



CASE STUDY

IGA success in the midst of a digital transformation

Otto Group IT implements nimble, future-ready identity governance and administration across 30 countries

Key Facts

- **Company**
Otto Group IT
- **Industry**
Retail, finance, logistics
- **Country**
Germany
- **Website**
www.ottogroup.com/en

Challenges

- Replace antiquated IAM system
- Integrate worldwide IAM with key systems such as SAP and ERP
- Build IAM workloads that can handle constant change
- Serve the diverse IGA needs of a highly diverse, distributed international organisation
- Manage more than 10,000 devices including request and administration of software

Results

- Seamless integration of SAP, ERP and other key systems
- Significant increase in user productivity
- Streamline provisioning from days or weeks to minutes—and in many cases instantly
- Enable and accelerate digital transformation initiatives

Solution

- [Identity Manager](#)

Otto Group IT serves the technology needs of a worldwide collection of companies spanning retail, finance and logistics. As the conglomerate undertook digital transformation initiatives, its legacy identity and access management (IAM) system could not cope with the rapid change and complexity of new technology being deployed at Otto Group.

Otto Group IT implemented Identity Manager in a phased approach to provide identity lifecycle management, self-service, governance and process orchestration across its highly distributed group of companies. Key systems had to be integrated with the new IAM approach included Microsoft Active Directory and Office 365 via Azure Active Directory, as well as the company's custom enterprise resource planning (ERP) and IT service management (ITSM) suites. The solution also had to support the group's move to the cloud and allow each customer company to implement IAM in the way that best suited their needs and their business.

Going through a digital transformation is difficult enough for organisations with homogenous IT needs and consistent user populations. But when the company is highly diverse and supports more than 53,000 users across multiple industries in 30 countries, a digital transformation can seem nearly impossible. Such was the case for Otto Group IT, the IT arm of Otto Group, a conglomerate of companies across the retail, finance and logistics spaces.

“Identity Manager checked all the boxes. We deployed the solution in a phased approach, with Phase One establishing the core provisioning, workflow and attestation paradigms for our core systems—Active Directory, ERP and ITSM. Phase Two expanded those capabilities to additional systems.”

Volker Klemm,
Product Manager—Identity and Access Management,
Otto Group IT

Existing IAM doesn't hit the mark

"Historically, we relied on an antiquated identity and access management (IAM) platform that we quickly realised was not equipped to address the identity governance and administration (IGA) needs of our digital transformation initiative," said Volker Klemm, product manager—identity and access management at Otto Group IT. "With the old platform, it was nearly impossible to streamline the processes of physical and digital provisioning. We couldn't empower line-of-business personnel or end users to do anything IAM-related without IT intervention. And governance was entirely out of reach."

Otto Group IT undertook a phased approach to replacing the limited IAM platform. It needed a modern, nimble solution that would deliver the immediate needs of automation, elimination of human error, company controlled approvals and authorisations, and rich and flexible attestation capabilities.

A digital transformation in months rather than years

Phase One was to replace the old IAM platform with a business-centred IGA solution with a flexible architecture that could deal with change and remove the IAM burden from the IT department. Working with Computacenter Germany, a leading independent provider of IT infrastructure services, Otto Group IT replaced the existing IAM platform with Identity Manager 5.0, which was later upgraded to version 6.1.

"Identity Manager checked all the boxes," says Klemm. "We deployed the solution in a phased approach, with Phase One establishing the provisioning, workflow and attestation paradigms for our core systems—Active Directory, ERP and ITSM. Phase Two expanded those capabilities to additional systems, particularly a move to many cloud-based offerings including Office 365. In addition, Phase Two enabled the IAM offering to be more easily acquired, deployed and managed by our subsidiary companies within the Otto Group. The recently completed Phase Three embraced management of all relevant accounts in Amazon Web Services and Google Cloud, in addition to Azure."

