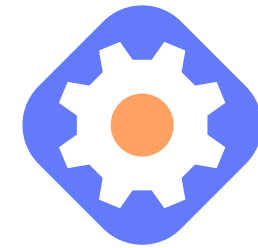


# Booleans<sup>IAM</sup> From friction to acceleration



## The Challenge

Companies lose customers due to complex registration and login processes (friction) or face unnecessary security risks.



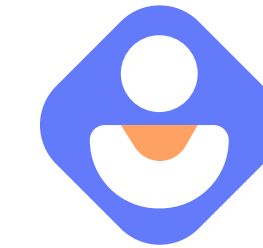
## Our Approach

Instead of a lengthy consultancy process, this is a "Decision Product." A clearly defined process with a fixed price and scope.



## The value

We shorten the decision-making cycle. You won't receive a lengthy report, but a concrete answer to the question: "How do we transform our identity layer into a growth engine?"



## Target Audience

Alignment between Product and Marketing on conversion goals, while ensuring CISO and IT requirements around security and architecture are fully met.

## A Structured Approach for Maximum Results

The approach



Determining the current context, channels, and critical pain points.

Aligning with all stakeholders on the scope and the business decisions to be made.

A 4-hour session in which we conduct the Journey Review, Security Scan, and Maturity Assessment.

Our experts translate the data into the Blueprint Deck with the ideal target architecture.

Presentation of the results to management, including the business case for the next phase.

## The Blueprint: Your Roadmap to CIAM Success

### Concrete Output

- ◆ **Journey Friction Heatmap**  
Where are customers dropping off and how do we resolve this?
- ◆ **Security & Compliance Scorecard**  
Instant insight into MFA status, fraud resilience, and GDPR gaps.
- ◆ **Target Architecture**  
The blueprint for a uniform and scalable identity layer.

### Strategic Action

- ◆ **90-Day Execution Plan**  
Designed for your organization to create immediate value while charting the long-term strategic course. The heart of this plan is the MVP (Minimum Viable Product): the smallest possible version of your initiative that delivers immediate value.
- ◆ **Business Case Snapshot**  
Quantification of the ROI (e.g., conversion increase and risk reduction).