



CUSTOMER CASE

# Mediahuis offers frictionless login and personalised customer experience with CIAM

Mediahuis is a European media group with businesses and activities in Belgium, the Netherlands, Ireland, Germany and Luxembourg. The group owns over 30 autonomous cross-media brands and operates important digital marketplaces. Mediahuis wanted to improve the digital user journey of their subscribers, learn more about their preferences and find new ways to offer personalised content. That's where AE came in with Customer Identity & Access Management (CIAM).

## In short...

### Challenge



Mediahuis used multiple local identity and access solutions. This was cumbersome for subscribers and Mediahuis itself. On top, customer data was being spread over different sources.

### Solution

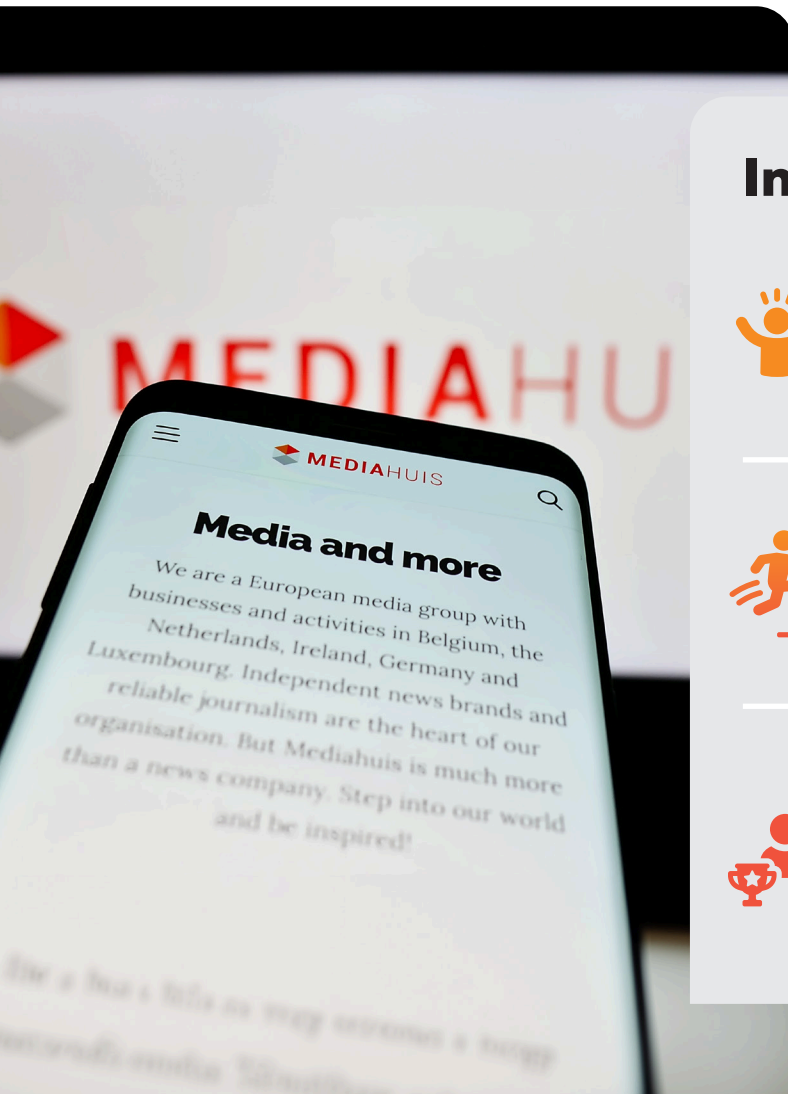


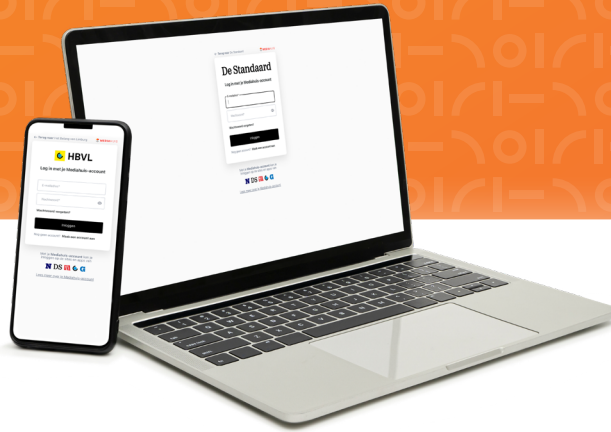
AE developed a centralised CIAM-platform for multiple brands in multiple countries. The solution is based on Okta CIC, but includes various re-usable components developed by AE.

### Results



Customer experience improved greatly thanks to a frictionless login experience and ongoing personalisation. In the backend, Mediahuis can profit from a scalable, more secure and easy-to-manage platform that centralises all customer data.





## Challenge

Mediahuis has millions of active users a month with over millions logins in total. This process was managed by six different local identity and access solutions in different countries and for different brands. This was cumbersome for subscribers who had to manage different logins for different brands and/or platforms. For Mediahuis the management of multiple solutions and the splintered customer data was inefficient and not as secure as the company wanted.



## Solution

The centralised CIAM-platform is based on Okta CIC, but includes various re-usable components developed by AE. These include, among others, a CIAM API, that helped integrate with the Mediahuis CRM/Pay-wall environment, an event hub and a self-developed customer support component, that allows the Mediahuis customer service team to perform operations on customer data and read rights. Next to that, various data feeds to the Mediahuis data warehouse system were provided, as well as an observability module that carries out operational monitoring. With this solution Mediahuis can rely on a proven technology (Okta CIC) platform, but has still custom tools to its disposal.



## Results

The CIAM platform significantly improves the login experience. Subscribers get more login options, improved security and personalisation of content. In the backend Mediahuis goes from six different solutions and data sources to a centralised platform for access and identity management for different brands in multiple countries. The CIAM solution also allow Mediahuis to respond more quickly to changing legislation on data.

## How AE made the difference

We guided the strategic preparation process and realised the roll-out and integration of the Okta CIC platform within the existing application landscape of Mediahuis. We created a multidisciplinary team consisting of strategic/business and technical profiles. This allowed us to deliver Mediahuis a customised CIAM solution that supports the digital strategy and integrates seamlessly with their other IT-solutions. Furthermore, we deliver ongoing support to adapt the CIAM solution to evolving needs and demands from the organisation and users.



### DON'T TAKE OUR WORD FOR IT

*"This program is one of our strategic projects and greatly improved the digital user journey of our subscribers."*

**Koen Vandaele,**  
Group CIO Mediahuis

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