CUSTOMER CASE STUDY

INSURANCE · IDENTITY & ACCESS MANAGEMENT · ZERO TRUST

WoodmenLife builds a proactive Zero Trust identity program with CINQUE as its identity correlation platform.

WoodmenLife, a 136-year-old fraternal benefit society, set out to move identity beyond role-based access control to a proactive Zero Trust program built on how people and systems actually behave across the protect surface. Working with Loom Security, the team used CINQUE to map business personas and their behavioral attributes across five control points, turn them into automated, Zero Trust aligned policies, and estimates the manual work of scaling the identity program will fall by close to 80 percent, while giving security operations higher-fidelity investigations.

CINQUE

~80%

less manual work to scale the identity program

CUSTOMER-REPORTED METRIC

INDUSTRY	HEADQUARTERS	ORGANIZATION SIZE	TOTAL ASSETS	SOLUTION
Insurance / Fraternal Benefit Society	Omaha, Nebraska	~2,100 Associates & Sales Representatives	~$11.3 Billion	IAM Program Design + Managed Platform

THE CHALLENGE

Zero Trust set the bar. Identity had to go deeper.

- **A proactive Zero Trust mandate** with identity carrying far more weight than it had historically been given.
- **RBAC and least privilege were not enough** to describe what an identity is and how far it reaches across the environment.
- **No persona-level view** of behavioral attributes across corporate, field, and financial services roles.
- **Too much manual work to scale** with hands-on effort behind every policy decision and investigation.

THE LOOM + CINQUE SOLUTION

Personas, baselines, and policy that scales.

- **Persona and Protect Surface Mapping.** Business personas and their behavioral attributes mapped across the protect surface using CINQUE behavioral data.
- **Behavioral Baselines and Drift Detection.** Known, expected behavior established for every persona, human and non-human, so deviations surface with clear telemetry.
- **Automated Zero Trust Policy.** Persona intelligence converted into more automated, clear, Zero Trust aligned policies that scale the identity program.
- **Ongoing Platform Management.** WoodmenLife retained CINQUE as its core identity correlation platform for continuous governance and access reviews.

THE CINQUE MODEL

One correlated view of the protect surface, across five control points

Identity	Device	Network	Application	Data
ENTRY POINT	EXTENDS	EXTENDS	EXTENDS	EXTENDS

WoodmenLife entered through Identity with a crawl, walk, run approach: start small, prove value, scale what works. The same persona model extends across all five control points for one correlated view of the protect surface as the program grows.

THE RESULTS

Two outcomes, one behavioral foundation

A ZERO TRUST IDENTITY PROGRAM THAT SCALES

- **Close to 80% less manual work** to scale the identity program, as reported by WoodmenLife
- **Automated policy decisions** aligned to Zero Trust and built on persona intelligence

HIGHER-FIDELITY SECURITY OPERATIONS

- **Clearer behavioral telemetry** feeding WoodmenLife's semi-autonomous security operations platform
- **Enriched investigations** with persona context and clear attributes on what needs a closer look

How it was delivered: Delivered as a correlation layer above the existing stack. Zero tools replaced.

> *"To build a proactive identity program, we partnered with Loom and used CINQUE to define our persona mapping and protect surface mapping, so we could make more automated, clear, Zero Trust aligned policies, scale the identity program, and reduce the amount of manual work by close to 80 percent."*

Rob LaMagna-Reiter, Vice President & Chief Information Security Officer, WoodmenLife

WHAT WOODMENLIFE NOW OWNS

PERSONA-BASED ROLE FRAMEWORK
Identity roles defined around how corporate, field, and financial services teams actually work

TECHNOLOGY RATIONALIZATION MAP
Persona data mapped to existing systems, so platform decisions are evidence based

DOCUMENTED ROI AND BUDGET CASE
A defensible, evidence-based justification for their IAM modernization investment

CINQUE AS CORRELATION PLATFORM
Retained for continuous governance and access reviews, not a one-time project

THE ROAD AHEAD With behavioral baselines established, WoodmenLife is positioned to securely enable AI, extending the same persona governance to agents, plugins, and other non-deterministic systems as adoption grows.

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