

# FAULTLESS MOBILE OPERATION BASED ON TRUSTED SECURITY

## THE STORY

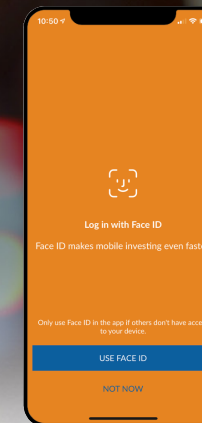
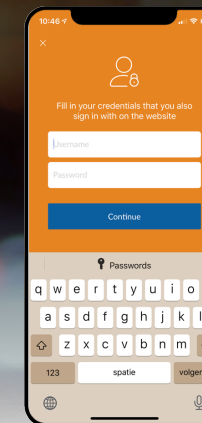
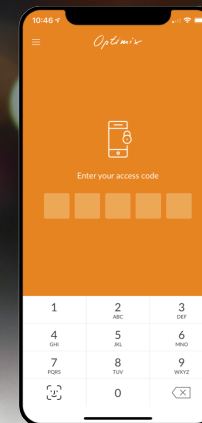
Optimix is a mid-sized wealth manager that distinguishes itself through its inspired asset allocation across a wide bandwidth of assets, always striving to create the optimal asset mix for its customers. From 2016, the Dutch investment manager is wholly owned by Handelsbanken. Now in the initial stages of its IT integration, Optimix is protected by the large Swedish bank's firewall. However, its independent identity remains, and so does its IT environment, with the future still open. Based on almost four decades of trust gained from the personal ties with its customers, Optimix wanted its new mobile app to run faultlessly in a highly secure architecture.

## THE CHALLENGE

"Around 2017, it became obvious that we needed a mobile app to continue to attract new customers", says Matthijs van der Hoek, Manager IT Operations at Optimix. "Even though many of our older customers still rely on paper, our web portal saw a marked upsurge in use, and contract signing too is increasingly done digitally. Today, our app is a must-have for our customers – with 80% of our new customers now serviced fully digitally." A survey of the market led to mobile-app provider We Are You and its security partner Onegini.

"We Are You strongly advised us to work with Onegini. They had successfully teamed before, resulting in a proven solution that works well with other wealth management banks", Matthijs explains. "It was obvious from the start that Onegini had all the expertise needed to do the job. In fact, the Mobile Identity & Access module that is part of Onegini's Identity Cloud offers a higher level of security than we actually need but we felt really comfortable with that. Data protection is of the utmost importance to us."

Optimix having outsourced parts of its IT to various partners, the challenge was to pool their resources and efficiently use previously developed functionalities, such as the datawarehouse created to service the Optimix web portal. "Onegini proved itself a professional partner", says Matthijs, "working well with our infrastructure partner to tailor its Mobile Identity & Access module to our needs. Everything is working according to plan."



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Matthijs van der Hoek, Manager IT Operations at Optimix

# OPTIMIX

## THE SOLUTION

Both the mobile app and the web portal now use a similar way of extracting their data from the datawarehouse that sits on top of Optimix' back-end systems, with Onegini's platform serving as a security layer in between the datawarehouse and the app. Optimix started out with Onegini's on-premise version of the Mobile Identity & Access module but has now switched to its cloud solution.

"I'm really pleased with that", says Matthijs. "We used to have reservations about the cloud but with Onegini showing how it can be done, these are starting to disappear. Authentication flows absolutely smoothly through the Mobile Identity & Access module – once our new customers are cleared through the web portal, they use the same login details to access the app. Our app has been running flawlessly from day one, which means that the Onegini module does so too. I've never experienced the Onegini module missing a beat, and I'm truly satisfied about that."

## THE RESULT

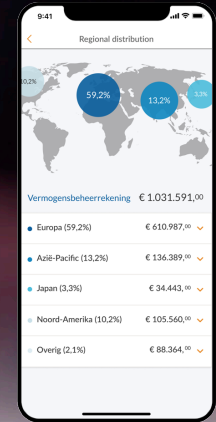
Matthijs is happiest with the app's faultless security, as it repays the trust Optimix is given by its customers. "We are confident with the knowledge that all our data is fully secure, and we are able to transmit that confidence to our customers. The fact that it simply works is testimony to the great job that Onegini has done. Ever since we launched the app we have had literally zero complaints from our customers. In fact, through our focusgroup research we have learned that our customers feel extremely positive about our app."

The share of Optimix customers serviced fully digitally has risen to 70% in the past few years, with 80% of new customers choosing digital service. The number of Optimix app installs is approaching 1,000, while the number of daily queries has seen a sharp rise going into 2020.

Optimix hasn't experienced any security issues. "We have never had to deal with any production problems whatsoever, and I have never needed to worry about phishing scams or outside attacks. Onegini's operation is so flawless that I don't even feel the need to check its day-to-day performance."

## THE DEVELOPMENTS

With the app running smoothly as it does, Optimix has no firm immediate plans for mobile expansion, but Matthijs still sees a few opportunities. "We may go digital with the mandatory annual customer risk profile check, and may use some of Onegini's features for digital onboarding. Also, the level of security that Onegini offers may be of use to our web portal as well. It's only logical with the reliable and professional solution that Onegini provides."



## THE ONEGINI DIFFERENCE

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