



# Build vs Buy

## Is managing Customer Identity slowing your time-to-market?

Jeremie Berthiaume  
Group Product Marketing Manager

Peter Fernandez  
Staff Solutions Architect

# Introduction

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## Jeremie Berthiaume

Group Product Marketing Manager

Jeremie is a Group Product Marketing Manager with a focus on channel & partnerships. He dedicates his time working with partners to find the best routes to market and positioning the latest solution stacks for customers. Jeremie has a Master's in Business Strategy from HEC Montreal. Outside of work you will find him biking or skiing in the mountains.



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## Peter Fernandez

Staff Solutions Architect

Peter is an Architect, Consultant and Engineer with more than 30 years experience designing and developing secure and robust software solutions. When not helping teams with the complexities of identity and access management you can usually find him engaged in, acting in, or directing a show at his local theater.



# Terminology

ACRONYM / TERM	MEANING
User Authentication	The process of validating user credentials
User Credentials	The security information associated with a user; typically UserID and Password
MFA	Multi-Factor Authentication. Security information in addition to user credentials
CIC	Okta Customer Identity Cloud. Also synonymous with AuthO
AuthO	The engine that powers Okta CIC
CIAM	Customer Identity & Access Management
B2C	Business to Consumer CIAM
B2B	Business to Business CIAM
B2B2C	Business to Business to Consumer CIAM
No-Code	Configuration only customization
Low-Code	Minor custom implementation
Pro-Code	More complex custom implementation



# Agenda

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01 Market Situation

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02 Application Modernization

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03 Improved Security

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04 Engineering Agility & Efficiency

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05 Summary



# Market Situation

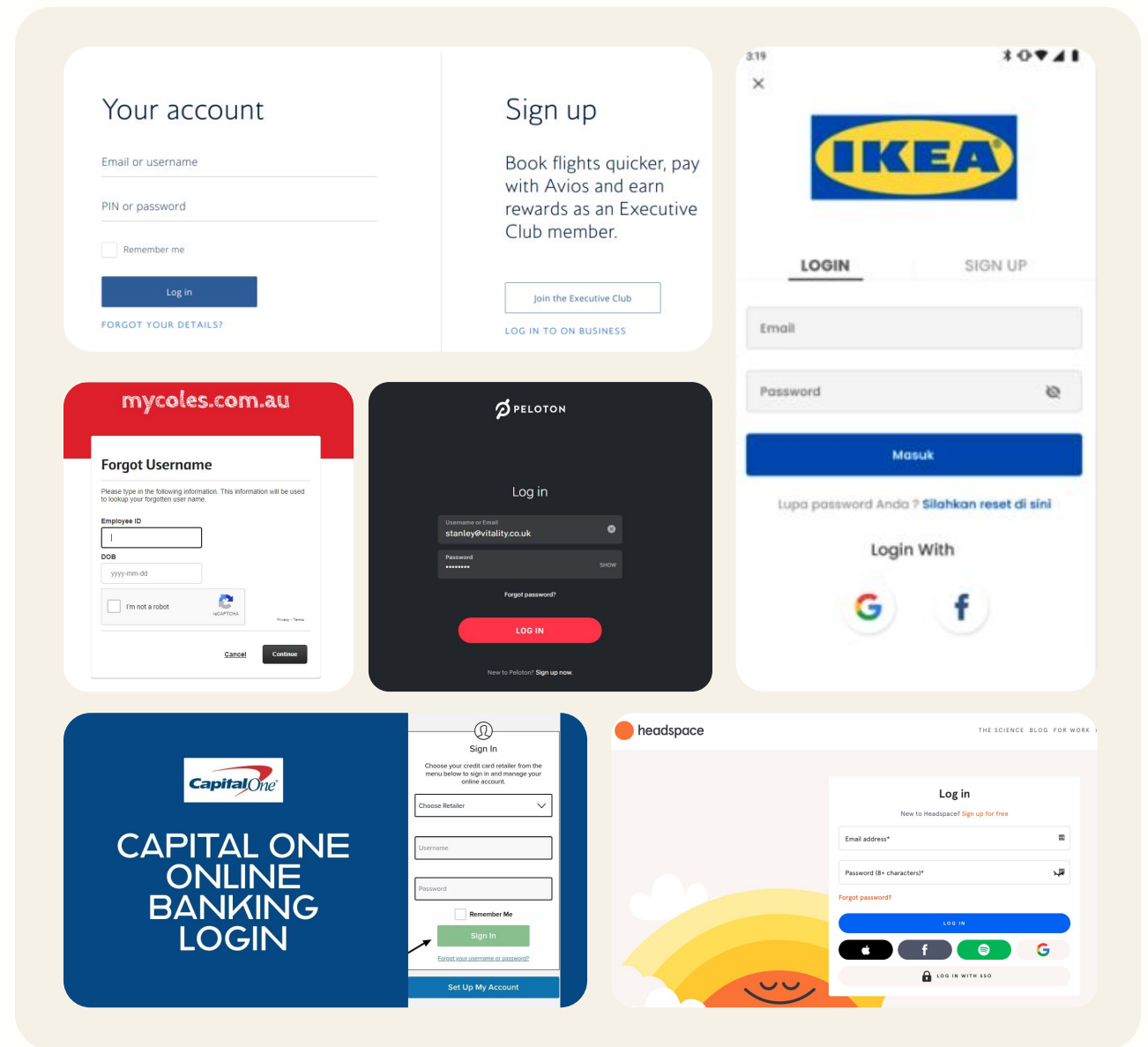


# Why identity should be top of mind

**Customer identity:**  
Your first touchpoint with all things digital

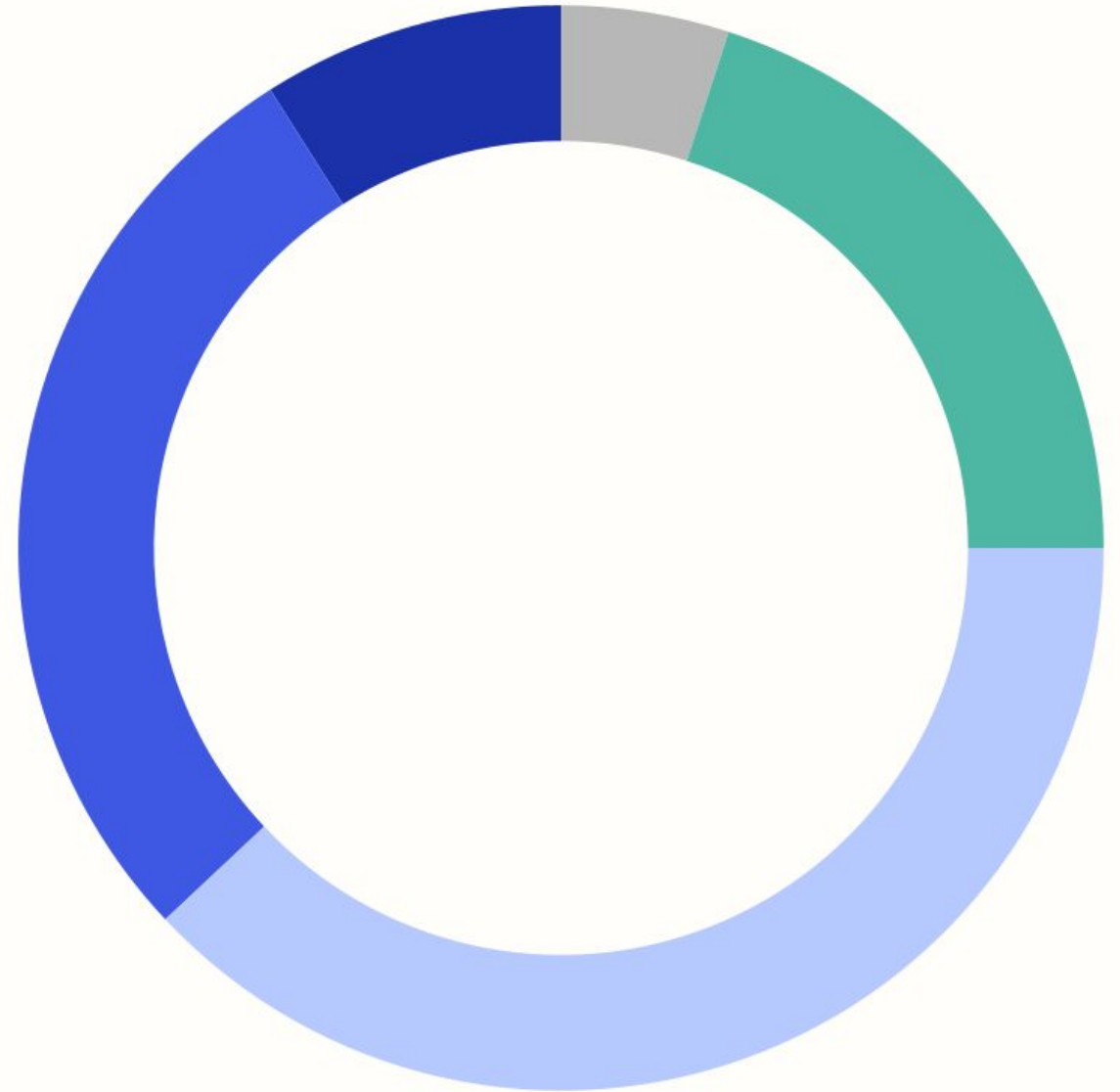
## Market changes

- Increase online presence
- Increasing competition
- Security Threats
- New buying habits



# What is your personal point of view of your team's "build vs. buy" strategy?

- **20%** I strongly believe we should always buy SaaS components that are not a part of the software's core differentiation.
- **38%** I believe we should buy SaaS components that are not a part of the software's core differentiation.
- **28%** I am neutral in opinion.
- **9%** I believe we should try to build all application components in-house unless we run into friction.
- **5%** I strongly believe we should always try to build all application components in-house unless we run into major friction.





# Companies are facing pressures from everywhere.



## Speed of change

Constantly evolving technology landscape and market demands



## Consumer expectations higher than ever

User experience directly impacting engagement and revenue



## Attack surface expanded exponentially

Increasing security risk and compliance issues



## Scarcity of development talent

Optimization of resources for innovation vs. firefighting

14B

mobile apps downloads last year and

50K

new SaaS apps

90%

of companies will compete based on CX by 2024

80%

of breaches are as a result of credential compromise

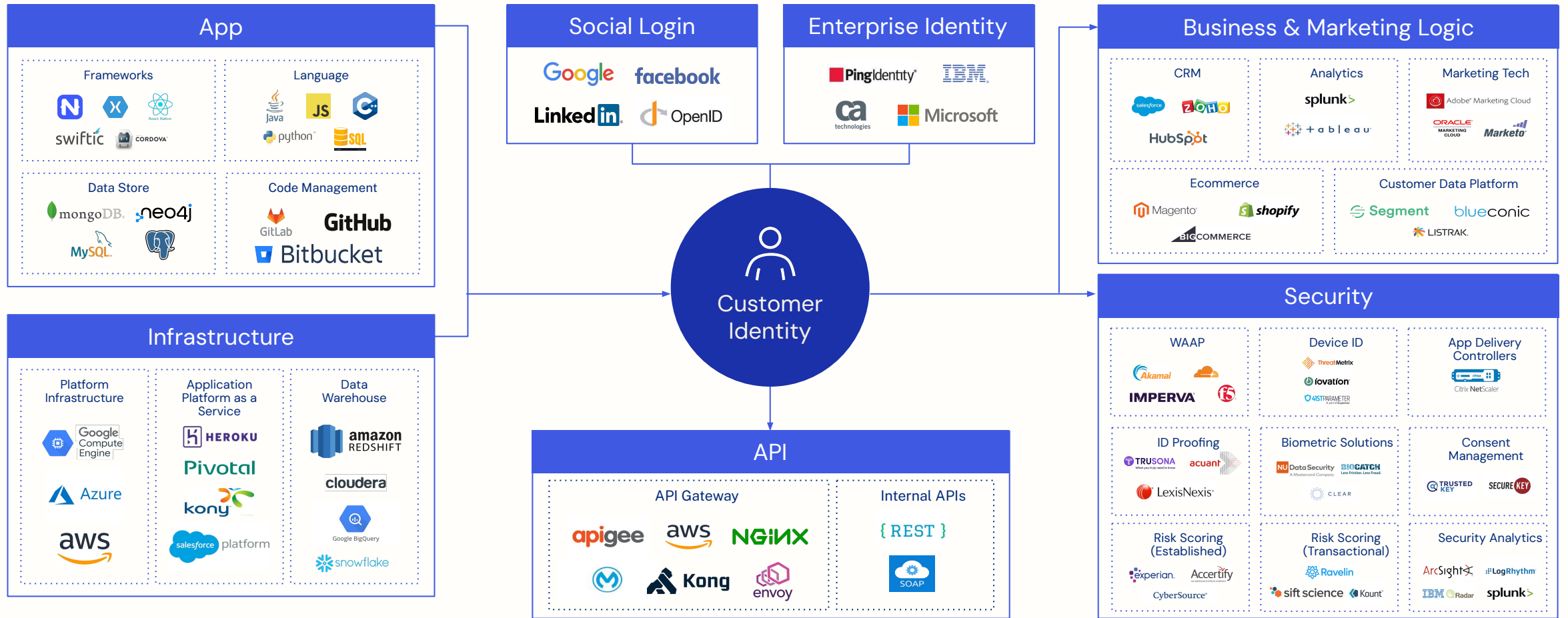
87%

of organizations face skill gap within their workforce





# Today's Technical Ecosystem



# Driving rapid innovation efficiently without risking security?



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Does my development team have the knowledge and expertise in modern identity or security?



