



Connecting Identity.
Transforming Digital Business.

Case Study: Brighton and Hove City Council

**MyAccount: cloud-delivered self-service and
SSO for local government services**



**Brighton & Hove
City Council**



- UK local government organisation
- Approximately 300,000 residents
- MyAccount launched Feb 2020
- Migrated from on-premises to cloud IAM solution Sept 2021

Challenge

Public sector organisations are increasingly digitising services, and continually improving their service provision, to reduce inefficiencies and costly support interactions. The constant challenge is ensuring services deliver the highest standards of information security, as well as enabling accessibility for a wide range of users with varying levels of digital literacy. Customer Identity and Access Management (CIAM) allows all service providers to achieve both robust security and seamless user experience that drives the best possible service provision for residents and citizens.

Objective

To allow residents to log into an online portal to manage their own interactions with city council services, including Council Tax, Rubbish and Recycling, applying for school places and Parking Permit applications, including single sign-on to a 3rd party system.

Solution: MyAccount

Using Ubisecure's digital identity APIs, Brighton & Hove City Council launched MyAccount – a portal providing residents with secure and convenient access to the council's various services.

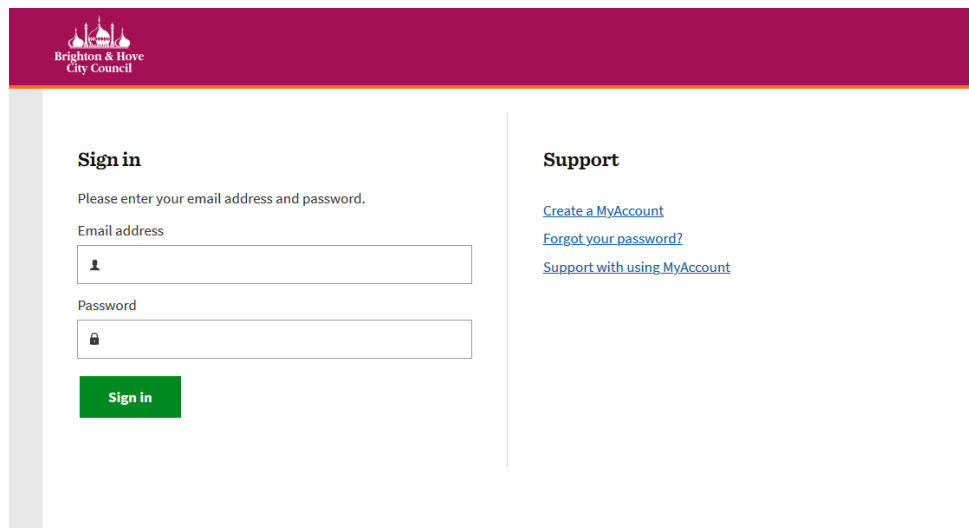
Ubisecure provides the following features to Brighton and Hove City Council from its solution stack.

REGISTRATION AND SELF-SERVICE ACCOUNT MANAGEMENT

Secure access to the online portal – both for account registration and subsequent logins. Users can create their own account, reset passwords and change their profile data themselves, without wasting support time manually requesting passwords resets.

— A SINGLE MANUAL
PASSWORD RESET IS
INCREDIBLY EXPENSIVE –
COSTING AN ORGANISATION
OVER £50, ACCORDING TO
FORRESTER

[Source](#)

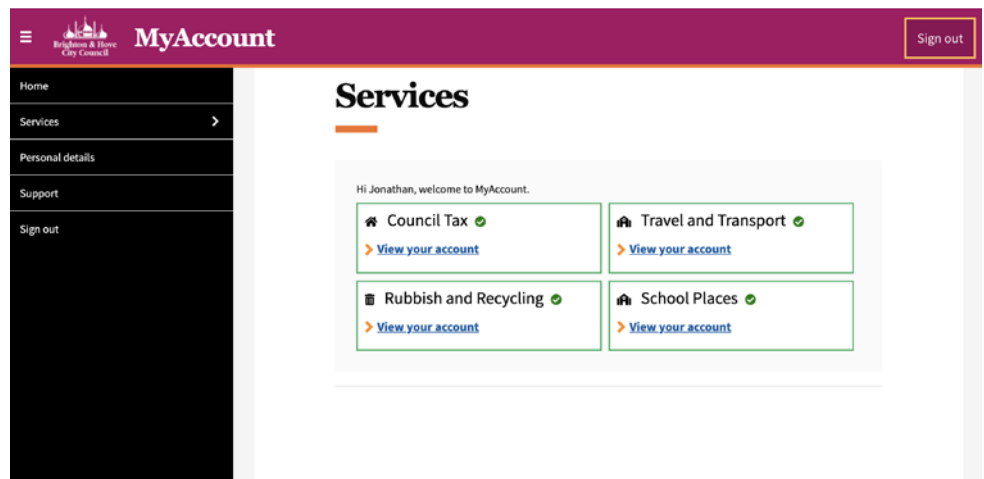


The screenshot shows the Brighton & Hove City Council MyAccount login interface. At the top is the council's logo. The main section is titled 'Sign in' and includes a prompt: 'Please enter your email address and password.' Below this are two input fields: 'Email address' with a person icon and 'Password' with a lock icon. A green 'Sign in' button is positioned below the password field. To the right, under a 'Support' heading, are three links: 'Create a MyAccount', 'Forgot your password?', and 'Support with using MyAccount'.

