

# Trust identity to reduce the cost and complexity in HR Digital Transformation

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# Introduction

The workforce is the most valuable resource within an organisation. It makes economic sense then to look after them, and from the moment of hiring. The experiences of hiring, onboarding, training and terminating employees rely today on a seamless relationship between the Human Resources and IT teams. With a scarcity of talent across many sectors, it's never been more important that these HR experiences, and the technology that enables them, welcome and nurture the workforce rather than frustrate and alienate them.



In the following pages we'll explain how identity-enabled HR digital transformation can become both a competitive advantage and talent magnet for businesses. Especially in a world where workforces are now broader human productivity ecosystems including temporary workers, partners and contractors. Then we'll finish with a collaborative PwC & Okta HR transformation customer story for specialist online auction marketplace, Catawiki.

# Section 1

## The two key components of HR Digital Transformation

The end goal of a successful HR transformation is to empower an organisation to reduce complexity, improve security, and increase freedom and flexibility in how a modern workforce can operate. A best-in-class identity solution allows an organisation to do that and should sit at the heart of this transformation journey.

HR digital transformation can be separated into two distinct parts:

1. The digital or technology component. Namely sourcing, purchasing, deployment, and provisioning to users. Then maintaining an often multi-tenant cloud HR platform within the corporate IT architecture.
2. The transformation of existing HR processes to amplify the technology investment. Pre-cloud era organisations would tailor the technology to fit their processes. In today's cloud era, it's wise to adopt the opposite approach and tailor processes to complement the technology.



If your organization has a system that is not currently supported, whether cloud or on-prem, Okta also has mechanisms to support these systems like our On-Premise Provisioning Agent. Please contact [support@okta.com](mailto:support@okta.com) for additional details.

To achieve HR digital transformation, organisations can't simply transcribe previous paper HR processes into pixels. Instead, it's a chance to re-evaluate HR processes, with a greater focus on security, efficiency and workforce satisfaction. All while reducing complexity and increasing automation to keep the necessary manual interactions between HR and IT at a minimum. Adopting the technology without transforming the processes will never deliver the return on investment that it should.

Depending on the organisation, digital transformation may mean moving from no digital HR system, an existing legacy HR system, or even multiple systems. To complicate matters, these systems may also be spread across different business units or geographies as well, and all could have their own processes.

## Section 2

### Identity as a single source of truth in HR Digital Transformation

Identity data sits with HR from the moment a worker is hired by a company. With a leading cloud identity platform like Okta, this data can then become the master source of digital trust, which in turn authenticates access to the relevant directories and applications. Through pre-built master integrations to HR SaaS apps, Okta instantly becomes the keys to the wider digital kingdom. Seamlessly, speedily and securely.

Within an organisation identity has two key roles to play. Firstly, to decrease risk exposure now that workforces expect the freedom to operate in a cloud-based world outside of the office perimeter. Adopting a Zero Trust approach means understanding who has access, where and on what device. Identity is the foundation required to achieve this.

Secondly, identity allows businesses to improve employee experiences from day one. By automating many previously manual IT processes and giving workers access to all the applications they need in order to be productive wherever they are.

Orientation sessions, training and inductions can even happen prior to contracted start dates. This removes the initial period of unease when starting with a new organisation. Nobody wants to feel like a spare part or unable to function as part of the wider organisation, because the manual IT provisioning has not yet been able to be completed. Tasks which Okta can automate from the moment the employee data hits the HR system. Instantly turning the technology from temporary disabler into immediate enabler.



## Section 3

### Identity's role in provisioning HR apps to your workforce

You've selected your new HR app. That is the easy part of the transformation process. Now, you will likely have to manually deploy your new app across as many forests or directories as your organisation may have.

Manually provisioning users to apps can take between twenty and thirty minutes. So, imagine if your new HR app was needed across the organisation by 5000 users? You'd have to phase deployment on a directory-by-directory basis. Or alternatively you could invest the time and energy to create connectors to deploy the app via a multi-tenancy approach. This could take on average between one and three months.

With Okta, pre-built integrations into all the major HR apps allow you to bypass building integrations and launch an app such as Workday in one simultaneous event across a whole organisation.

A simpler, faster approach and with greater impact psychologically across the business than a piecemeal approach, limited by a potential legacy directory structure.



