

# LoginRadius Simplifies the Onboarding Process for Zachys' Consumers

*CIAM leader launches a frictionless onboarding process to drive breakthrough consumer experiences for the wine-selling giant*

SAN FRANCISCO, CALIFORNIA, USA, March 5, 2021 /EINPresswire.com/ -- LoginRadius, the global



Zachys' team set a goal for us to make authentication more seamless while maintaining a secure solution for their large consumer base."

*Rakesh Soni, Co-Founder and CEO of LoginRadius*

leader in cloud-based identity and access management solution, today announced its service implementation for the third-generation wine business giant, Zachys. The identity provider has implemented a fully managed and customizable registration feature on their website to continuously exceed their consumers' onboarding expectations.

Zachys was looking to accelerate their transition to a more convenient and consistent login process that didn't sacrifice consumer experience. LoginRadius provided all

the necessary identity services to simplify login and minimize any disruption to the wine seller's day-to-day operations. Interestingly, Zachys' monthly active users have increased by 132% since 2019.

"As an Identity Provider, LoginRadius shares a backbone of adaptability to echo our client's expectations. Zachys' team set a goal for us to make authentication more seamless while maintaining a secure solution for their large consumer base," said Rakesh Soni, Co-Founder and CEO of LoginRadius.

"We have been supporting Zachys' with our proven expertise in registration, login and our rich data migration capabilities for seven years now. We look forward to many more years of result-yielding association", he adds

[Social login](#) was another major undertaking that the CIAM provider offered for easier and faster onboarding. Zachys also leveraged LoginRadius' custom fields and interfaces to create registration forms based on their requirement.

Zachys is a third-generation wine business with offices in New York, DC, Napa, Paris, Stockholm, London, Hong Kong, Beijing, and Shanghai. It sells the finest wines from around the world and

brings curated wine experiences to its consumers.

LoginRadius has published a case study to highlight Zachys' experience. It is available on the [LoginRadius official website](#).

#### About LoginRadius

LoginRadius is a leading cloud-based consumer identity and access management (CIAM) solution that empowers businesses to deliver a delightful consumer experience.

The developer-friendly Identity Platform provides a comprehensive set of APIs to enable authentication, identity verification, single sign-on, user management, and account protection capabilities such as multi-factor authentication on any web or mobile application. The company offers open source SDKs, integrations with over 150 third party applications, pre-designed and customizable login interfaces, and best-in-class data security products. The platform is already loved by over 3,000 businesses with a monthly reach of 1.17 billion consumers worldwide.

The company has been named as a leading industry player in consumer identity and access management (CIAM) by Gartner, KuppingerCole, and Computer Weekly. Microsoft is a major technology partner and investor.

For more information, visit [loginradius.com](https://loginradius.com) or follow @LoginRadius on Twitter.

Media Team

LoginRadius Inc

+1 844-625-8889

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/536371335>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.