Migros
Identity Management Project Success Story

MiGROS

MIGROS TICARET A.Ş. is a strong and established company in Turkey's retail sector, employing over 50,000 people, including indirect employment. It is known for its leadership in technology usage and high customer satisfaction. While providing significant employment support to the sector, Migros also focuses on its employees' adaptation and satisfaction processes. The need for user identification in recruitment and managing group and authorization changes during organizational transitions necessitates a robust technological infrastructure along with reliable and user-friendly applications.

Murat ZOBU evaluated the reasons for choosing the "ideal" application, developed by the Data Market R&D team, for the "Identity Management" project carried out with Data Market, as well as the success achieved through this project.

Murat ZOBU
MİGROS System and Cloud Infrastructure Management Director

1) Migros is One of the Leading Institutions in Its Sector for the Use of Information Technology. What Can You Say About the Benefits of Using an Identity Management (IDM) Application?

In an environment where we manage a very large number of user identities, our role and group diversity is naturally extensive, and group and authority changes occur frequently due to organizational changes. Since we need to manage our dynamic identification needs in a secure, fast, and practical manner, we place great importance on using an IDM application.

When IDM is implemented in our organization, the operational processes in information technology are significantly shortened and become automated. Moreover, the identity management process, which is centralized and fed from a single source, is crucial for security.

If you do not use an IDM application and your identity synchronization is not automatically fed from any source, and all these processes are carried out manually, you will not have a traceable environment. You cannot measure or track who made a mistake and how. Thanks to IDM applications, you can have a centralized structure according to ITIL, ensuring no action is taken without your knowledge. At the end of the day, you can meet your up-to-date reporting needs whenever you want.

2) What Kind of Challenges Did You Experience with the Global IDM Product You Used Before the "ideal" Application? What Led You to Consider Changing the Product?

The user account definitions and authorization management required by our employees to access Migros corporate applications were managed with a global identity management product for many years. This product was stuck in an outdated version, and updating it would have been like starting an IDM implementation from scratch, resulting in a lengthy project timeline and significant costs.

It did not provide the agility we wanted in the integrations between our applications, and adapting it to our environments took a long time due to the outdated coding language. We needed an IDM solution that utilized up-to-date technologies and could offer practical and fast solutions to our needs.

3) What Were the Reasons for Choosing "ideal"?

Firstly, we needed to select a solution partner that is well-established globally and in Turkey, has strong references, and offers robust and sustainable local support. The application also needed to provide a seamless transition from our existing IDM setup without disruptions and should be capable of addressing our current limitations.

Considering these factors, Data Market and "ideal" emerged as the most suitable partners among the solutions and business partners we evaluated, both in terms of cost-benefit ratio and their focus on providing the most appropriate IDM solution.

> *Migros System Architect Mr. İsmail Hakkı ÖZLER evaluated the project process as follows:*
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> *"I would like to say that the Migros and Data Market project teams worked very harmoniously. They transferred our existing structure to 'ideal' seamlessly and without errors during a critical time period, and fulfilled additional requests. Throughout the project, we were regularly updated on the progress through scheduled meetings. We are pleased to have worked with a team that understands us well and values our priorities."*

Mr. İsmail Hakkı ÖZLER describes the changes at Migros after starting to use "*ideal*" and his comments on the post-project phase:

"Firstly, the system is continuously updated, new features are introduced, and we do not face difficulties reaching the development team. We can easily define products specific to Migros. The fact that "*ideal*" has its own code library and can be customized according to needs is great. This also speeds up our business processes. Thanks to the Self-Service Portal solution, our employees can resolve password issues themselves without involving our IT experts. We can easily manage our Office 365 license rights with "*ideal*". The system automatically assigns Office 365 licenses to the appropriate user profiles at all levels. We can filter our user identity dataset as needed and meet our reporting requirements."

> At Data Market, we have been working on Identity Management projects for our corporate clients using global identity management products for over 10 years. In 2016, we made a strategic decision and began developing a local product that could compete with global IDM products, using the experience we had accumulated over the years in this area, with our own R&D team. The release of our first version took about 2 years. It is gratifying for us to successfully implement this product, which has been developed with significant experience and effort using entirely local resources, in Migros, one of Turkey's largest companies with the highest number of users. Being able to replace an existing global product with 'ideal' and offer a better solution is a point of pride for us.

Fatih Cem ATALI
Deputy General Manager of Technological Services, Data Market