## Section 4

### Identity's role in the successful operation of HR apps

#### A seamless joining experience

The common assumption is that identity starts with a directory. But HR systems are where your identity data first arrives in a company. HR will then liaise with IT to transfer this identity data downstream to directories and apps. A successful transformation should result in a single, unified directory of your workforce. Then you can automate provisioning and deprovisioning of apps your business needs with ease and speed, based on your employees' HR status.



With Okta you can master from your HR system, rather than from your directories. Okta can actually ingest the information direct from multiple HR systems too. Then reflect that employee data across the directories and downstream to the cloud applications themselves. A full end-to-end connected identity ecosystem.

When employees, contractors or partners join, there's no waiting for a chain of IT events to occur to provision their productivity apps. With Okta it happens instantaneously. No days or weeks are left unproductive. With average annual employee turnover at 15%<sup>1</sup>, that's a huge manual IT effort that can now be automated by implementing Okta.

Mastering from an HR system is a very deep integration. Most IAM providers can't do it or if they can, perhaps from just one specific HR app. Okta can do it from multiple HR apps, with pre-built as-a-master connectors to all the popular HR apps.

[1] [compensationforce.com](https://www.compensationforce.com)



### **A secure leaving experience**

Equally when someone leaves a company, sometimes at short notice, the speed with which access to sensitive apps can be withdrawn is critical. Especially in regulated industries.

With Okta's automation, the moment the HR system information is updated, the IAM is too. Alerting the directories and cutting access to all SAML enabled apps. This deactivates the user so they can't log-in again. Critically this can terminate open browser app sessions too, without waiting for the directory to re-authenticate the user, if the app supports single log out.

This reduces the risks of disgruntled ex-employees downloading sensitive data in the immediate hours after termination. With the cost of an insider breach being on average over double<sup>2</sup> that of an external attacker, instant control over employee access to apps can prove invaluable.

### **Real time license management**

Okta's ability to use HR as a master allows organisations to turn SaaS apps on and off in real time, to the drumbeat of people joining, moving or leaving an organisation. By having such a fast, automated interface between HR, IAM, directories and apps, license savings can potentially be made versus a quarterly approach to IT housekeeping.

### **Enabling HR driven change requests**

According to Forrester the average user contacts the helpdesk to have their user profile changed five times a year<sup>3</sup>. A common occurrence is change in surname through change in marital status. To make one of these HR changes takes IT around twenty minutes in each directory, which then has to be reconciled manually across all apps and directories. With Okta, changing the identity data at the HR source also changes it automatically across all related directories and apps.

[2] [securityintelligence.com](https://www.securityintelligence.com)

[3] 2018 Forrester Making the Business Case for IAM Report



## Section 5

### Okta Identity Cloud improves the business case for HR transformation

There is clear business value in being able to understand the productivity and efficiency of your current workforce. With many traditional job roles becoming gradually obsolete and new roles needing to be created, the benefits of a cloud HR system should be clear to any business embracing digital transformation.

Moving to a cloud HR system brings centralised transparency which can then be used to enhance both workforce productivity and efficiency. Alongside capacity planning and a greater understanding of roles that need to be created, alongside upskilling the existing workforce.

Pre-built integrations allow Okta to automate provisioning your new HR app across your business. This removes the time taken to manually provision users; an activity that typically takes up to 30 minutes per user. So, your whole organisation can start benefiting from your new HR platform with no delay and critically together. Because the implementation won't require typical phasing, due to the traditional state of needing to implement on top of each domain or forest.

Once up and running, Okta's automation using HR identity data as a master, significantly decreases the amount of time-consuming manual IT tasks that HR would have had to request. Okta will automate the creation of new identities into your directories or identity provider, saving you 30 minutes in manual effort every time someone joins your company. This adds up when you consider M&A, contractor or high churn workforces. As mentioned earlier, Forrester states the average employee will then go on to contact the help desk five times a year to have their user profile changed. That's a lot of IT admin time potentially saved.

Okta will also automate HR centric change requests like an employee changing their name, and flow this out to downstream apps, saving IT another 30 minutes every time this occurs. IT might then have needed to go into the downstream apps and update the name change there, in every single one, as it won't automatically pull through. If there's ten apps, an estimate for a modern business, then that's 200-300 minutes of IT time saved. This is just for one directory. If the person is an executive who travels and consumes IT services within say 10 different company directories, this effort could be multiplied again by every separate directory.