SINGLE SIGN-ON (SSO)

Single sign-on ([SSO](#)) enables MyAccount users to log in just once and then transparently authenticate to all of the council's digital services they have been granted rights to – eliminating the need for multiple logins or credentials.

Brighton and Hove City Council's council tax service is delivered through a cloud based third-party vendor. MyAccount enables SSO to this service with the same credentials - catering for any combination of on-premises or cloud applications.



The screenshot shows the Brighton & Hove City Council MyAccount dashboard. The top header includes the council logo, the 'MyAccount' title, and a 'Sign out' button. A left-hand navigation menu lists: Home, Services (with a right arrow), Personal details, Support, and Sign out. The main content area is titled 'Services' and displays a welcome message: 'Hi Jonathan, welcome to MyAccount.' Below this, there are four service tiles, each with an icon, a title, a status indicator (green checkmark), and a 'View your account' link with a right arrow. The services are: Council Tax, Travel and Transport, Rubbish and Recycling, and School Places.

MIGRATION TO CLOUD IAM (IDENTITY-AS-A-SERVICE, IDAAS)

Whilst Brighton and Hove City Council initially deployed Ubisecure's Identity Platform as an on-premises Identity and Access Management (IAM) solution, it later made the decision to move the same solution into the cloud – hosted by Ubisecure. This fulfilled renewed requirements for scalability and availability

as MyAccount was extended to include further services. Ubisecure's flexible deployment models enabled a smooth transition, without disruption to the council's services.

Benefits

- **Easy registration and access** to the self-service portal for Brighton and Hove's c.300,000 residents.
- **Enhanced security** with the use of SSO - one set of credentials to manage across all services and channels encourages better password practices from individuals and easy revocation of access rights when they expire.
- **Reduced IT support time and costs** with self-service account management resulting in fewer manual requests to administrative teams.
- **Improved user satisfaction** as residents also save time by managing their own account and credential settings, and streamlined user experience with SSO.
- Ubisecure's API-first Identity Platform makes MyAccount **future-proof** as more council services can simply be connected over time, deployment models are flexible, and functionality such as MFA can be embedded when needed.
- Deploying the Identity Platform as a **cloud solution** is a good fit for use cases like this – resulting in reduced operation costs, easy scalability, fast deployment, and simple management.
- Ubisecure's solutions **mitigate against data breach** with secure authentication and tightly controlled access management.
- **Digital services have proved incredibly important in recent years**, with Local Authorities withdrawing/reducing Reception Services and other face-to-face interactions, leading to a re-think of their customer service strategies. This will likely result in longer-term changes underpinned by increased use of digital solutions.



MYACCOUNT IS A CRUCIAL INITIATIVE, COMBINED WITH OUR DATA MANAGEMENT STRATEGIES, TO STREAMLINE THE COUNCIL'S ONLINE SERVICES FOR BRIGHTON AND HOVE'S RESIDENTS. UBISECURE HAS PROVIDED CAPABILITIES AND FLEXIBILITY THAT ARE INTEGRAL TO A POSITIVE CUSTOMER EXPERIENCE, AND WILL CONTINUE TO BE A KEY PARTNER IN ONGOING DEVELOPMENTS TO ENHANCE THE SERVICE FURTHER. I COULDN'T BE HAPPIER WITH UBISECURE'S SUPPORT AND CO-OPERATION THROUGHOUT THIS PROJECT, AND AM CONFIDENT THE PRODUCT AND ORGANISATION SUPPORTS OUR FUTURE PLANS. I LOOK FORWARD TO ACHIEVING EVEN MORE TOGETHER.

Phil Newberry, Digital Strategy Manager at Brighton & Hove City Council

Ubisecure Identity Platform

Ubisecure has over fifteen years of experience working with local authorities and national government bodies to help them secure and streamline digital services.

Its powerful Identity Platform, deployed as cloud, on-premises, or hybrid cloud/on-premises software, enables capabilities including complex authorisation and delegation workflows, single sign-on (SSO), frictionless multi-factor authentication (MFA), user identity management, and pre-established connections to dozens of third-party identity providers (social, mobile, and verified).

**— CONTACT UBISECURE TO GET EXPERT ADVICE ON HOW TO
LEVERAGE IDENTITY FOR YOUR ORGANISATION**

ubisecure.com/contact
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About Ubisecure

Ubisecure is a Europe-based Identity & Access Management (IAM) specialist and offers a comprehensive identity management platform deployed as IDaaS (Identity-as-a-Service) or on-premises software. The company is also GLEIF-accredited to issue Legal Entity Identifiers (LEI) via its RapidLEI service and has quickly become the global #1 LEI Issuer both in terms of volume and data quality.

As well as managing risk against data breaches, Ubisecure enables Zero Trust to greatly improve the security and experience of how users authenticate, register, access, engage and use the organisation's application, whether it's a web, mobile or a legacy service.

Enterprises use the Identity Platform to quickly implement use cases like single sign-on (SSO), multi-factor authentication (MFA), access management, authorisation and consent policies, advanced identity relationship management, login-as-a-service, and KYC/onboarding.

The platform has native support for a wide range of digital identities to enable real time identity verification and proofing, including Bank IDs, EU eIDs, mobile IDs, enterprise and social identities. Additionally, the RapidLEI service helps banks and FIs to manage and issue large volumes of LEIs to improve organisation-based authentication, meet compliance regulations, and provide better KYC/onboarding experiences for clients.

