



Passwordless Authentication for Salesforce Commerce Cloud

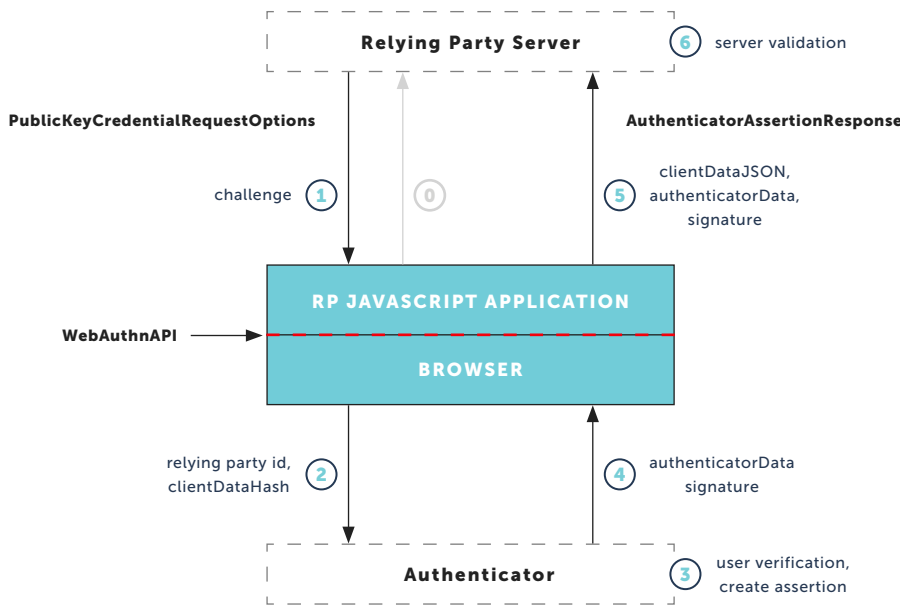
To remain competitive, today's retailers enhance the customer journey by creating convenient and user-friendly commerce experiences. However, sites and shopping carts are increasingly being abandoned when an online shopper is required to create an account or login using a password. By implementing modern passwordless authentication solutions, consumers can enjoy the benefits of shopping using an online account and no longer have to worry about weak or stolen authentication credentials.

EPAM, a Salesforce Silver Partner, has created the Passwordless Authentication for Salesforce Commerce Cloud. The solution leverages a web authentication API (also known as WebAuthn), which enables passwordless authentication utilizing technologies such as Touch ID, Windows Hello, Android Fingerprint, Face ID and more.

HOW IT WORKS

The digram below showcases how you can leverage an API for creating and using public key credentials. In this scenario, scripts can request the user's permission to perform authentication operations with an existing credential.

AUTHENTICATION FLOW DIAGRAM



Source: www.w3.org/TR/webauthn/#fig-authentication

BENEFIT & VALUE

- Provides an easy and secure way for consumers to shop using an online account without having to memorize login credentials or adhere to strict password requirements
- Eliminates the lengthy process of retrieving or creating a new password for consumers who forget their credentials
- Promotes long-term brand loyalty for customers using an online account by leveraging stored data such as contact and payment information for seamless checkout processes
- Enables retailers to securely leverage customer data and analytics for personalized marketing
- Reduces costs associated with password management for organizations
- Improves security by reducing stolen password credentials and phishing attacks

BUILT-IN FEATURES

The Passwordless Authentication for Salesforce Commerce Cloud provides the following functionality:

- Customer registration with passwordless technology
- Passwordless profile as a second authentication option
- External profile management in account dashboard

CONTACT US

Reduce risk, increase security and enhance the customer experience.

Contact us today to start the conversation!

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