So, making Okta a cornerstone component of your HR transformation will reduce both the cost of implementation and the long-term cost of operating a multi-tenant cloud SaaS HR platform. Let's now look at how PwC partnered with Okta, to reduce complexity and enable greater automation, for online auction site, Catawiki.

## Customer story

### How Catawiki successfully achieved Zero Trust by partnering with Okta and PwC



In terms of functionality, Okta not only think about what our clients are asking for today, but they continuously invest in their roadmap to address what our clients should be asking for in the future. We always look to work with partners who decrease the complexity in the technology, so we can focus on fixing the complexity that our clients have in their business.

Ivo van Bennekom (NL)  
PwC



**Catawiki** are a fast-growing company of 600+ people, serviced by a small, but specialist internal IT team. The relationship between the Catawiki HR & IT teams is close, with 30-40 new employees being onboarded every month. Conscious of the need to be on the bleeding edge of progress, Catawiki engaged PwC to plan and implement both workforce and financial digital transformation programmes.

Workday was chosen as the HR multi-tenant cloud solution app. The aim was to make it the source of truth, via an Identity Provider, across their directories and downstream workforce applications. Okta was suggested because of its class-leading reputation for security, automation and simplicity. Catawiki were looking to move the organisation towards being Zero Trust and Zero Touch and Okta's feature set and future product roadmap made them a natural recommendation from PwC.



### Real time provisioning that's the real deal

Okta's real time provisioning from Workday was what initially excited Catawiki, leading to a proof-of-concept trial in a live test environment, covering:

- HR provisioning and deprovisioning, via automated account creation and termination
- Real time synchronisation between Workday, Okta, directories & apps
- Provisioning of SSL certificates directly onto machines to enable device trust

Establishing device trust (Zero Trust) gave Catawiki the secure foundation on which to scale the company, without worrying about where the employees were or the need for IT to configure devices (Zero Touch).

This Zero Touch approach meant the user got the unboxing experience of a brand new, locally supplied laptop. Then they simply connected to the wifi and automatically all the policies and security controls were pushed to that device. Fifteen minutes later they were ready to go.



A great experience for any new starter and a big reduction in workload for the IT team, bypassing any need to ship devices through customs around the world.

James Thompson  
Head of IT Operations  
Catawiki







After proof-of-concept was successfully established, Okta was chosen as the new IDP. Migrating from one IDP to another is arguably harder than putting in an IDP in the first place. But with migration expertise from PwC, a detailed plan was created during November and December, then implemented from January through to March.

To avoid lowering the productivity of Catawiki's auctioneers in their crucial Q4 business period, it was imperative that there was zero downtime for the entire migration. Critical business apps like Slack, G Suite, Stripe & Atlassian had to be scheduled for migration on days that worked for all the relevant stakeholders.

On top of that, the Catawiki call centre couldn't have any downtime in business hours, to avoid creating backlogs. GCP and Kustomer CRM migrations were scheduled with this in mind. Due to the meticulous planning, all migrations were successfully completed without any negative impact to the Catawiki business.

### Start before you start

One of the big wins post-migration was the ability to onboard new hires in the run up to their first working day. Workday was set up so that once a job offer had been accepted in Greenhouse, it was then reviewed by HR and created as a pre-hire in Okta. IT could then activate an account. Because of device trust and the app policies which Okta supports, new hires could then be shown just the training app. This allowed them to start Catawiki's training and inductions before day one, allowing them to hit the ground running.

IT could also provision an email account but hide external access. This allowed internal calendar invites to be created by managers and documentation to be shared, before the day the new hires actually started.



The ability to have new hires access Okta before their start date makes their first working day experience smoother and more productive, demonstrating an organisation thinking well ahead of the curve.

