

# PingOne CIAM Checklist

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## 1. Customer Touchpoint Inventory Critical 1-2 weeks Governance

Count every customer-facing touchpoint that needs identity: web apps, mobile apps, APIs, SPAs, and partner portals. The number drives connector deployment, licensing, and phasing strategy.

## 2. Regulatory & Privacy Requirements Critical 1-2 weeks Governance

Identify which privacy regulations govern your customer data: GDPR, CCPA/CPRA, PIPEDA, LGPD, or industry-specific rules (HIPAA for health data, COPPA for children). Each regulation has specific requirements.

## 3. Identity Store Strategy Critical 1-2 weeks Governance

Decide whether customer identities will live in PingOne Directory, an external database, or a hybrid model. The decision affects attribute schema flexibility, query performance, and integration with m

## 4. Brand & Experience Requirements Critical 2-4 hours Governance

Define branding, white-labeling, and UX requirements for authentication screens: login pages, registration forms, password reset flows, MFA prompts. Customer-facing identity is a brand touchpoint, not

## 5. Registration & Social Login Critical 1-2 weeks Security

Design the registration flow using PingOne for Customers: email/password, social login providers (Google, Apple, Facebook, Microsoft), passwordless options, and progressive profiling. PingOne for Cust

## 6. Adaptive MFA Strategy Standard 1-2 weeks Security

Configure Adaptive MFA for customer authentication using PingOne for Customers with PingOne Protect fraud detection: risk-based policies that consider device fingerprint, location, behavior patterns,

## 7. Consent & Privacy Management Standard 1-2 weeks Governance

Design consent collection, storage, and withdrawal flows using PingOne for Customers consent management: granular consent for different data processing purposes (marketing, analytics, third-party shar

## **8. Self-Service Profile Management Standard 1-2 weeks Operations**

Build self-service capabilities using PingOne for Customers: profile editing with progressive profiling (collect additional attributes over time rather than at registration), password reset, MFA device

## **9. Phased Rollout Strategy Standard 1-2 weeks Operations**

Plan the rollout sequence: start with a single application or region, validate registration and authentication flows, then expand to additional touchpoints. CIAM rollouts affect customer experience directly

## **10. Analytics & Conversion Tracking Standard 1-2 weeks Operations**

Configure PingOne for Customers identity analytics: registration abandonment rates, MFA failure rates, social login adoption, progressive profiling completion rates, and authentication latency metrics

## **11. Scalability & Performance Testing Standard 1-2 weeks Security**

Load test PingOne for Customers authentication endpoints against expected peak traffic: Black Friday, product launches, flash sales, and seasonal peaks. CIAM systems face traffic spikes that workforce

## **12. Operational Handoff Standard 1-2 weeks Operations**

Decide who operates PingOne for Customers after go-live: internal team, GCA managed services, or hybrid. CIAM operations include ongoing social login provider maintenance (OAuth API changes, new providers)