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Do I have the resources to drive Identity while still prioritizing innovation?



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Am I able to focus enough resources on high revenue growth initiatives?



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Can my team be always on TOP of possible security threats?



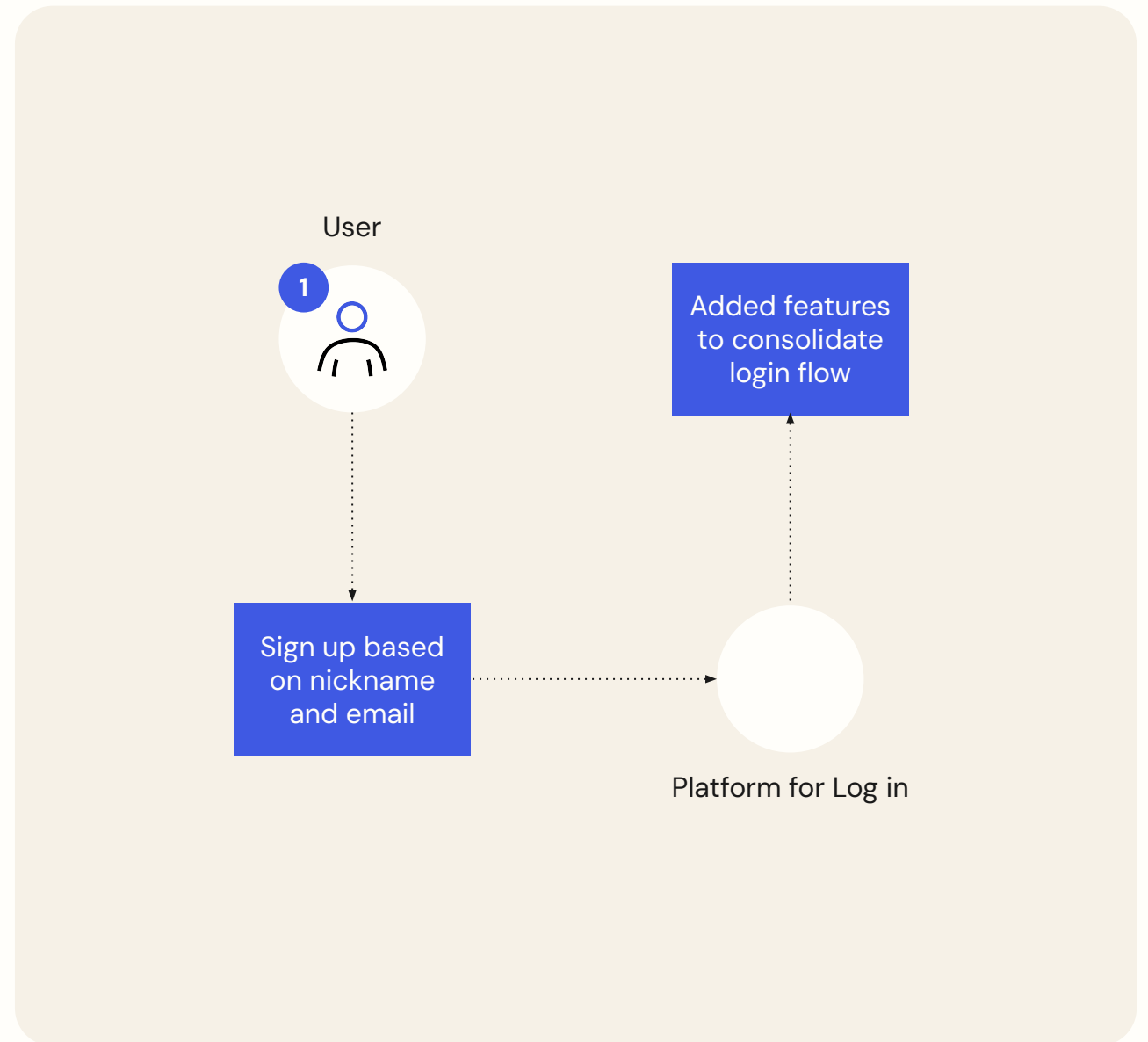
# Application Modernization



# Customer Identity DIY

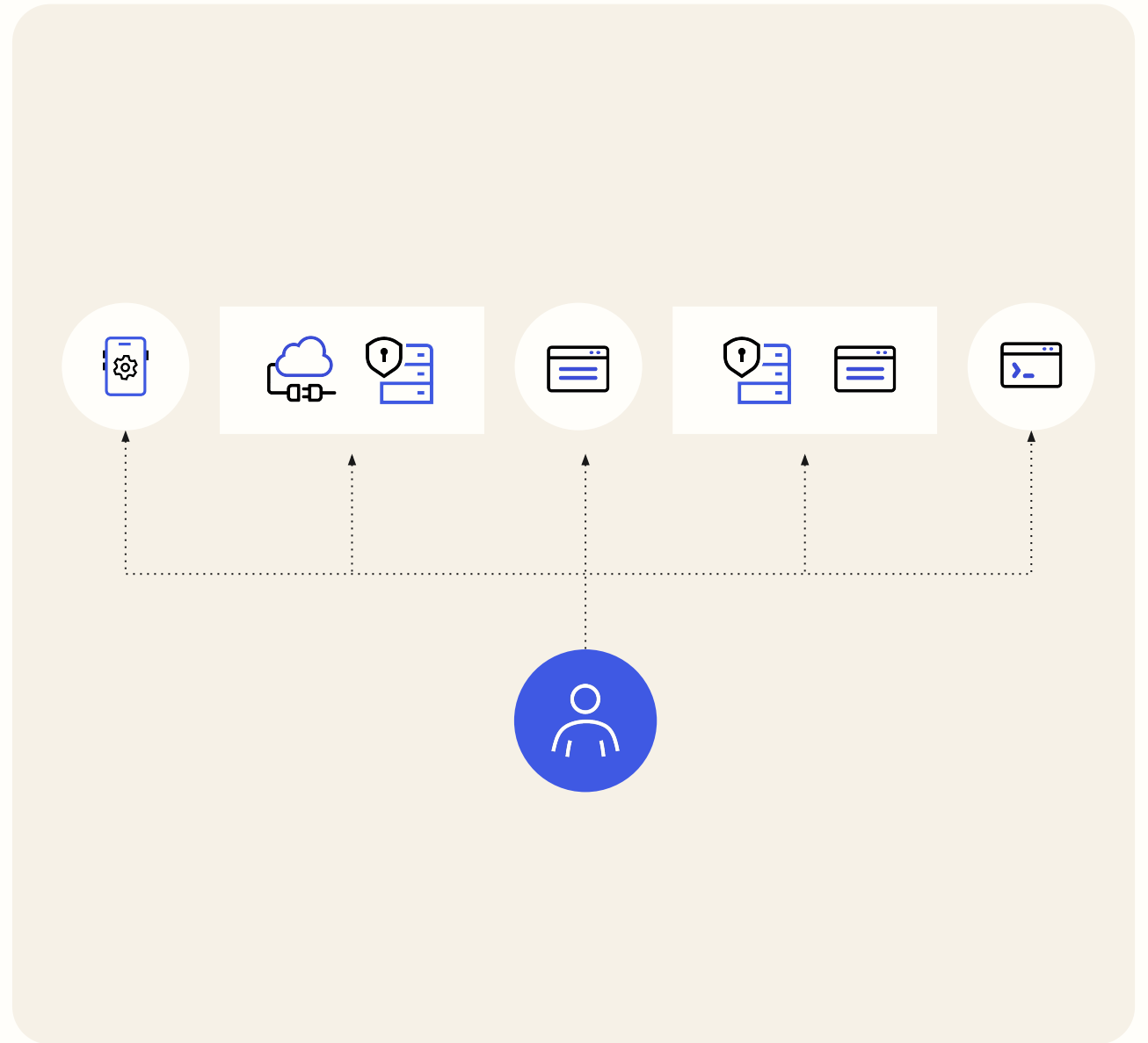
## Typically started with the User Experience

- Created a dialog for Login
  - And a similar one for Signup
- Consolidated the experience
  - Supporting SSO



# Customer Identity DIY

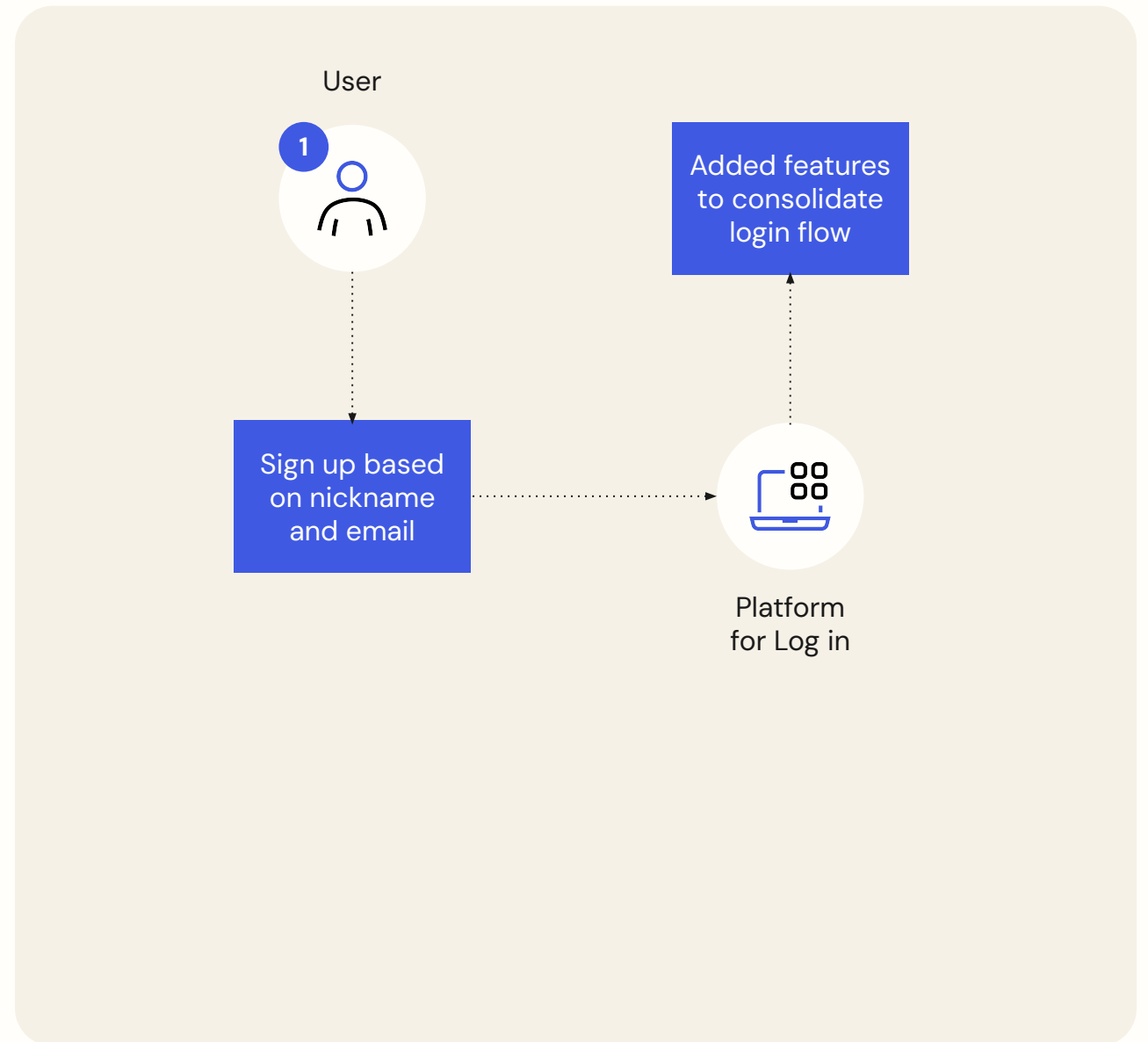
- From application to service
- Leverage the security context of a user
- Providing consolidated login



