



## CASE STUDY

# Automation helps turn identity access management (IAM) into a business enabler

Lamoda Group, the leading online fashion and lifestyle platform in Russia and the CIS automates IAM processes, allowing personnel to make access-change requests without contacting IT and helping reduce the risk of errors and non-compliance.

## Key Facts

- **Company**  
Lamoda Group
- **Industry**  
E-commerce
- **Country**  
Russia and the CIS
- **Website**  
[www.lamoda.ru](http://www.lamoda.ru)

## Challenges

- Proprietary system creates IAM complexity
- “Black box” IAM required vendor involvement
- Stakeholders complained about speed of access changes
- Manual processes increased the risk of errors and non-compliance
- Onboarding new starters took up to one month

## Results

- One Identity Manager’s open architecture allows Lamoda to take back control of IAM
- IT speeds up time to make access changes
- Employees can self-serve through an online portal
- Automation reduces risk of error and non-compliance
- New starters access their accounts with all privileges on first day

## Solutions

- [One Identity Manager](#)

Lamoda Group was founded in 2011 as an online shop and rapidly expanded to become the leading online fashion and lifestyle platform in Russia and the CIS. The company wanted to replace its existing IAM solution, which relied on manual processes that increased the risk of errors and non-compliance. The business implemented One Identity Manager to automate IAM and deliver a better level of service to employees. Today, personnel request changes to access through an online portal in One Identity Manager, and, thanks to automation, it no longer takes one month to onboard new starters with the correct system access.

## Complexity caused frustration and increased costs

Lamoda is a leading online platform in Russia, Ukraine, Kazakhstan and Belarus. It offers more than 6 million products from more than 3,000 international and local brands. Lamoda’s ecosystem includes its own innovative automated fulfilment centre, 3 call centres, a full-cycle production studio, and a delivery service with options for same-day delivery in Moscow and next-day delivery in more than 150 cities across Russia. It also has more than 14,000 pick-up points.

Launched in 2011, the business showed dramatic growth, doubling in size every 12 months. This resulted in a corresponding increase in the number of employees and IT systems, so Lamoda implemented an identity access management (IAM) system to help the business comply with local auditing standards. With Active Directory (AD) as the identity foundation, Lamoda began defining the system access that employees needed.

Over time, however, challenges emerged. The proprietary system was complex to manage, and Lamoda often needed support from a vendor

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**Vladislav Almazov,**  
Head of IT operations, Lamoda

for minor changes. The business complained about the time it took for changes to be made. Vladislav Almazov, head of IT operations at Lamoda Group, says, “We needed IAM that was flexible and eliminated complexities, so we could implement changes quickly without spending money on calling out a vendor.”

## A drive to eliminate complexity

Lamoda reviewed several IAM solutions on the market before choosing One Identity Manager. Comments Almazov, “We liked the automation in One Identity Manager that would enable us to improve service delivery to the business by reducing the time to make changes and the risk of making errors.” With 90 percent of Lamoda’s systems running on Linux, the AD to Linux bridging in One Identity Manager would also simplify management.

Lamoda worked with a local IT partner to implement the solution. “When we started, One Identity Manager was new to us, but soon we learned how to use it with the help of our consultants,” says Almazov.

## Moving to a new level of IAM efficiency

In 2019, Lamoda switched to One Identity Manager and retired its existing IAM solution. Thanks to the configurability of One Identity Manager, Lamoda moved from a systems-role approach to a business-role approach. This simplified processes, unifying the necessary access to all systems and resources under each business role. Now, for example, the business role for a call-centre operator defines the 37 systems that a call-centre operator needs access to. With the systems clearly defined and the information stored in One Identity Manager, Lamoda provides access to new starters—or to employees whose business roles have changed—faster than before, increasing the efficiency of the company.

Almazov says, “We needed up to a month to identify systems and complete approvals for new employees. With One Identity Manager, an employee now has access to their accounts with all privileges on their first day.”

## Self-service speeds up processes

The company has created a self-service access portal, so instead of contacting the IT help desk to launch access-change requests, employees can instigate the changes themselves. Almazov says, “We wanted to fully automate the process using One Identity Manager, enabling employees to kick-start the whole approvals system on their own. Now, the 10 to 60 requests a day we normally get are handled through the self-serve IT shop. It saves my team time and allows us to focus on higher-value tasks.”

Almazov plans to make the IT shop even more convenient. He explains, “We want to set up a function that allows employees to initiate approvals from anywhere—and we’re also planning to introduce a mobile app.”

## Reporting helps improve governance

Using One Identity Manager, Lamoda gains detailed reports on who has access to what, when and why. “We have privileged-access review procedures that we carry out once a quarter, as well as reconciliation procedures that we conduct every year or two,” says Almazov. “We also complete audits of our financial systems, comparing users in the system with AD for mismatches.”

## Lowering non-compliance risk

Almazov looks back and compares what IAM was like before introducing One Identity Manager. “Eight people were assigned to manually control access management. We were at risk of making a lot of mistakes,” he says. “But now we have One Identity Manager and we’ve been able to automate processes, eliminating the risk of errors and non-compliance. We are in a position with One Identity Manager where IAM is no longer a black box. It’s an open system that we can easily work with—an enabler to the business. My advice to anyone in IT would be choosing One Identity. You’ll be in the hands of IAM professionals.”

## About One Identity

One Identity, a Quest Software business, lets organisations implement an identity-centric security strategy, whether on-prem, in the cloud or in a hybrid environment. Our uniquely broad and integrated portfolio of identity management offerings includes account management, identity governance and administration and privileged access management. Learn more at [OneIdentity.com](https://www.oneidentity.com)

## About Lamoda

Lamoda Group, part of the publicly listed Global Fashion Group, operates the leading fashion and lifestyle platform in Russia and the CIS. It currently connects more than 6 million products from 3,000 international and local brands with millions of consumers. More than 7,000 employees work across the organization.

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