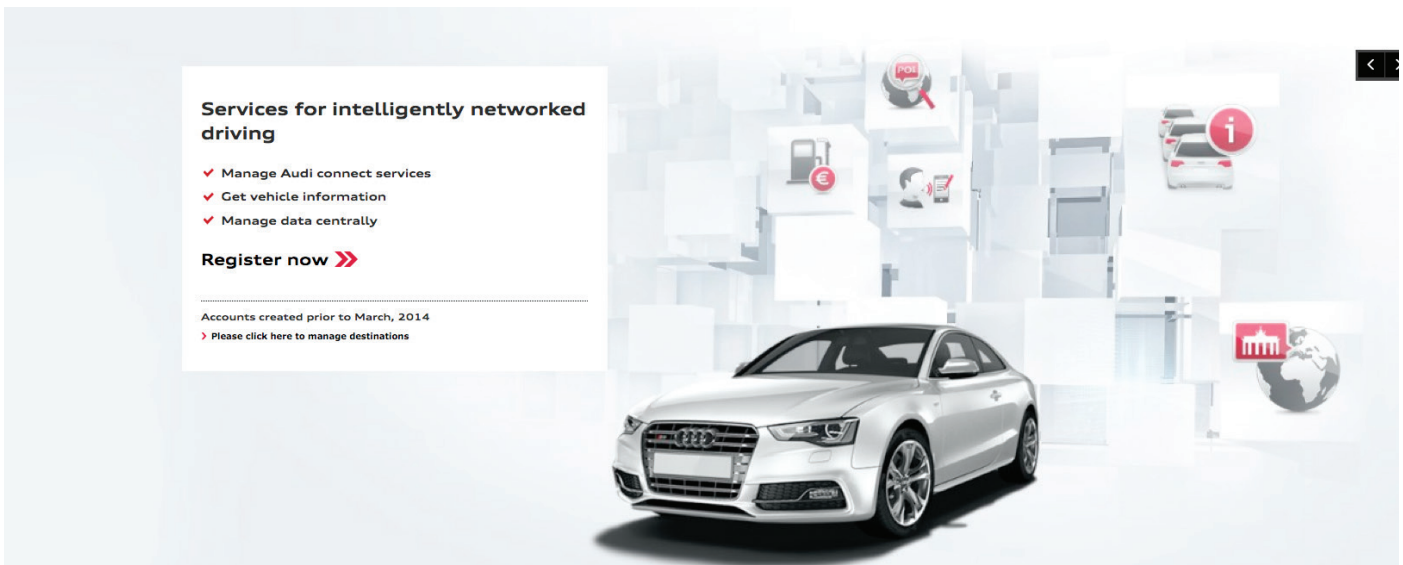


## Web-Single Sign-On for Audi – Easy, Customer-Friendly and Secure



**iC Consult has developed a solution using standard components that seamlessly integrates into existing Web SSO-programming interfaces. This allows components to be exchanged quickly and simply, and the development risk is minimal.**

A new Web SSO solution allows end customers to effortlessly register for a number of services on the new Audi portal, »myAudi«, with only one password. These services currently include myAudi, myAudi iPhone and Android app, Audi Car Configurator, Audi Shopping World / Audi Shops, Audi City, MMI app, Used Cars Application (»Gebrauchtwagen«) and log in in the car (Audi Connect).

The high degree of user convenience makes it easy for interested customers to quickly connect to a broad range of media offerings, opening up additional opportunities for sales to the company. The 360° cross-channel overview of customer data makes possible the personalizing of services and offers and enables further insights into the customer's interests.

### Mission and Challenge

Audi AG has over 67,000 employees worldwide and generates around €49 billion (\$55.4 billion) in sales annually. The company offers its end customers Internet portals with personalized services, for example »myAudi«. In this portal, where over a million users are already registered, vehicles can be configured or technical information made available.

Since log in processes in the past were often broken off due to complicated entry procedures, the propriety solution in use, which was to some extent outdated, was to be replaced by a more modern and more easy-to-use solution. The user should be in a position to easily and securely log in to all the resources available to him with a single password →

### Register with only one password or click...

#### ...when using the »myAudi« portal

- users log on to »myAudi« with their user name and password
- »myAudi« redirects the log on to the Web SSO service
- Web SSO service checks and confirms the log on
- Web SSO sends the user profile data back to »myAudi«

(SSO). When bidding on the project was announced, iC Consult entered the proposal that was best – both technically and economically. The project, a pioneering achievement, was completed on time and on budget.

### Solution and Approach

iC Consult developed a Web SSO solution for the end customer portal that covers the following usage scenarios:

- User authentication
- Password management (changing, resetting of passwords)
- User data management (registration of users, validation of user accounts)

- Session management (session creation, validation and invalidation)

These functions will be made available as a centralized service, thus uniformly covering the usage scenarios listed above.

A single sign-on (SSO) between the applications the service uses is possible. In addition, management functions are offered that only the administrators require for user management.

The technical features described above were realized in the form of two services. One is a standardized solution for Web SSO and identity and access management, the other is a federation-based solution.

### Result and Benefits

#### For Audi

- Higher frequency of use increases customer loyalty
- Modern brand presentation
- Better targeting of services and products
- Seamless user tracking
- High data quality for CRM and online marketing
- Optimal IT security
- Low maintenance costs through use of standard products

#### For the User

- Easy login: same password for all services
- Cross-device use and session stitching
- Personalized form of address
- More details on special offers
- High degree of data protection

**Complex challenges? Talk to us!**

#### Marketing and Sales Representative

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