# Customer Identity DIY

## Typically started with the User Experience

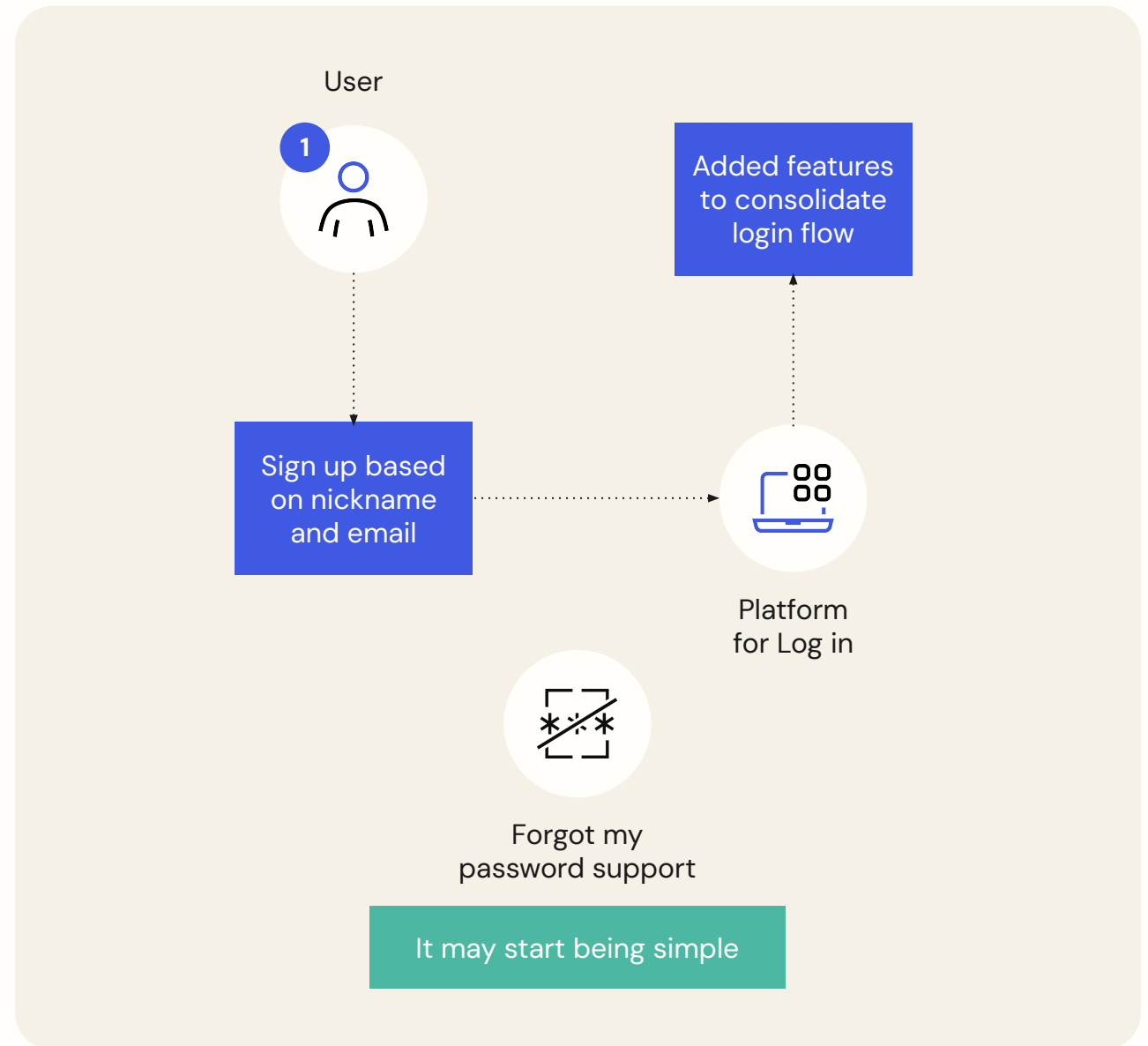
- Created a dialog for Login
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  - Supporting SSO
- Implemented the code to validate credentials
- Iterated through user interface design & testing



# Customer Identity DIY

## Typically started with the User Experience

- Created a dialog for Login
  - And a similar one for Signup
- Consolidated the experience
  - Supporting SSO
- Implemented the code to validate credentials
- Iterated through user interface design & testing
- Implemented password reset
- Nothing of concern

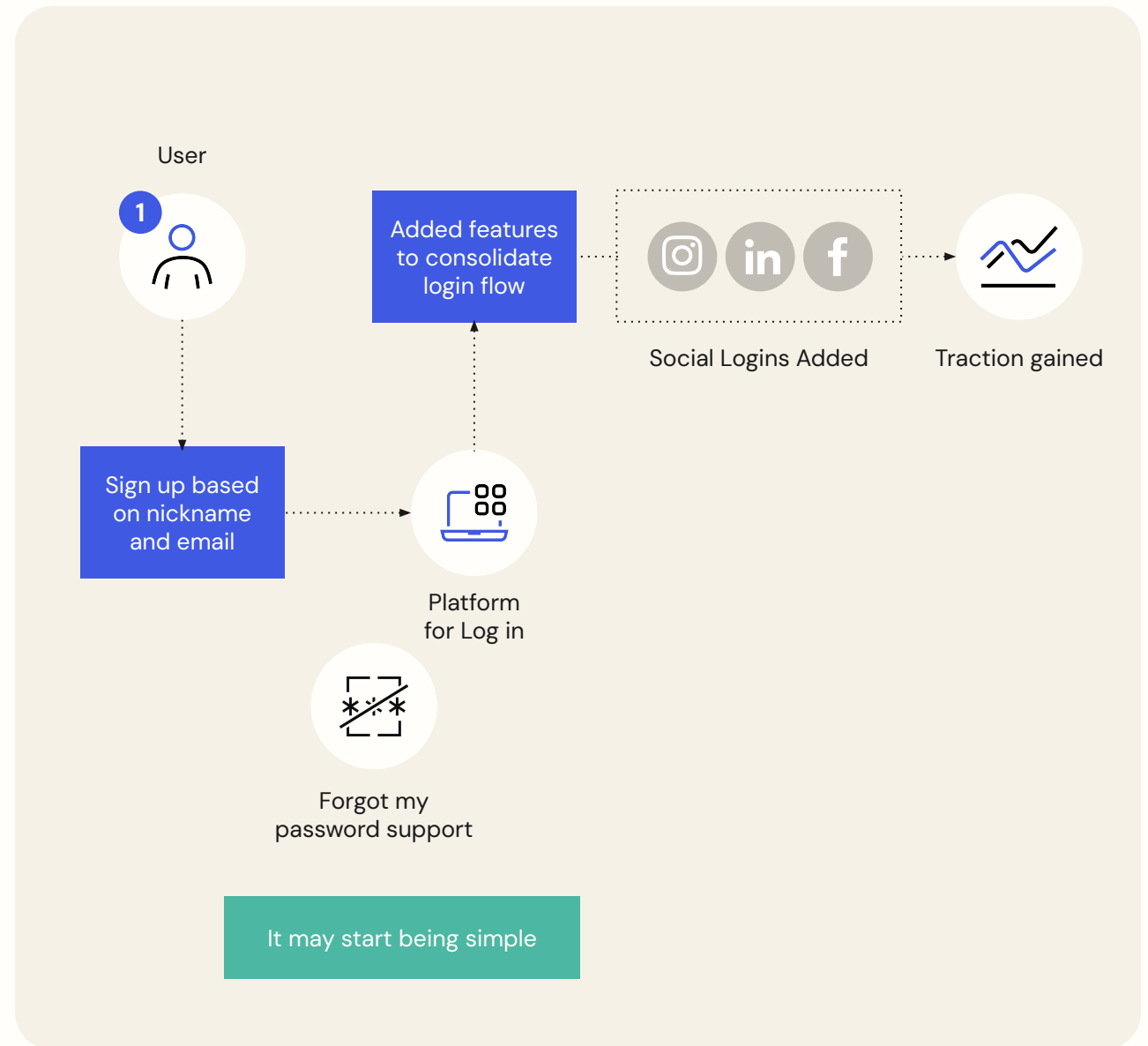




# Customer Identity DIY

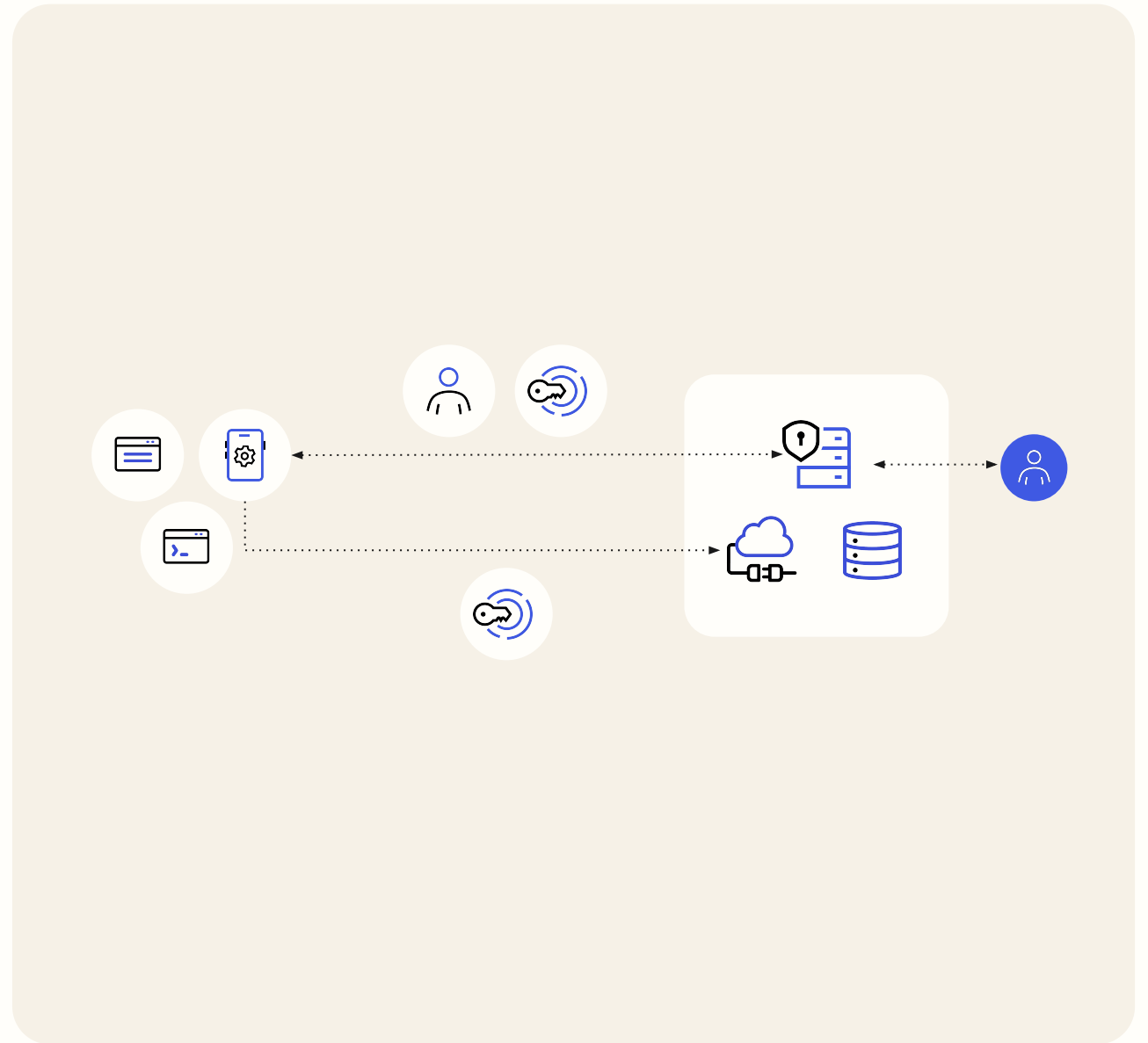
## Scaling to provide a more engaging user experience

- Add support for Social Login & Signup
  - Reducing friction in the user experience



# Customer Identity DIY

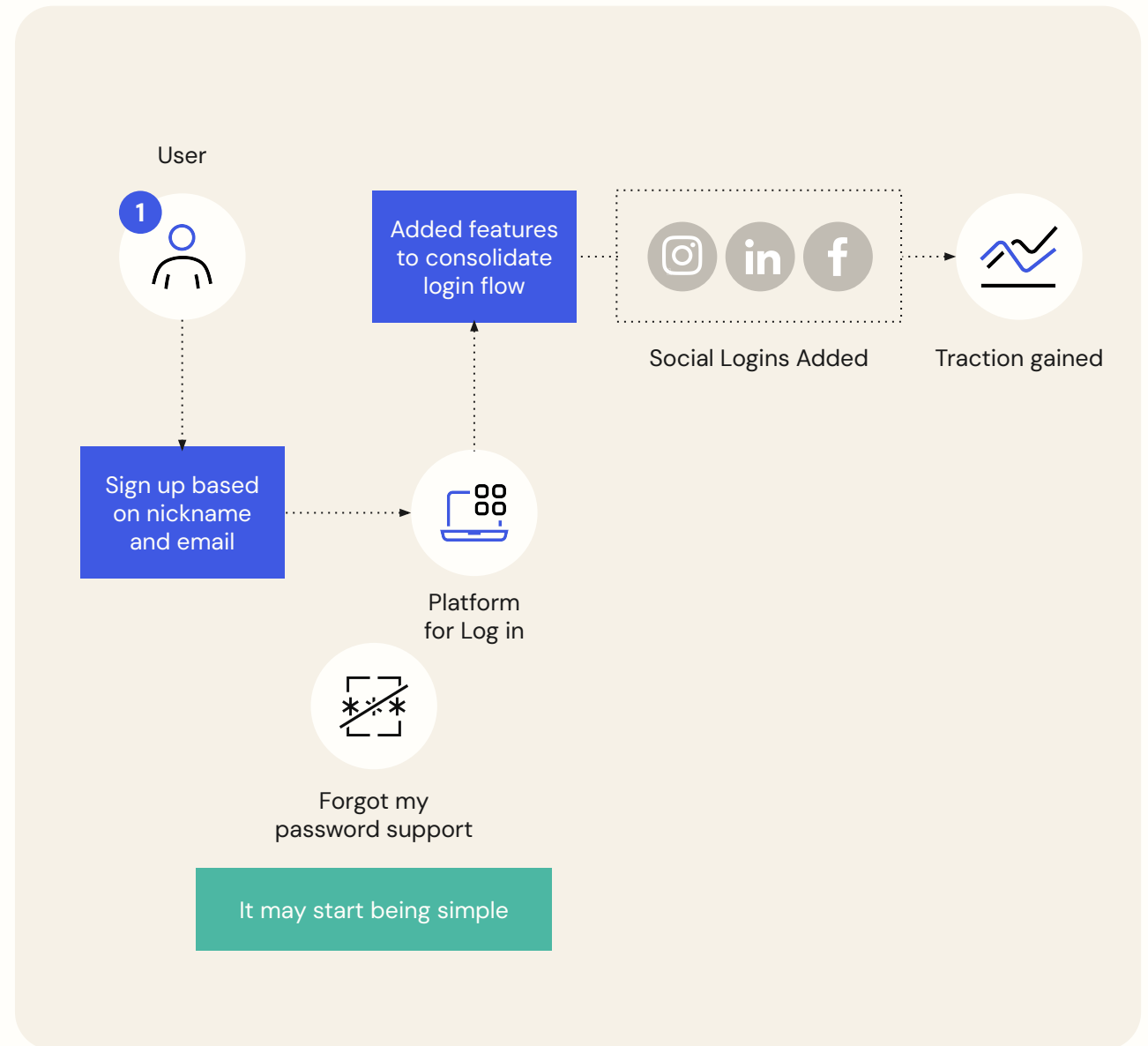
- User Authentication
- Validated by an Authorization Server
- Providing one or more security tokens
- To be consumed by the application



