



CASE STUDY

From Complexity to Control: LIC Scales Digital Identity for 50M+ Users with SecurePass IDAM

About the Customer

Life Insurance Corporation of India (LIC) is India's largest life insurance provider, serving millions of customers across the country. With an extensive network of employees, agents, sub-agents, and customers, LIC plays a pivotal role in providing life insurance solutions to individuals and businesses. The organization sought to enhance its identity and access management processes to improve security, operational efficiency, and regulatory compliance.

Client Background

Client Name

Life Insurance Corporation of India (LIC)

Industry

Insurance

Location

India

Impact at a Glance

1 Million

Users onboarded with enhanced security.

50%

Faster onboarding, driving operational efficiency.

100+

Applications unified with Single Sign-On (SSO).

Scalable to **50 Million** users, ensuring future growth.

Business Scenario

LIC faced significant challenges in managing identities across various user personas, including employees, agents, and customers. The existing decentralized identity management system resulted in administrative overheads, security vulnerabilities, and operational inefficiencies. Additionally, the lack of centralized access control and multi-factor authentication (MFA) exposed the organization to cybersecurity risks. LIC required a comprehensive Identity and Access Management (IDAM) solution to unify identity management, enforce security policies, and enhance user experience.

eMudhra Solution

eMudhra deployed its **SecurePass** IDAM solution to provide **LIC** with a centralized identity and access management platform. The solution addressed LIC's challenges by offering secure authentication mechanisms, single sign-on (SSO), and granular access controls.

Key Features of the Solution:



Centralized Identity Repository: Unified identity management for all user personas.



Role-Based Access Control (RBAC): Fine-grained access permissions based on user roles.



Multi-Factor Authentication (MFA): Support for Password, OTP (Email/SMS), Fingerprint, MPIN, and Geotagging.



Self-Service Portal: Empowering users with password reset, profile updates, and access requests.



Single Sign-On (SSO): Seamless access to multiple applications through a single authentication.



Session & Token Management: Secure session handling with idle timeout and session expiration policies.

Solution Architecture

The SecurePass IDAM solution was designed to integrate with LIC's existing IT infrastructure, supporting both on-premises and cloud-based applications. The architecture featured:

- Centralized identity repository for unified user management.
- SAML 2.0 and OpenID Connect (OIDC) protocols for secure SSO.
- Integration with hardware security modules (HSMs) for cryptographic key management.
- Adaptive risk-based authentication with machine learning algorithms.

Implementation Process



Assessment & Planning

Detailed analysis of India's Largest Life Insurance Provider's identity management requirements.



Deployment

Installation and configuration of SecurePass IDAM with integration into LIC's IT systems



User Onboarding

Migration of existing users and creation of unified digital identities.



Training & Knowledge Transfer

Comprehensive training for LIC's IT administrators



Go-Live & Support

Smooth transition with ongoing support and maintenance.

Use Case: Centralized Identity and Access Management for LIC

The implementation of **SecurePass IDAM** enabled **LIC** to streamline identity management across its ecosystem. Employees, agents, and customers could securely access applications using single sign-on and multi-factor authentication, reducing the complexity of managing multiple credentials. The solution also facilitated automated user provisioning and de-provisioning, enhancing operational efficiency.

Value Added to LIC



Enhanced Security: Strong multi-factor authentication and role-based access controls.



Operational Efficiency: Centralized identity management with automated user provisioning.



Regulatory Compliance: Adherence to data protection laws and cybersecurity guidelines.



Improved User Experience: Simplified access to applications through SSO and self-service portals.



Scalability: Ability to support millions of users across LIC's ecosystem.

Client Impact & Future Prospects

LIC's adoption of **SecurePass IDAM** has set a benchmark for identity management in the insurance sector. The success of this deployment paves the way for expanding digital identity services to new business lines and customer-centric applications. With eMudhra's scalable architecture, LIC is well-positioned to embrace emerging technologies and drive future innovations.

Conclusion

By implementing eMudhra's **SecurePass IDAM** solution, **LIC** successfully transitioned from a fragmented identity management system to a centralized and secure digital ecosystem. The solution enhanced security, streamlined operations, and ensured regulatory compliance, positioning LIC as a pioneer in digital identity management within the insurance industry. This collaboration marks a significant step in LIC's journey towards digital transformation.

About eMudhra

eMudhra is a global leader in PKI, digital identity, and trust service solutions, enabling governments, financial institutions, and enterprises to securely digitize transactions. With extensive experience in deploying large-scale identity management systems, eMudhra empowers organizations to build trusted digital ecosystems that align with the global push for digital transformation.