Exceeding expectations

With Identity Manager in place, Otto Group IT has significantly streamlined IAM workloads. The flexibility of the solution has allowed the team to design interfaces and processes that exceed the expectations of its user base. "Our IAM offering has fully satisfied a demanding user base, including those that design and manage our subsidiary companies' highly successful online customer-facing properties," Klemm says.

Otto Group IT went into its IAM overhaul with realistic expectations of a one- to two-year project to transition from Phase One to Phase Two. However, the expertise of One Identity partner IPG Group—a specialist in IAM



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**Malte Krüß, IAM Architect,
Otto Group IT**

solutions—in addition to the design and rich feature set of Identity Manager, enabled the organisation to make the transition in only five months.

"This programme has been more successful than we imagined it could be," said Malte Krüß, IAM Architect at Otto Group IT. "Today, the positive impact has been impressive for both the IT team and all employees. For example, identity lifecycle management processes for our File Systems Management discipline has been reduced from a requirement of 2.5 full-time equivalents (FTEs) to 0.5 FTE leaving staff free to focus on other projects. And that's only one area. The same results are being replicated across all our disciplines and subsidiary companies."

Making migration to the cloud easier

The IAM programme has also had a positive impact on Otto Group IT's digital transformation. As the company moves to the cloud, Identity Manager enables it to quickly and easily embrace new cloud technologies without the burden of additional customisation and development or redundant technologies and processes.

“Provisioning times have been streamlined from days or weeks to minutes—or in some cases instantly—with no intervention required from IT staff,” says Klemm. “And migrating users to Office 365 was achieved entirely with existing processes, policies, approvals and governance functions that were established during Phase One. So to execute Phase Two required no retooling of those things already established.”

With help from partners—Computacenter for sustained support, and IPG AG and igf-logic for further development—Phase Two expanded capabilities to additional systems.

Key objectives met

Before starting its IAM programme, Otto Group IT established four primary objectives, all of which were achieved.

- The organisation was able to introduce automation to identity lifecycle management processes, including self-service for access requests, approval and provisioning across all managed companies.
- Otto Group IT significantly reduced incidents of human error and the risk associated with manual processes for onboarding, modifying, and terminating users and subsidiary companies.
- The company introduced an appropriately scoped approvals and authorisation paradigm that streamlines and improves the user experience while reducing risk.
- They were able to add rich attestation capabilities on critical systems to ensure compliance, security and accuracy through Identity Manager’s ability to remove IT from the process and enable line-of-business personnel to perform attestations on their own.

“While it was great to meet our primary objectives, the unanticipated benefits—namely, improved customer experience, enhanced operational efficiencies and increased line-of-business control—were also significant.” says Klemm.

Thousands of devices and millions of transactions supported

To date, Otto Group IT has helped more than 30 subsidiary companies efficiently and compliantly manage and govern access for more than 25,000 users. The programme supports more than 10,000 devices across several physical and virtual platforms, and it serves more than 70,000 IAM transactions a day and more than 18 million annually.

“The key objective of our IAM programme was to streamline IAM workloads,” said Krüß. “We couldn’t have done it without Identity Manager and its ability to empower us to design interfaces and processes that end users embrace. The flexibility of the solution and the ease with which it can be customised means it can satisfy even the most demanding user base.”

About Computacenter

Computacenter, a leading independent provider of IT infrastructure services, advises organisations on IT strategy, implementing the most appropriate technology, optimising its performance and managing its customers’ infrastructures. www.computacenter.com

About IPG Group

IPG Group is one of Europe’s largest providers and operators of identity, access and governance solutions, and it specialises in the design, integration, operation and training of IAM solutions. www.ipg-group.com

About igf-logic

With a main business focus on identity and access management, cross-platform data governance, and enterprise services, igf-logic helps its customers successfully scope, manage and deliver complex IT environments. <https://igf-logic.com>

About One Identity

The One Identity family of identity and access management (IAM) solutions offers IAM for the real world including business-centric, modular and integrated, and future-ready solutions for identity governance, access management and privileged management.

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