James Thompson,  
Head of IT Operations,  
Catawiki



catawiki

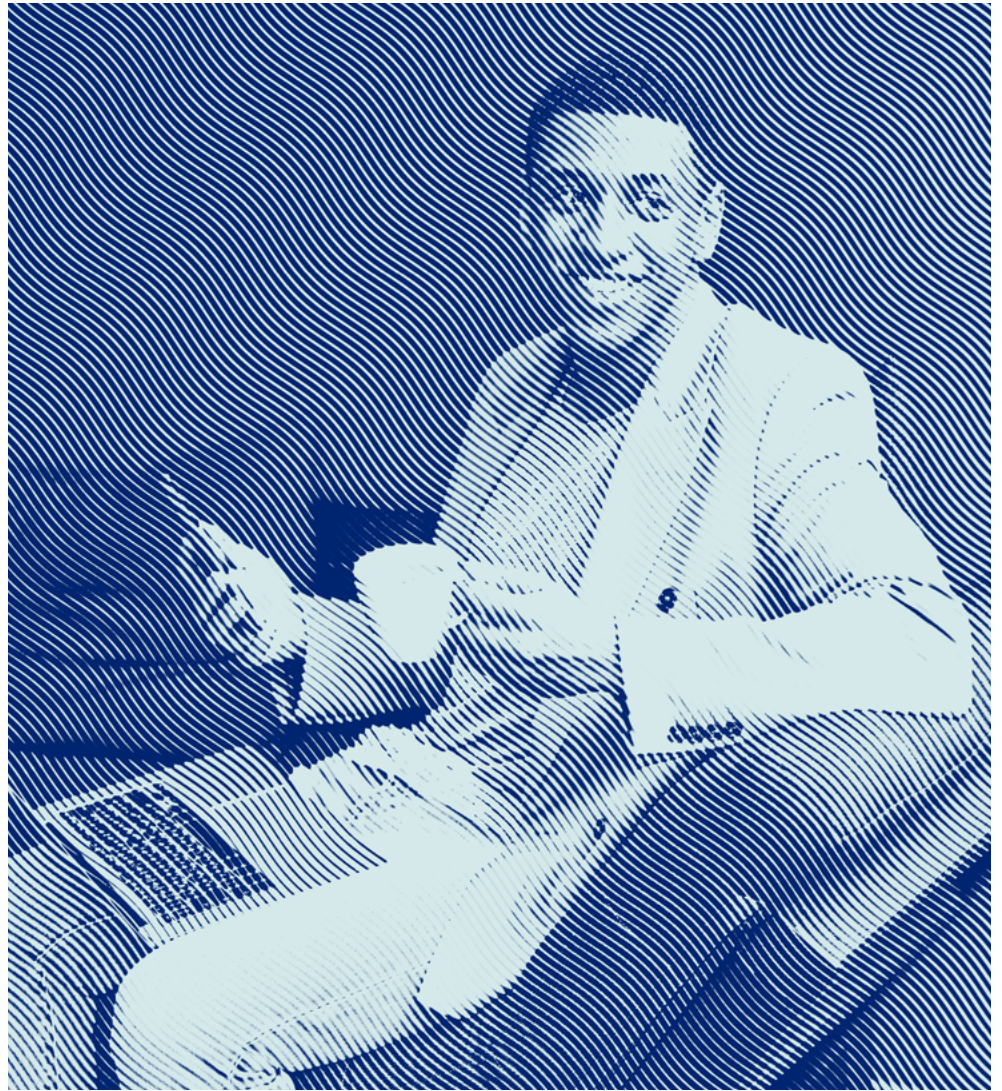
Day one for a new hire could then actually be focused on doing the job they were hired for. Catawiki is already cloud native and Apple/Linux friendly, but the inclusion of Workday synched with Okta, provides a foundation for scalable, frictionless growth. It's also become a magnet for technical talent, knowing that Catawiki's IT automation is driven by a secure, best-in-class identity platform.

### **A Zero Trust, Zero Touch future**

Zero Touch and Zero Trust are only possible connected to the right IDP, connected to the right source of truth. For Catawiki that has proven to be Okta & Workday; delivering an HR digital transformation under PwC's expert supervision, that can be trusted to be a foundation for current workforce efficiency and frictionless future growth.







## About PwC

At PwC, our purpose is to build trust in society and solve important problems. PwC is a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters by contacting us today.

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## About Okta

Okta is the leading independent provider of identity for the enterprise. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. With over 7,500 pre-built integrations to applications and infrastructure providers, Okta customers can easily and securely use the best technologies for their business. Over 10,000 organizations, including JetBlue, Nordstrom, Slack, Teach for America, and Twilio, trust Okta to help protect the identities of their workforces and customers. For more information, go to [okta.com/nl](http://okta.com/nl)