# Customer Identity DIY

## Scaling to provide a more engaging user experience

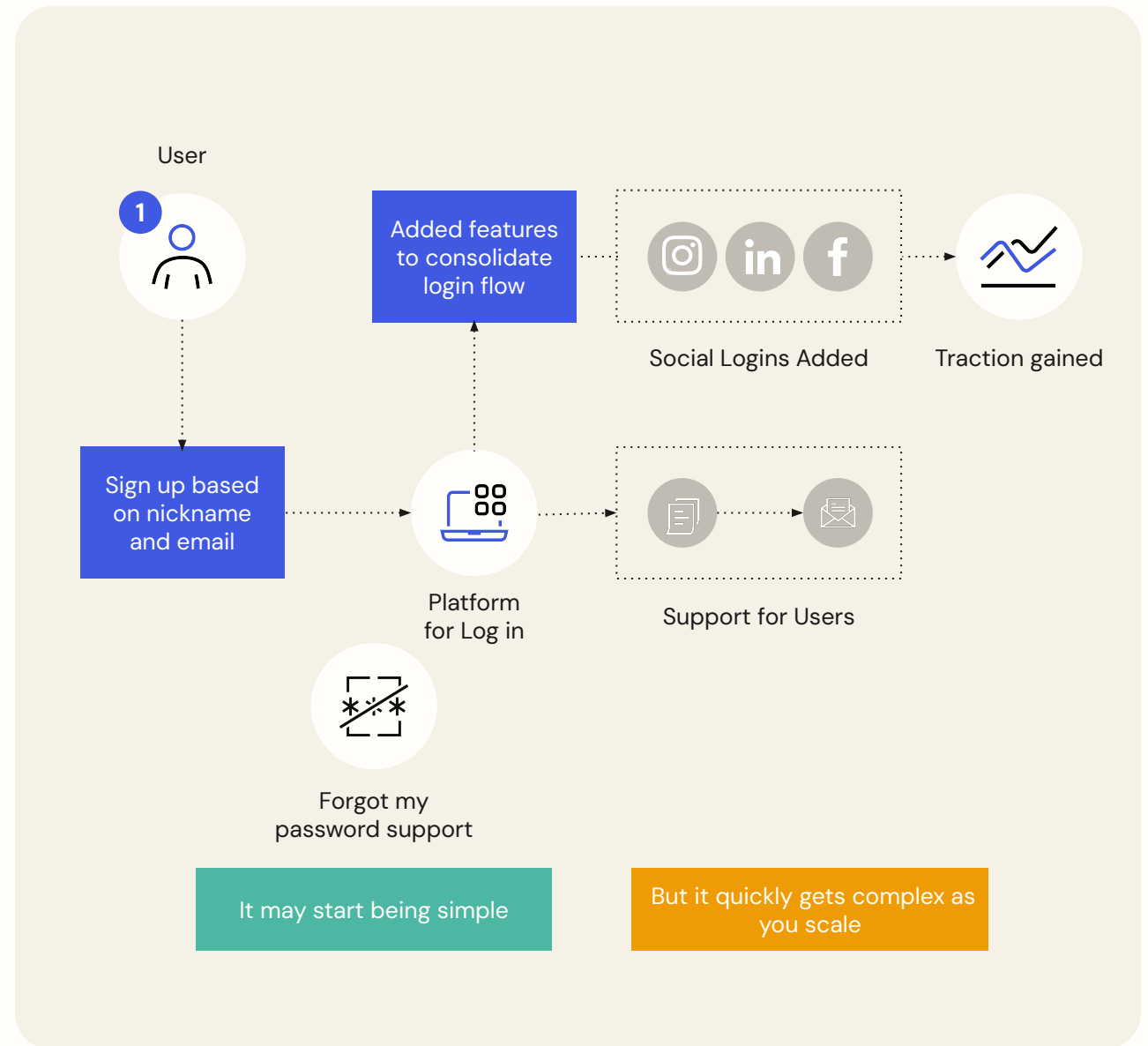
- Add support for Social Login & Signup
  - Reducing friction in the user experience
- Implement code to validate security tokens



# Customer Identity DIY

## Scaling to provide a more engaging user experience

- Add support for Social Login & Signup
  - Reducing friction in the user experience
- Implement code to validate security tokens
- Provide better user support
  - Linked Accounts



# Customer identity unlocks the power of customer data

1



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Accurately Identify  
customers across their full journey

2



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Power Analytics  
with actionable insights

3



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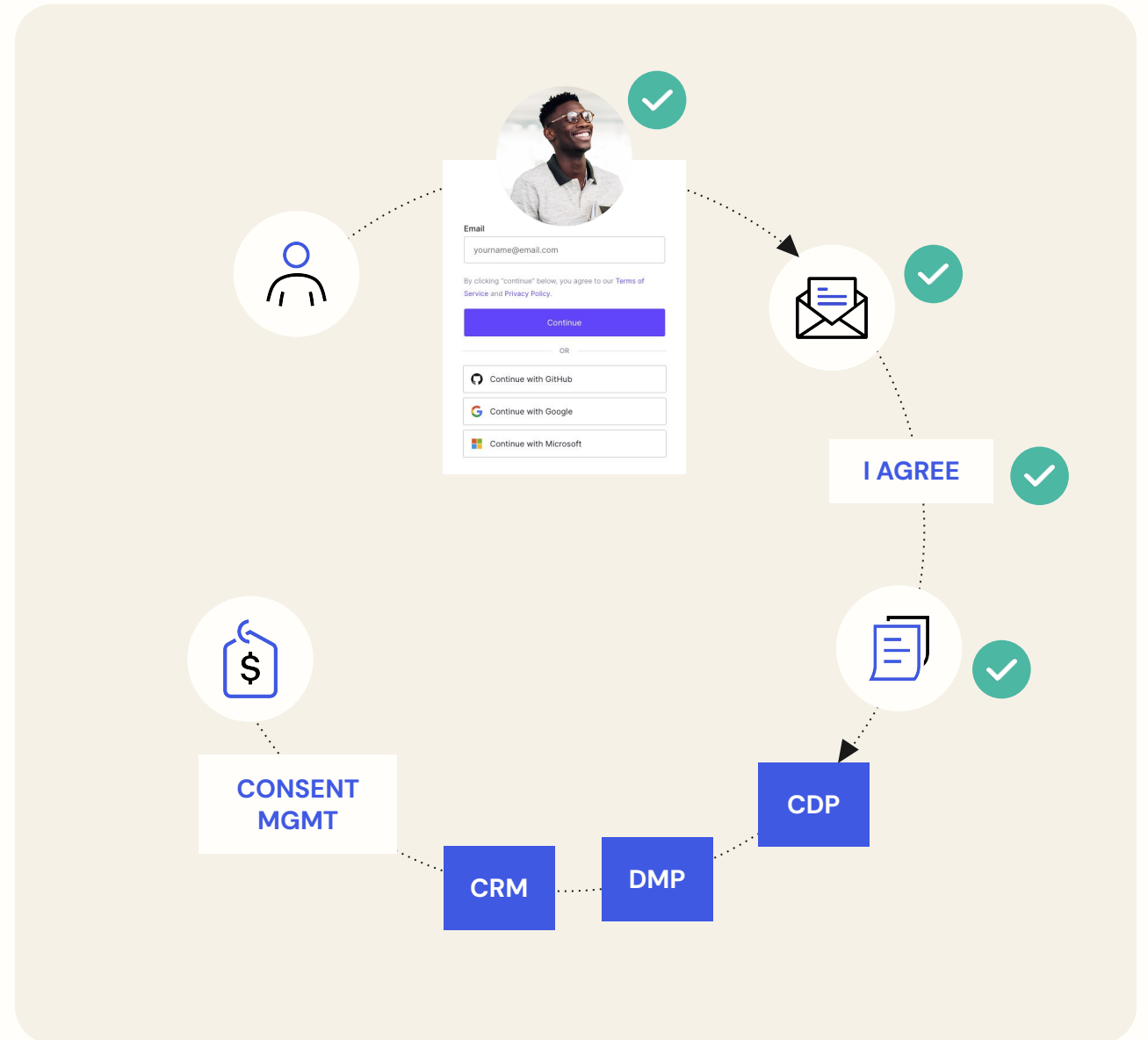
Build Trusted  
experiences



# Customer identity unlocks the power of customer data

## Accelerate revenue and business outcomes

- Universal Login
- Social Connections
- WebauthN – Passwordless
- Progressive Profiling
- Marketplace Integrations
- User experience testing
- Web personalization



# Digital Initiatives & Business Value



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## Streamlined Registration & Login

- Increased new, and repeat customers
- Lower friction
- Increased revenue
- Increase new account conversions



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## Web Personalization

- Build long term
- Brand loyalty
- Improved user experience
- Increased revenue



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## Fraudulent Registration & Attack Protection

- Protect revenue
- Prevent data loss from account takeover and bot attacks
- Improve UX by minimizing friction



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## Progressive Profiling

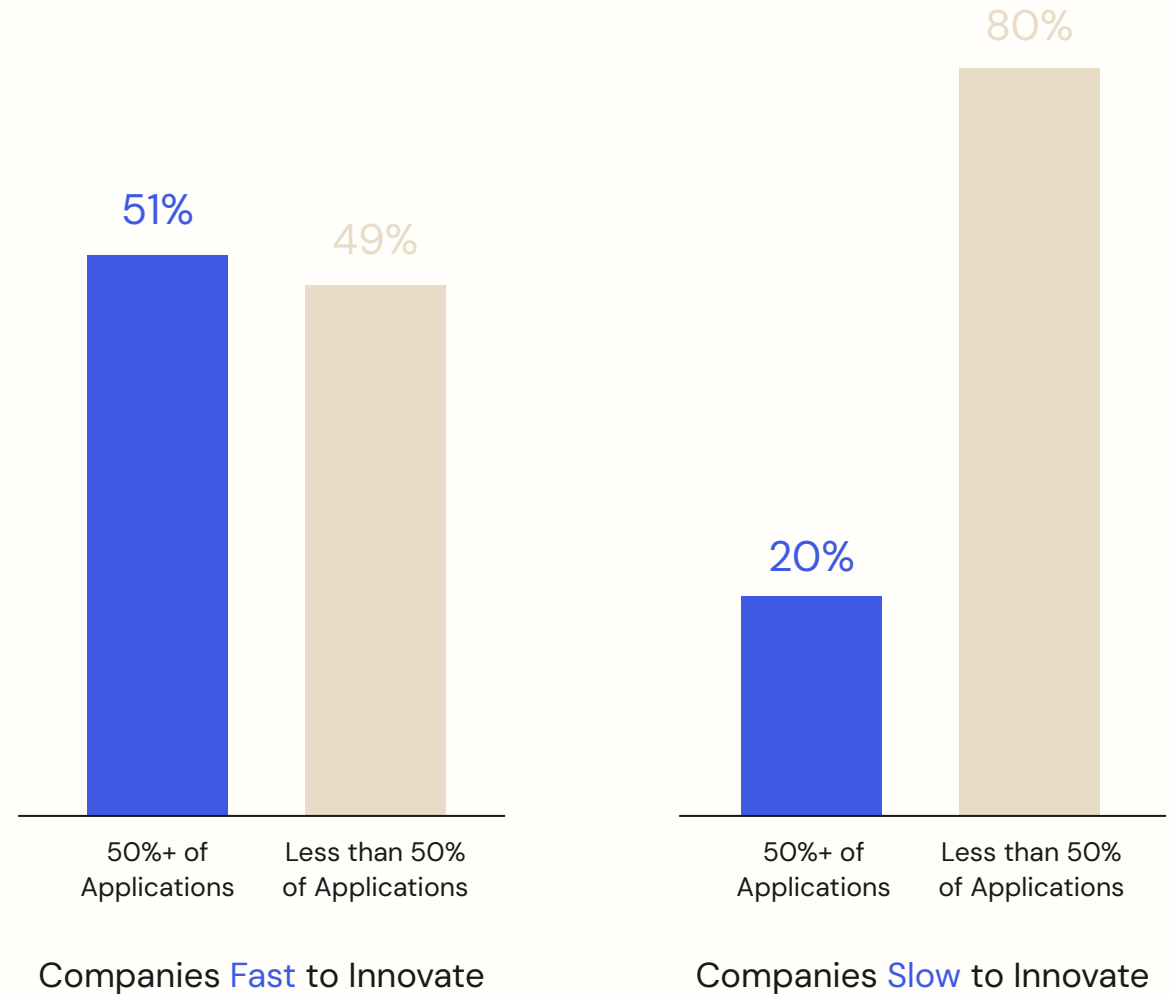
- Build a 360 degree view of your customers
- Lower login friction
- Increased conversions





# What percentage of your apps use some third-party SaaS components?

(Eg. Twilio, Stripe, Auth0)



\*Fast to innovate: Releases each month or faster

\*\*Slow to innovate: Releases take longer than a month and up to 1 year+





## Streamlined Registration & Login

“Now that the log-in flow is so much faster, especially on mobile, people are more willing to log in again because now it’s just a simple tap. We were expecting something like 7% growth month-over-month, and instead it’s been about 20% month-over-month.”

