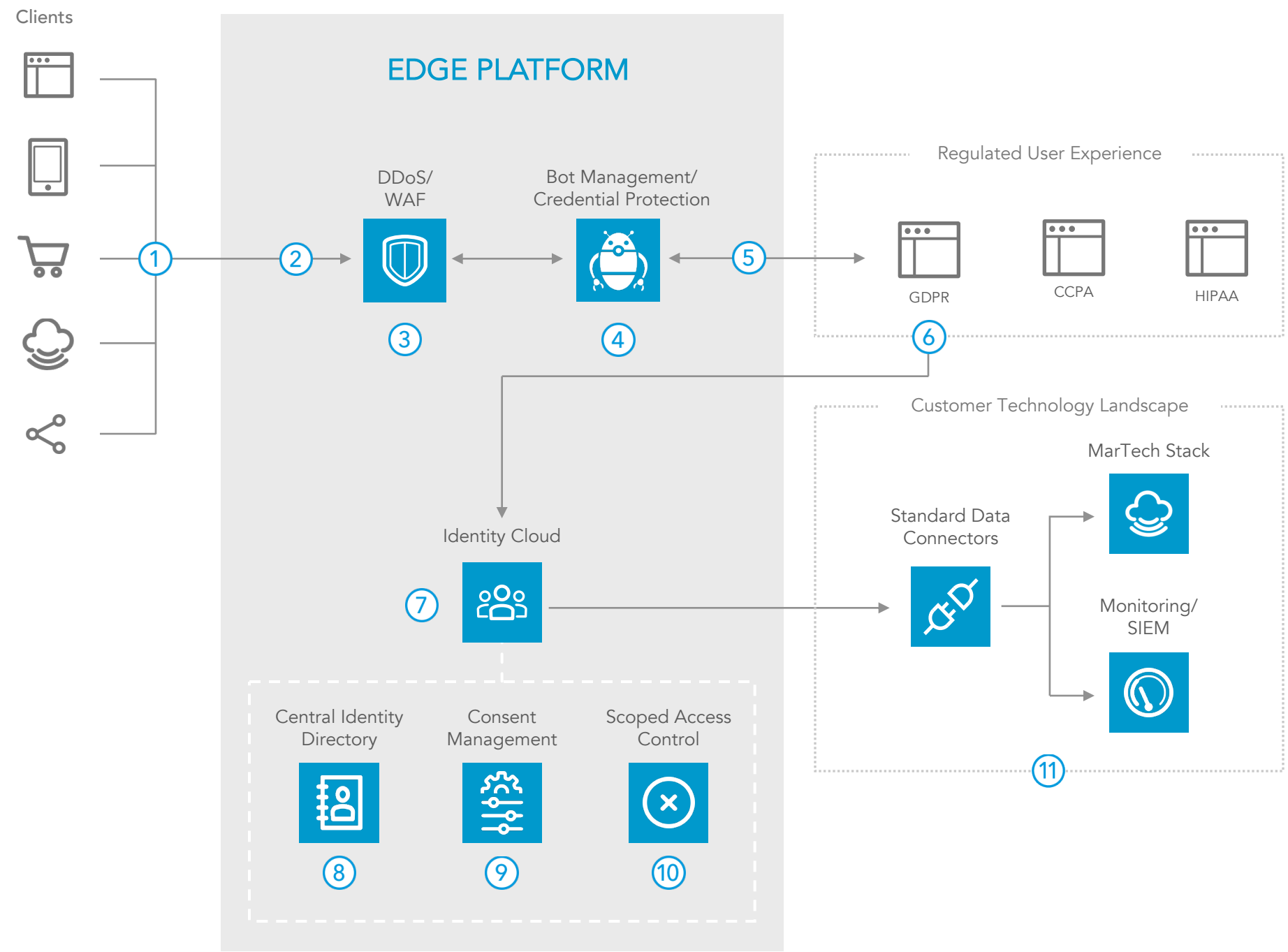


# GLOBAL COMPLIANCE: CUSTOMER

## Reference Architecture



## OVERVIEW

When collecting and processing customer data, global players need to comply with multiple data protection and privacy regulations. An identity management solution such as Akamai Identity Cloud can help manage these challenges.

- 1 End user accesses a company's digital properties from a variety of different channels — desktop browsers, mobile apps, IoT — often using a social login.
- 2 The Akamai Intelligent Edge Platform and its security solutions protect Identity Cloud against malicious attacks.
- 3 Edge servers protect public-facing web applications, login pages, and registration pages from DDoS and web application attacks.
- 4 Bot management detects and mitigates automated threats, including web scraping and credential stuffing.
- 5 Akamai Intelligent Edge Platform routes legitimate traffic to the registration and login pages of the company's digital properties.
- 6 Identity Cloud helps enterprises comply with relevant data protection regulations.
- 7 Identity Cloud is an identity as a service (IDaaS) solution that enables organizations to provide end users with control over the creation, use, and management of their data.
- 8 The central customer profile database is the single source of truth for end-user identities and access rights.
- 9 Customers can access, view, edit, and revoke consent via centrally managed self-service.
- 10 Control access down to the level of individual fields of a data record, both for users and applications.
- 11 Identity Cloud integrates with third-party systems to further process the customer data, such as the marketing technology stack.

## KEY PRODUCTS

- Customer identity and access management ► Identity Cloud
- Web application firewall and DDoS protection ► Kona Site Defender
- Performance acceleration ► Ion
- Bot management and credential stuffing protection ► Bot Manager