



Loyalty Program Identity Management

**Honor customer loyalty with
strong identity security**

When consumers enroll in your loyalty programs, they entrust you with their personal information. Keeping that data safe is paramount. PDI provides best-in-class data security for your loyalty customers.

On top of enhanced security, Loyalty Program Identity Management centralizes account management to one user profile, making it easy for your customers to sign up and manage their profile across multiple programs. Expand your loyalty offering with the assurance of identity management security.



Account Security
Optimization



Expanded Program
Capacity



Internationalization
Support



Centralized Profile
Management



Data security costs, but failing your customers costs more. Protect your business and those loyal to it.



Enhanced identity management

- Active defense security against attacks
- Centralized profile management across programs
- Monitoring and logging stream support
- Password security enforcement
- Elevated identity standards

Advanced loyalty protection

Centralized profile management allows you room to expand your program diversity, and makes it easier to participate. Instead of managing their participation and profile across multiple programs, one profile supports all programs.

Multi-factor authentication improves your ability to verify the identity of each customer upon login, so you know people are who they say they are.

Enhanced password security protects you and your customers from the dangers of weak passwords. Keep the hackers guessing.

Internationalization brings many variables with it. PDI Identity Management supports multiple postal code standards, phone number formats, and other personal identifiable information.