Luca Cipriani  
CIO



“It’s all about [our developers] delivering value to Servcorp and building the things that really make a difference to our clients. While identity is certainly a critical part of our digital customer experience, I’d much prefer them building features and functionality that help our clients’ businesses succeed.”

Matthew Baumgartner  
Global CIO, ServCorp

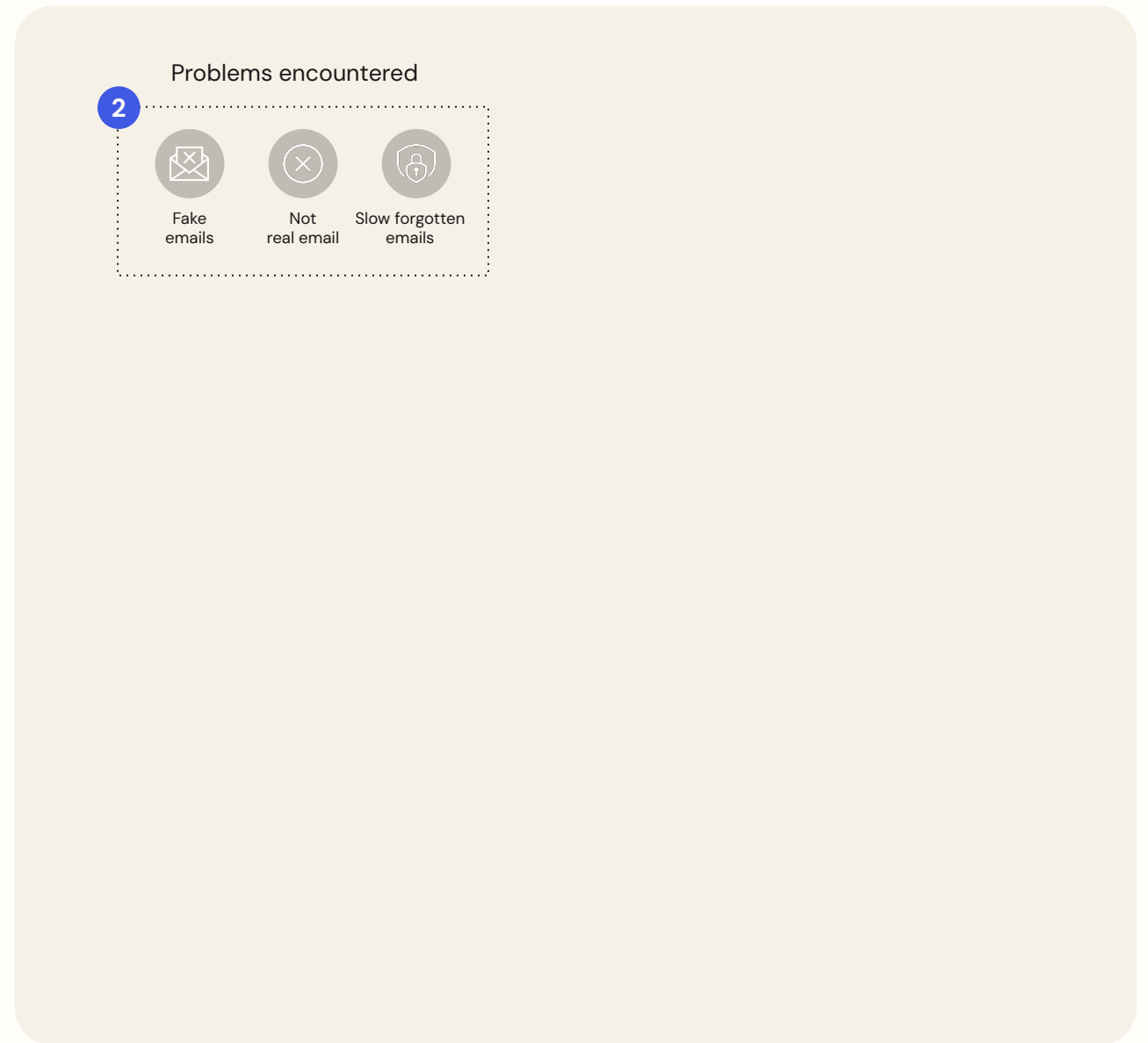


# Improved Security



# Customer Identity DIY

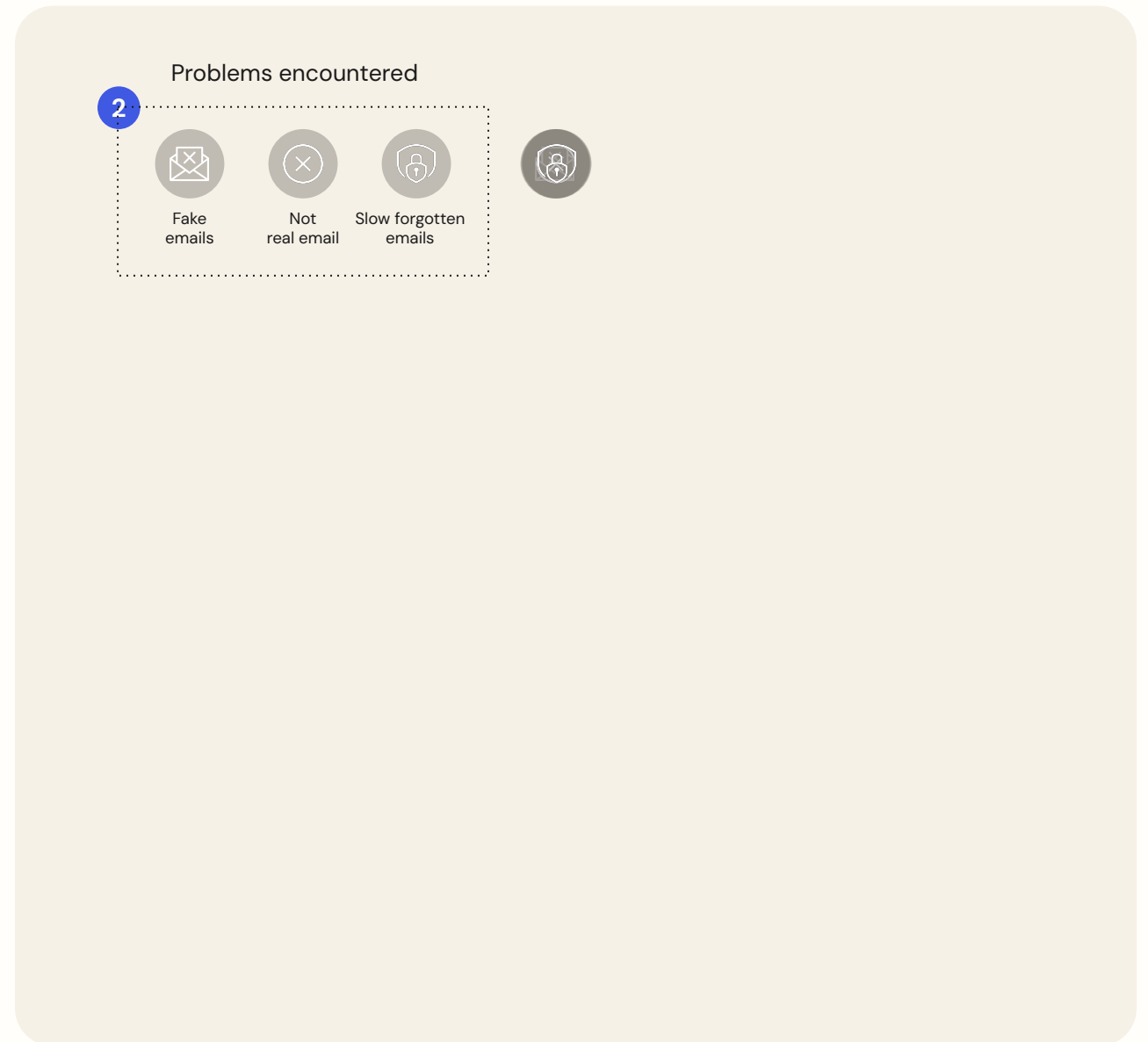
## Issues that could lead to vulnerability



# Customer Identity DIY

## Issues that could lead to vulnerability

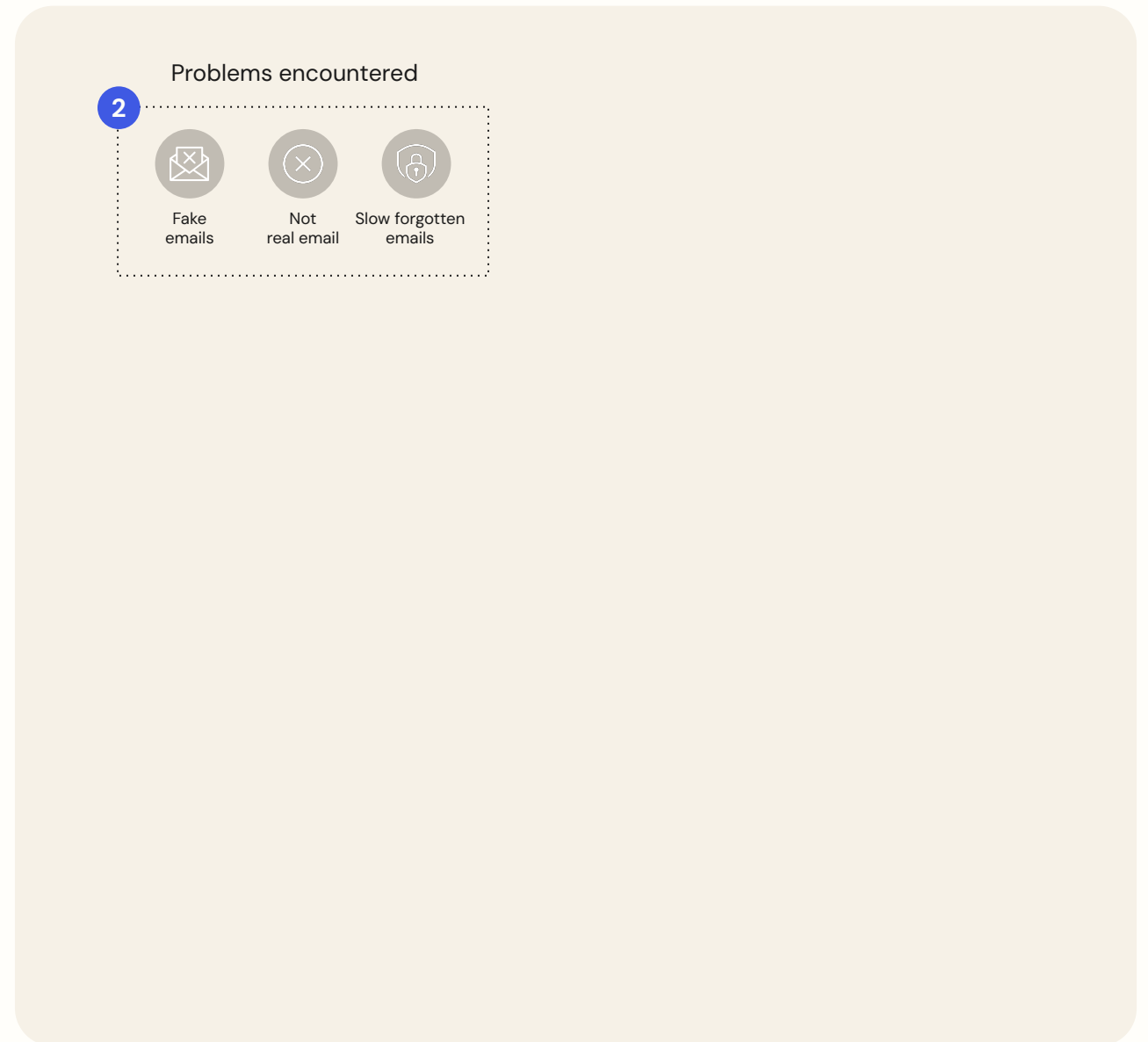
- Bot Attacks
  - Automation designed to overload and detect accounts
- Fake Registrations
  - To perpetrate takeover via insecure account linking
- Performance Degradation
  - Clogging identity storage and creating system latency



# Customer Identity DIY

## Issues that could lead to vulnerability

- Unencrypted Passwords
- Insecure Credential Storage
- Insecure User Profile Access
- Insecure User Profile Management
  - Resulting in leaked PII or compromised accounts
- Insecure Change Management policies
  - Resulting in potentially leaked system access information
- etc.

