

Frictionless Customer Identity Management for a International Transportation

How Simeio and Ping Implemented a Mature CIAM Solution

Industry: Travel and Hospitality | **Size:** >20k | **Annual Revenue:** >\$5 BN | **Service Area:** Global

THE CHALLENGE:

Securing 80 MN+ Customer Identities

A leading transportation provider—operating across more than 40 U.S. states and in over 8 countries—faced growing pressure to modernize its customer identity and access management (CIAM) strategy.

Their existing authentication framework relied heavily on outdated, password-only access, lacking the multi-layered protections required to secure critical digital interactions. This limited the client's ability to protect customer identities during login, booking, account management, and loyalty program access.

With over 80 million customer accounts at stake, the business was increasingly vulnerable to identity-based threats including credential stuffing, account takeover, and emerging risks like deepfake fraud. These threats undermined customer trust and loyalty—placing both the brand reputation and revenue growth at risk.

To stay competitive and secure, the client needed to shift from basic credential-based security to a modern, risk-aware CIAM solution that could scale globally, enhance digital trust, and deliver seamless, secure experiences across all customer touchpoints.

Simeio Competitive Edge

This project required more than a technical solution—it demanded a partner with a deep understanding of both identity security and the customer experience. The client selected Simeio based on a longstanding relationship built over five years of successful collaboration. Their engagement began with Simeio's IAM Maturity Advisory Program (MAP), which laid the groundwork for a strategic, trust-based partnership. Over time, Simeio demonstrated consistent delivery across multiple identity initiatives, developing a strong familiarity with the client's internal systems, industry pressures, and user expectations.

For this engagement, Simeio's extensive experience with Ping Identity solutions—especially PingOne DaVinci—proved to be a critical differentiator. The team's ability to translate complex security and business requirements into scalable, customer-friendly digital experiences was a key factor in winning the work. Ultimately, the client chose Simeio for its proven expertise, vendor-agnostic approach, and ability to execute a secure transformation without disrupting the customer journey.

Secure and Seamless Customer Identity in Global Transit

Comprehensive Solution

To close critical security gaps without disrupting the customer experience, the transportation provider engaged Simeio to modernize its CIAM layer. Simeio's architects designed, built, and deployed a multifactor-authentication framework using PingOne DaVinci for orchestration and PingOne MFA for strong, risk-based step-ups. The new workflow introduced one-time passcodes via email or SMS for sensitive transactions and seamlessly connected to the client's customer directory, public websites, iOS and Android apps, and a proprietary messaging service.

DaVinci's no-code canvas made it possible to integrate these controls into non-standard authentication flows—achieving the client's key business driver: stronger security with virtually no added friction for more than 80 million travellers. By balancing usability and protection, the project delivered a CIAM foundation the company can extend globally and adapt quickly during future M&A activity.

Transformative Results

Frictionless Adoption:

Zero help-desk calls after go-live, confirming that customers experienced no login barriers.

Stronger Defence:

No access-related security incidents reported since rollout, despite previous high-profile attacks.

Rapid Enablement:

Full MFA coverage delivered on schedule, with DaVinci flows ready for additional apps and regions.

Customer Trust Preserved:

The brand strengthened loyalty by protecting accounts without sacrificing convenience.

Voice of the Customer

With Ping Identity's solutions, we rely on Simeio's expertise for thought leadership and for implementing the right solution that meets our needs while maximizing the products' capabilities. Thanks to Simeio we achieved our CIAM project seamlessly and efficiently."

– Client's Head of CIAM