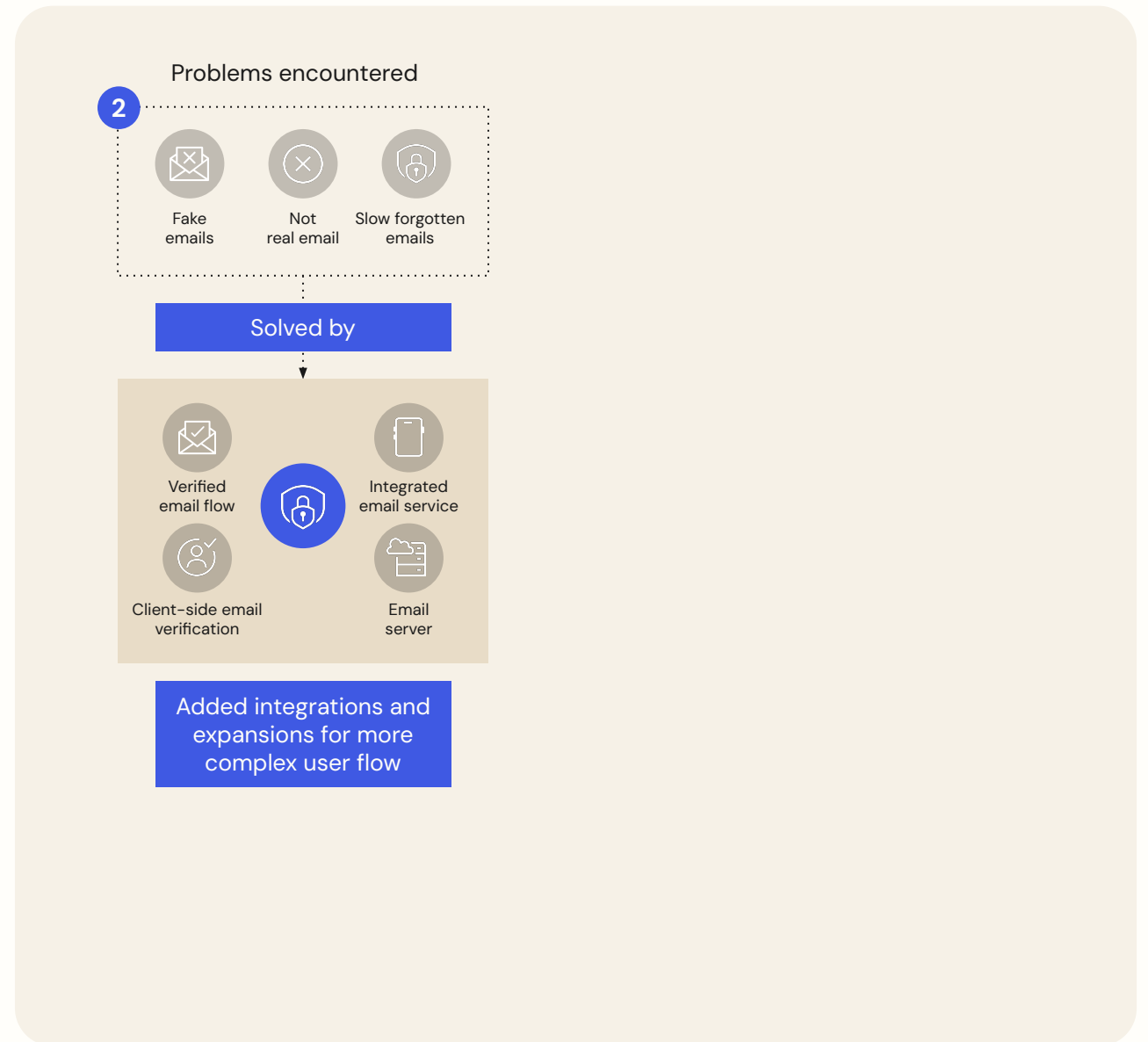


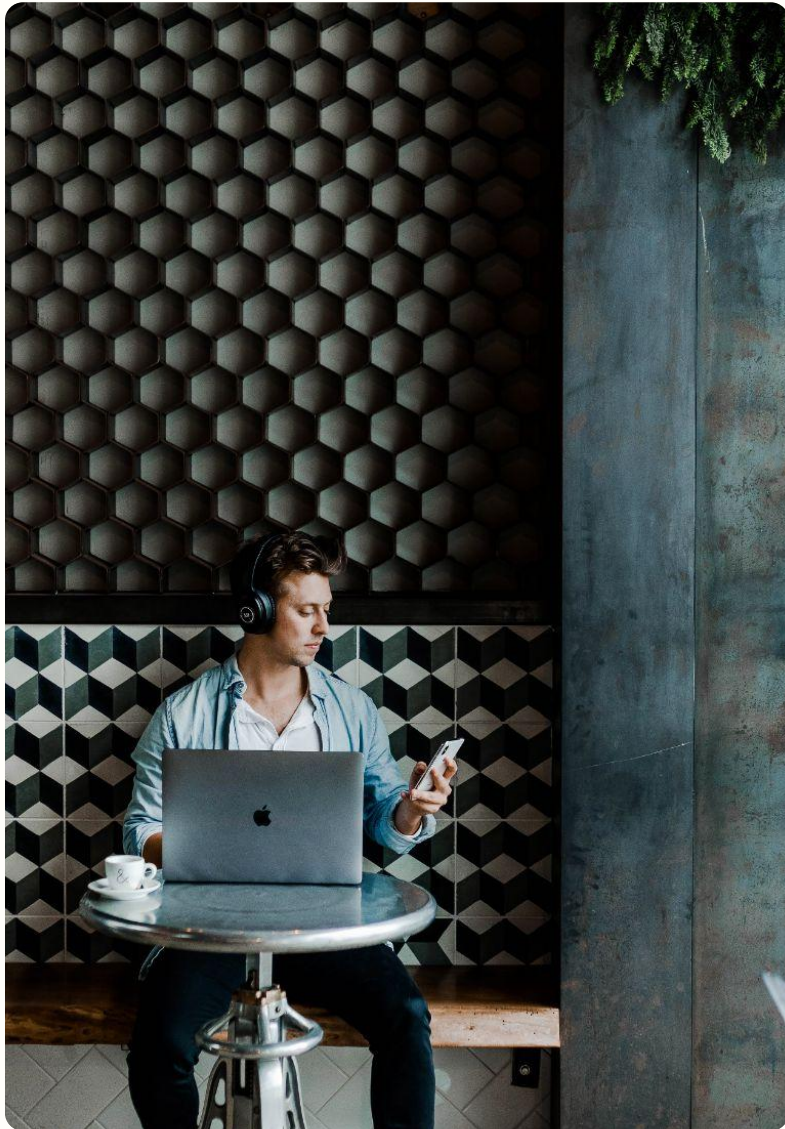


# Customer Identity DIY

## Vulnerability mitigation

- User Email Validation
- User Identity Verification
- Secure Communication Workflows...
- Bot Detection
- Brute Force Protection
- Credential guarding
- Suspicious IP management
- et al





# Attackers are not hacking in, they're logging in.

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278%

MFA bypass from 2021 to 2022

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83%

Growth Credential stuffing from 2021 to 2022

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58%

Users that have tried login using breached password from 2021 to 2022

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15%

Growth in fake signups from 2021 to 2022



# A Layered Defence against Identity Attacks

## Bot Detection

Use machine learning to assess the risk of a scripted attack before an authentication request is even made to the server

## Credential Guard

Detect, block, and notify users when a login attempt is using a breached password

## Suspicious IP throttling

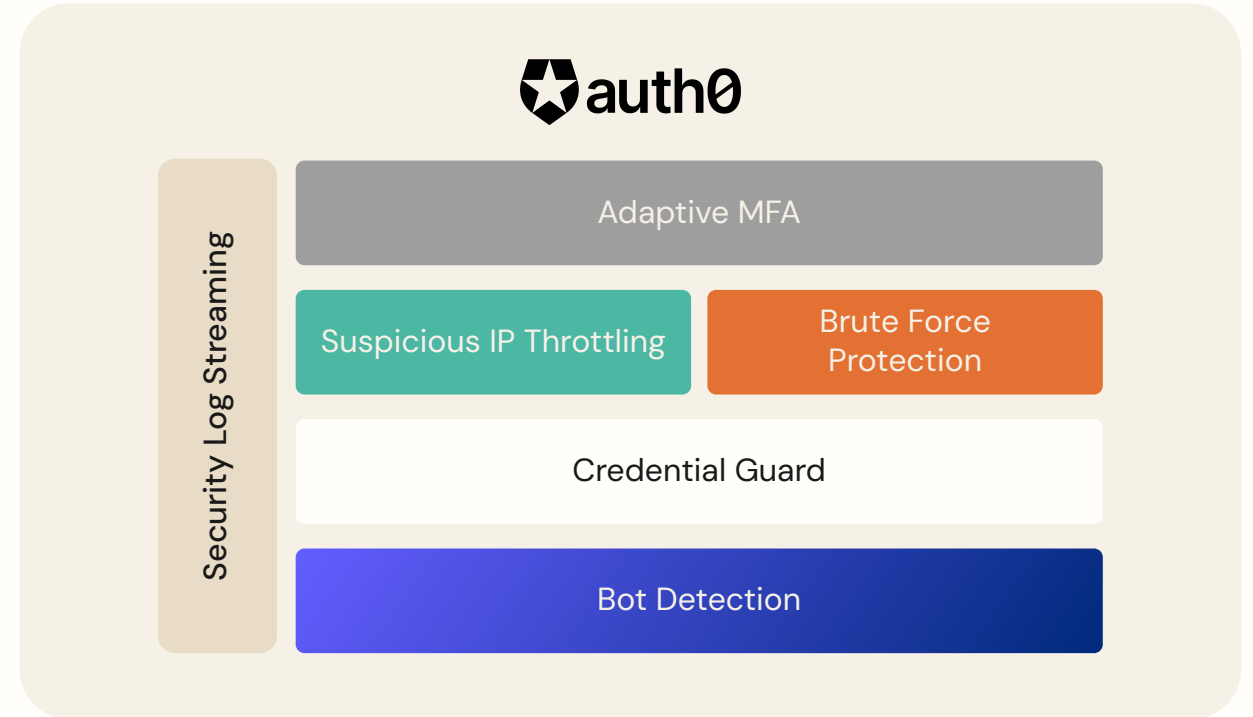
Block traffic from any IP address that rapidly attempts too many logins or signups

## Brute Force Protection

Safeguard users against a single IP address attacking a single user account

## Adaptive MFA

Define policies to require additional levels of authentication either for every login, when the risk is high, or based on your own business rules



80%

Fewer legitimate users challenged vs. always-on MFA

12-36 HRS

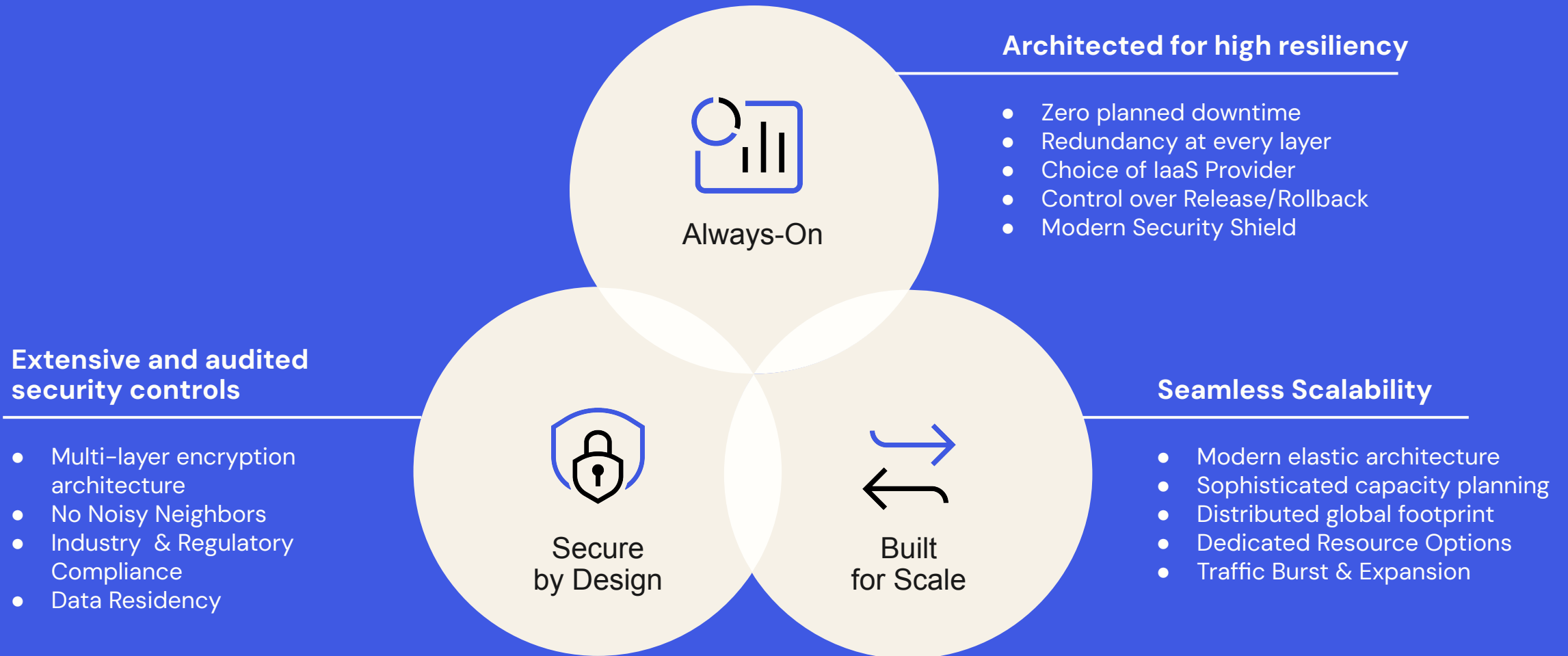
Typical breach detection time

57%

Fewer failed signups and logins with Okta bot protection



# Three pillars to Okta CIC secure, always-on architecture



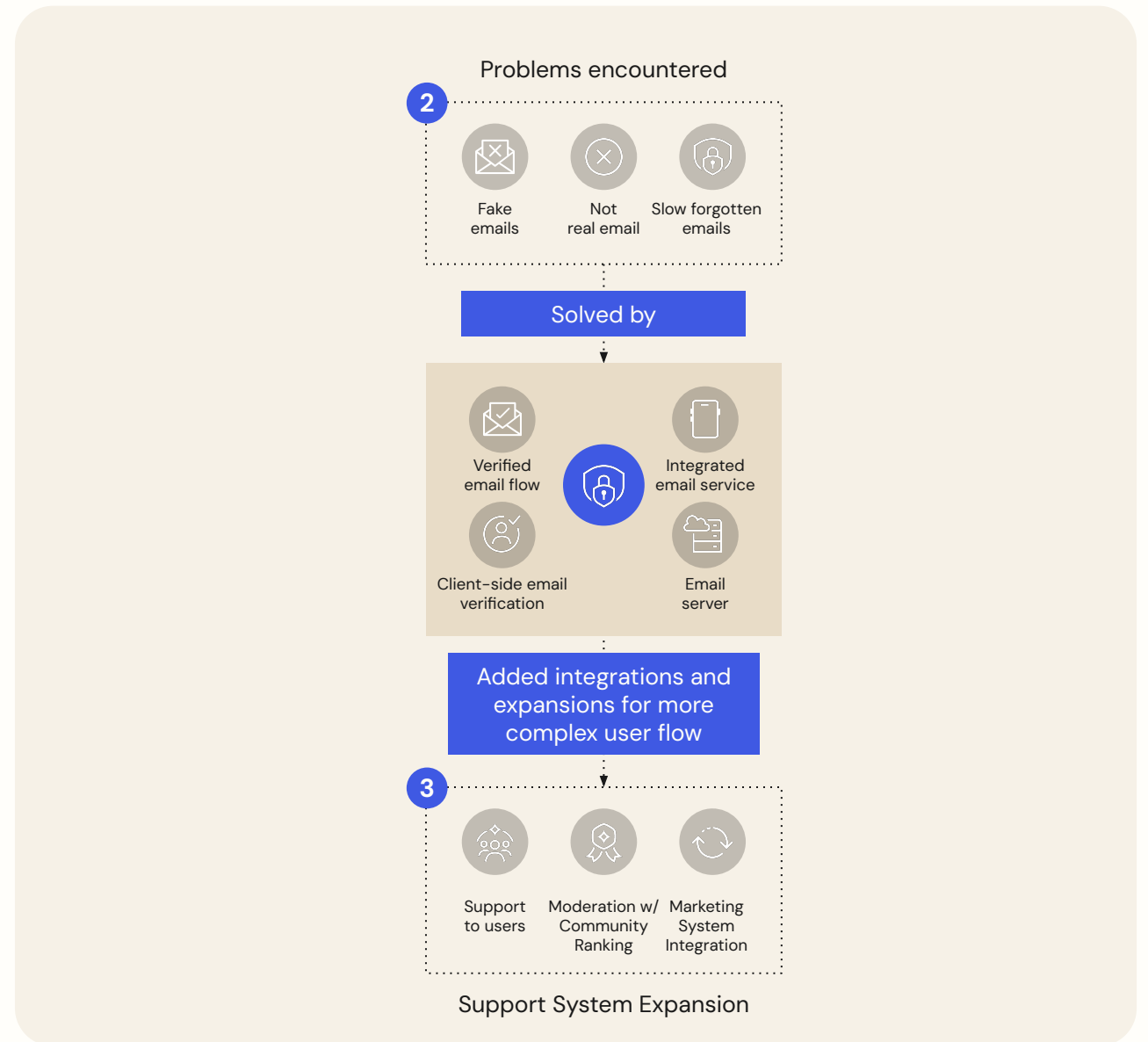
# Engineering Agility & Efficiency



# Customer Identity DIY

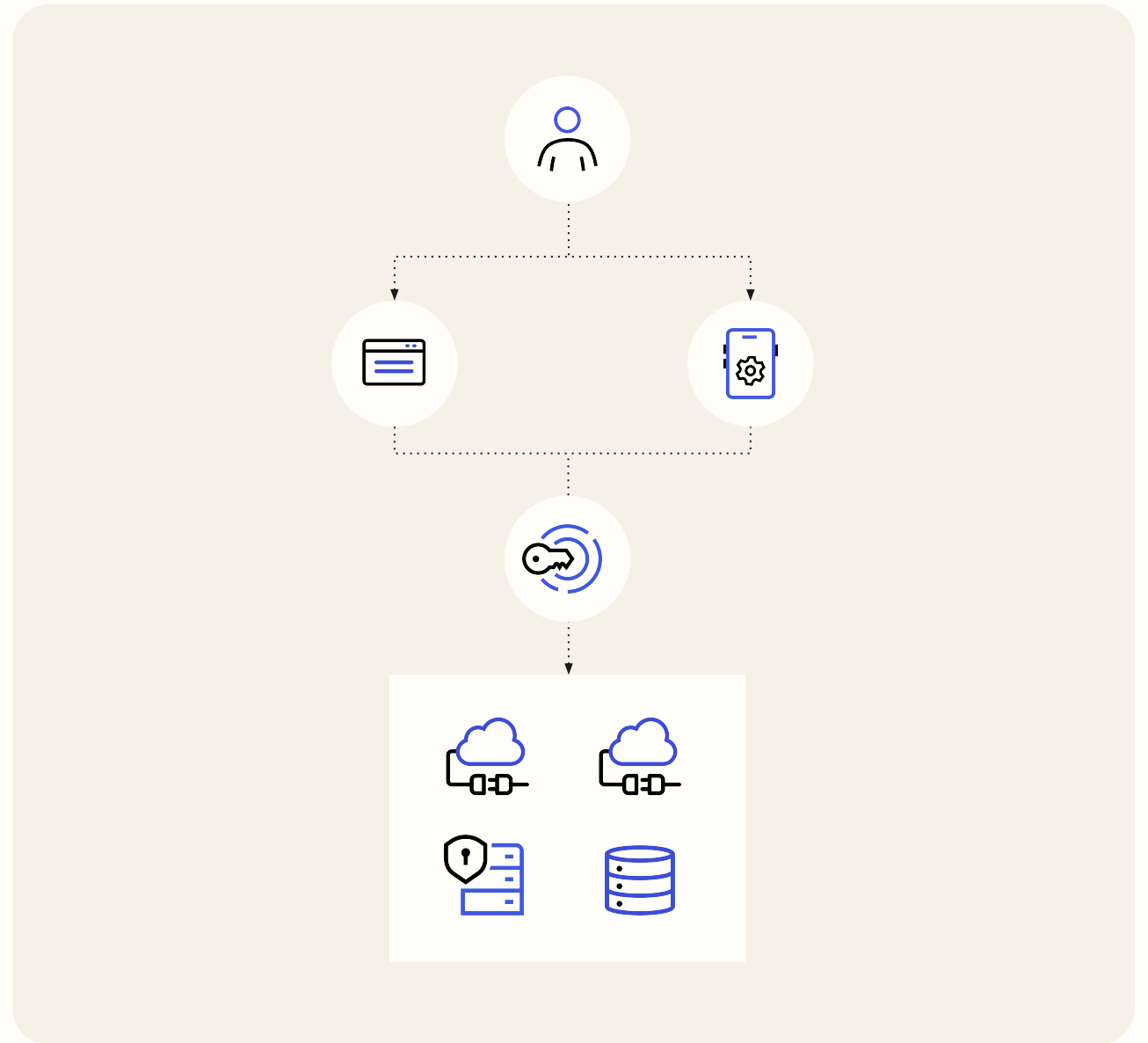
## Executing at scale

- API Integrations
- API Development



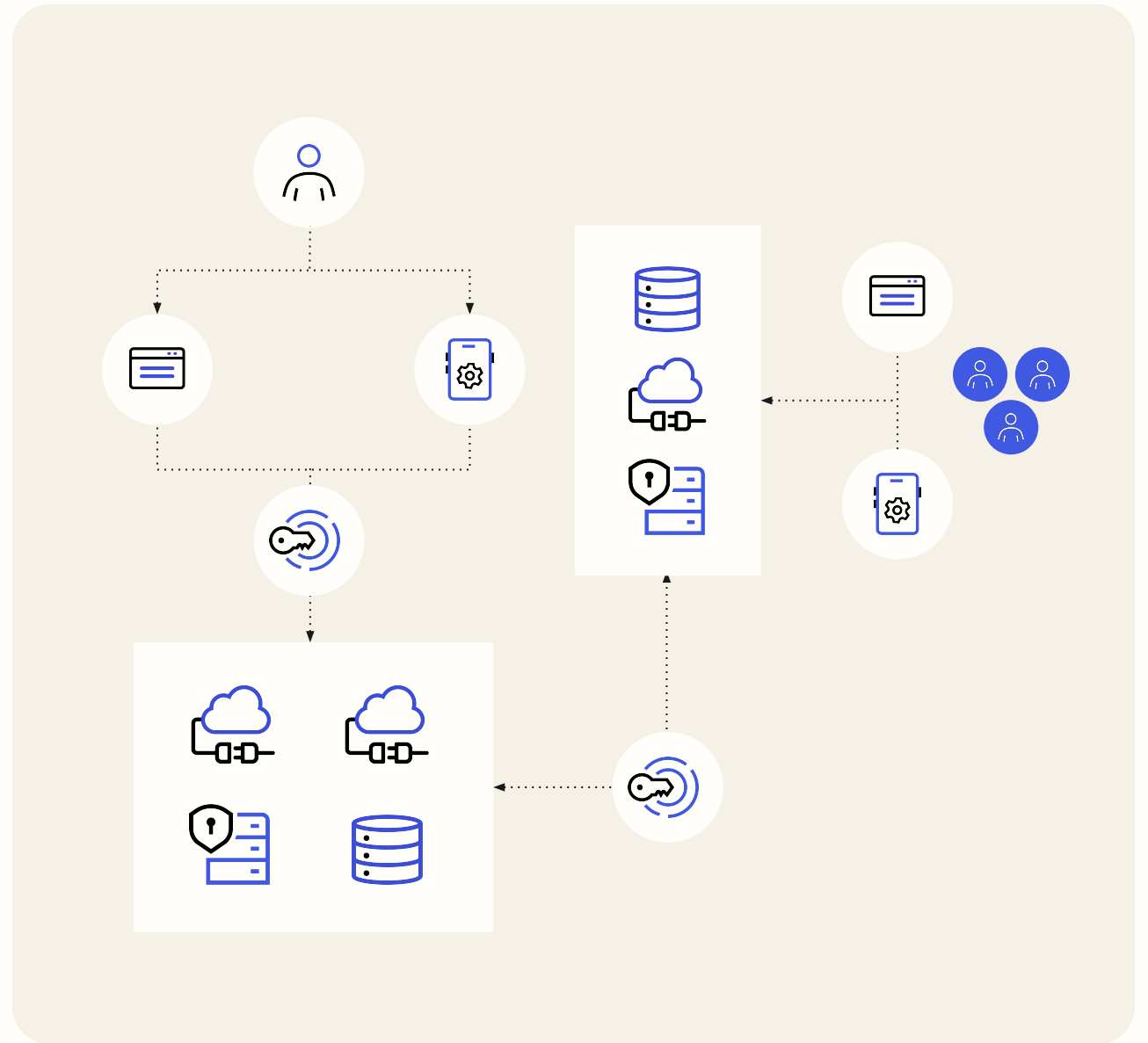
# Customer Identity DIY

- Resource Servers
- Providing Secure Access
- To User Related Resource(s)
- On Behalf Of A User



# Customer Identity DIY

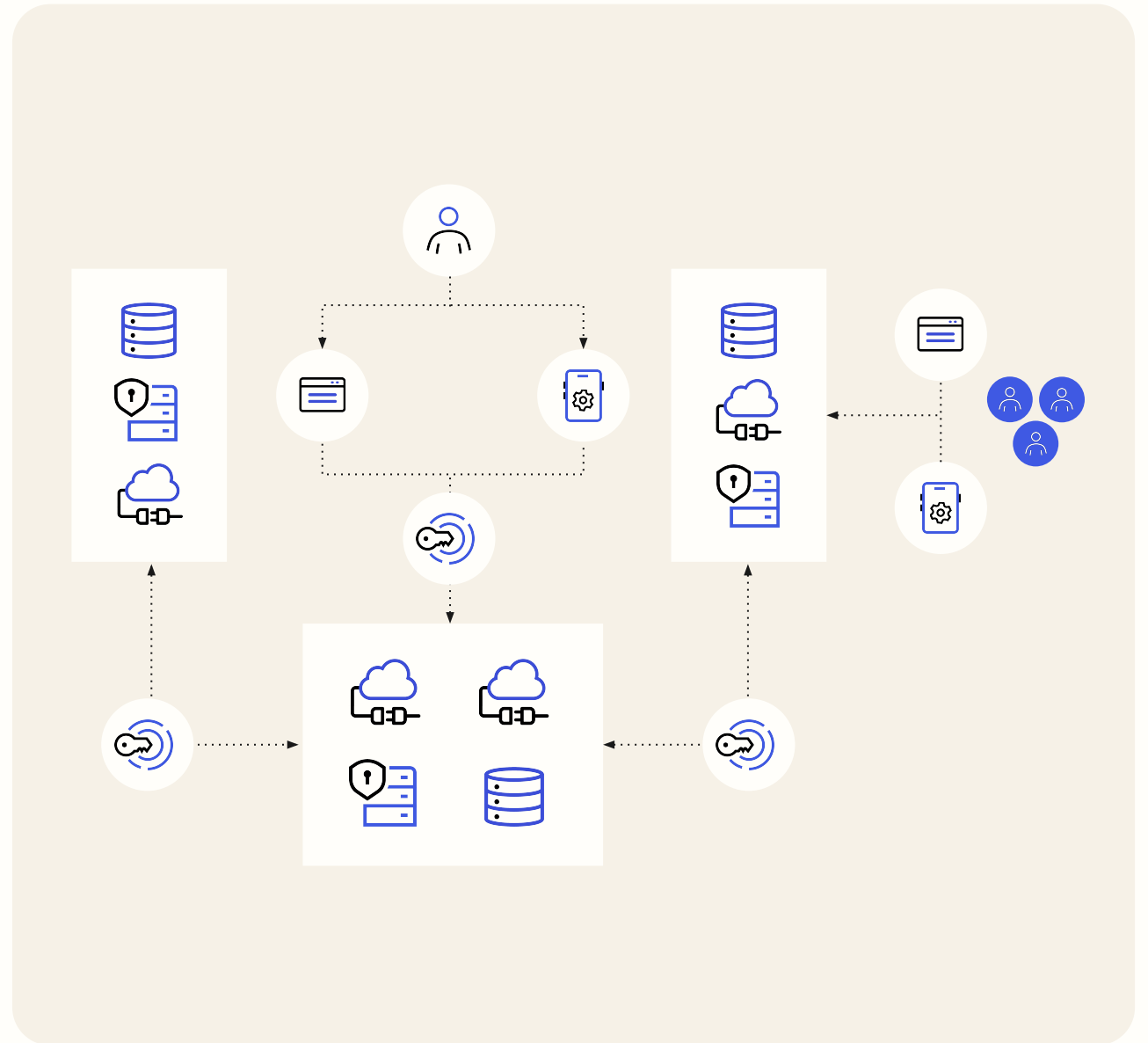
- Resource Servers
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# Customer Identity DIY

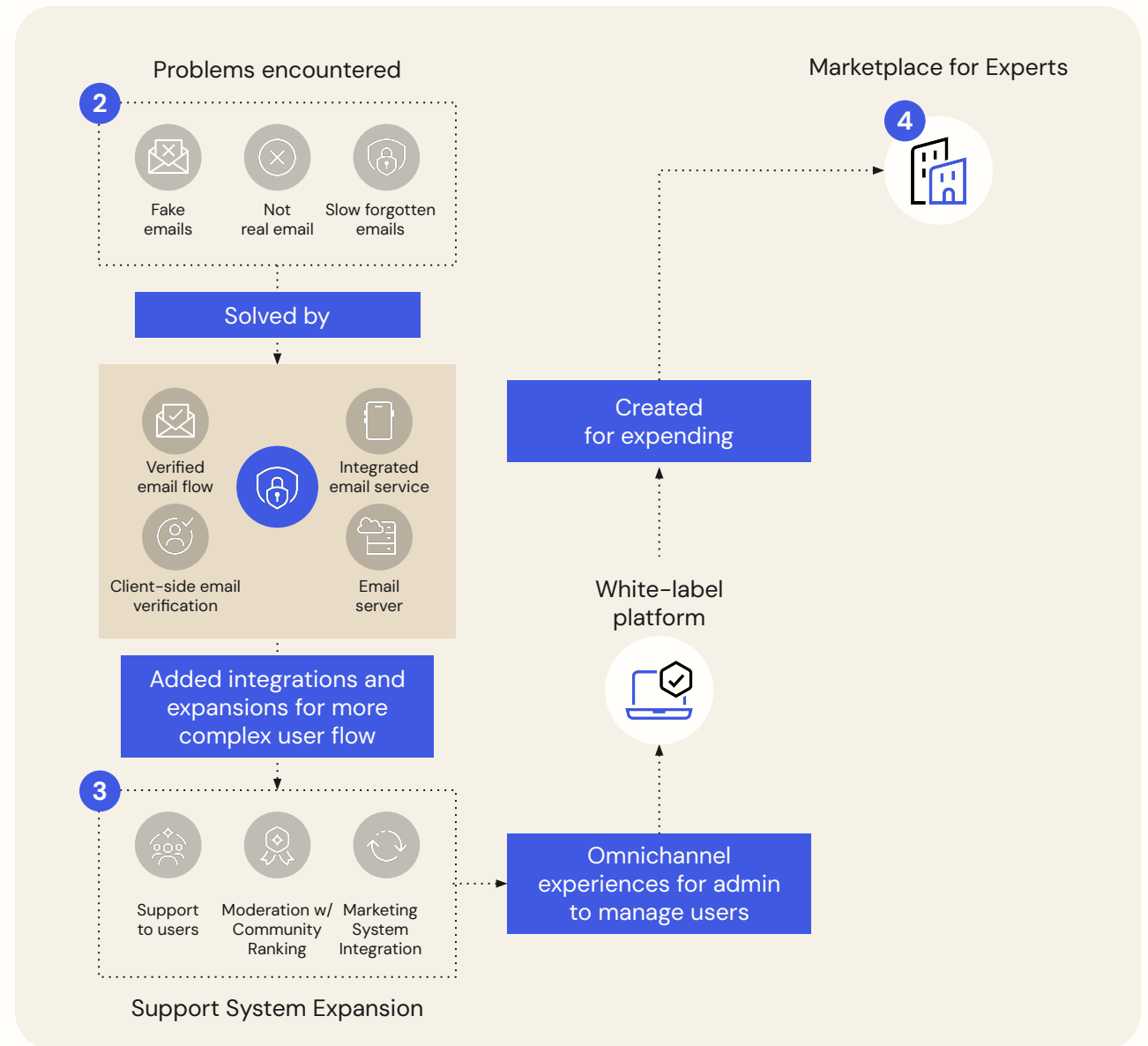
- Resource Servers
- Providing Secure Access
- To User Related Resource(s)
- On Behalf Of A User
- As well as to non-User Related Resource(s)



# Customer Identity DIY

## Executing at scale

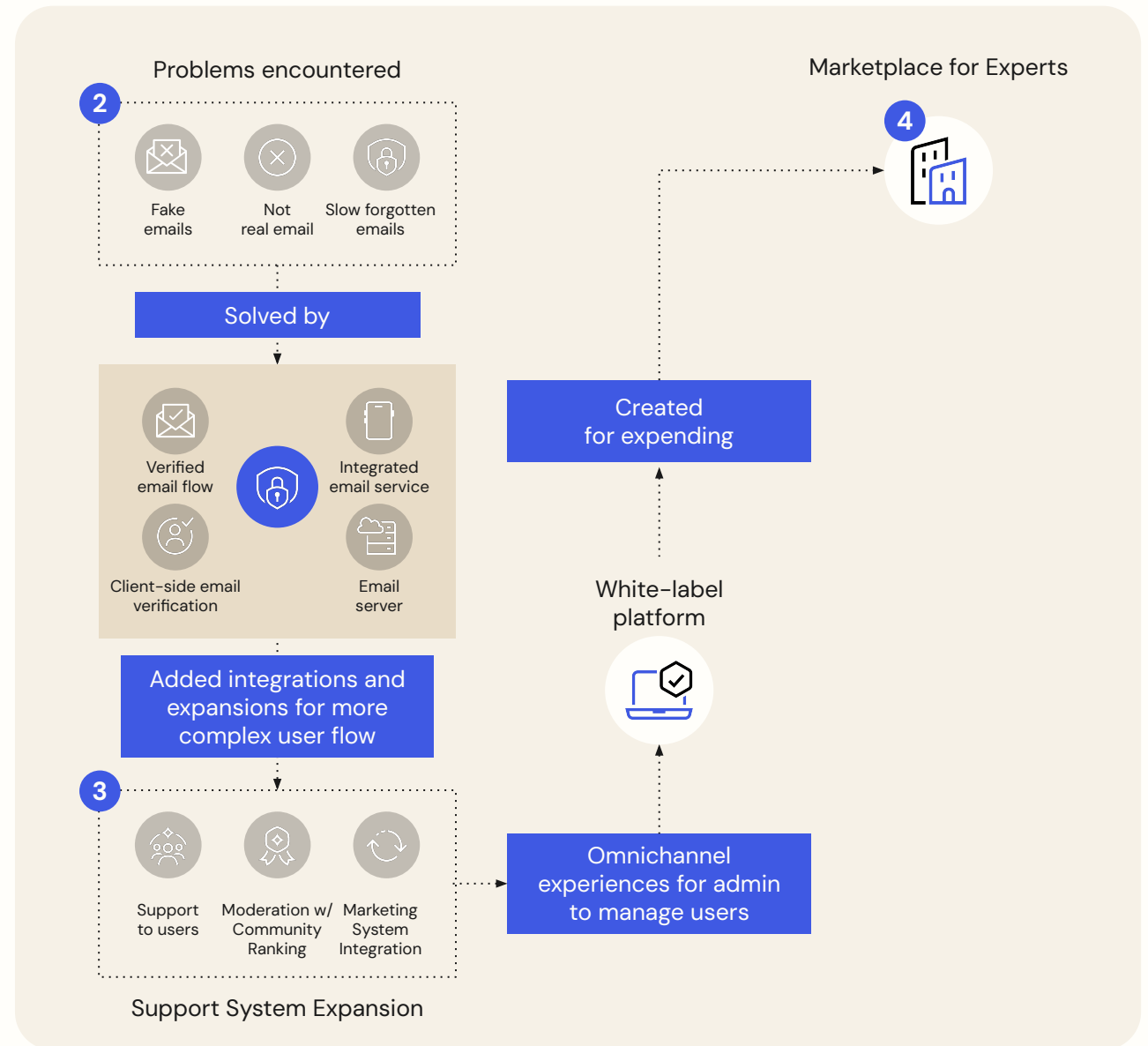
- API Integrations
- API Development
- User Administration flexibility
- Consume Marketplace services



# Customer Identity DIY

## Executing at scale

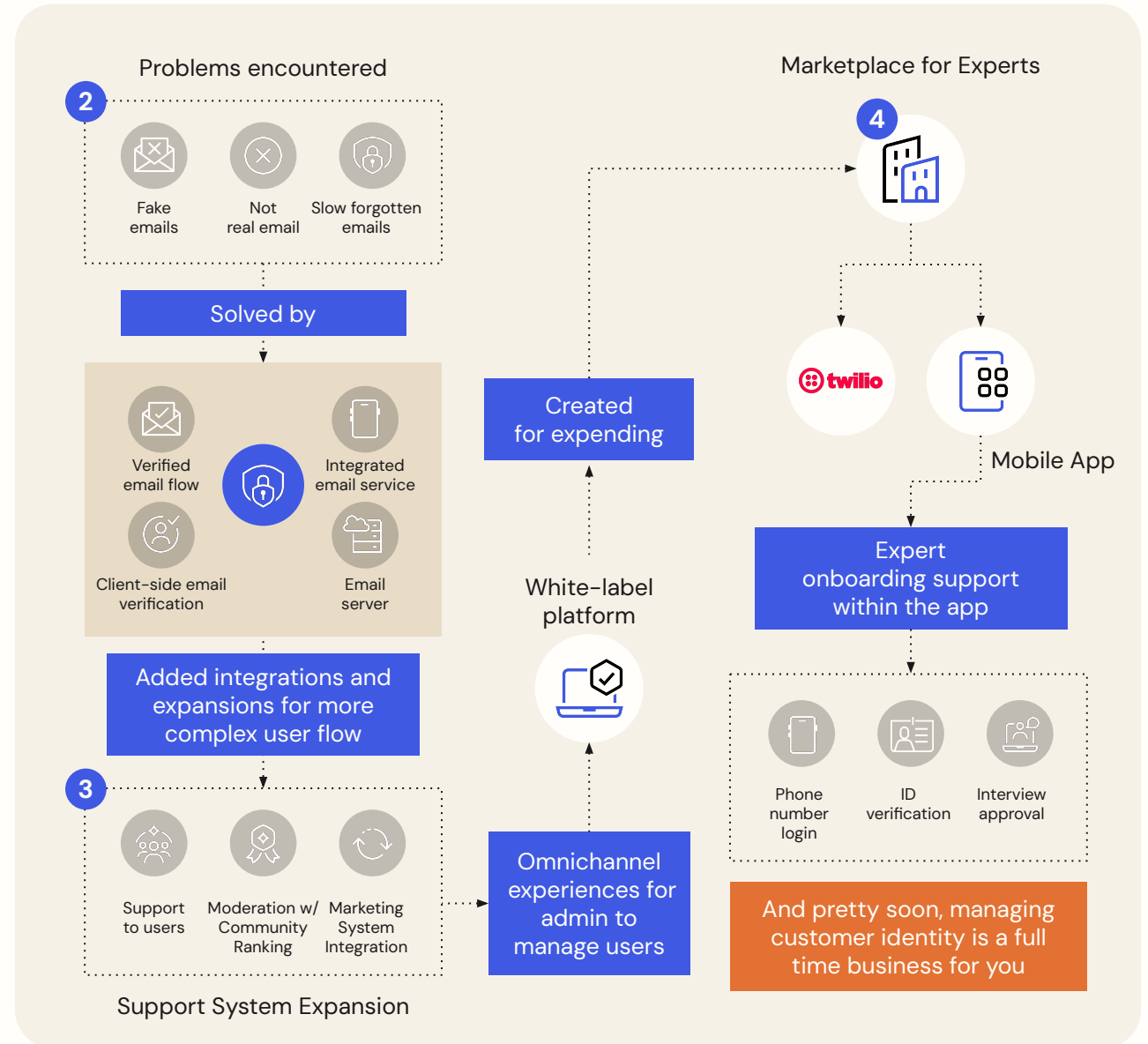
- API Integrations
- API Development
- User Administration flexibility
- Consume Marketplace services















# Customer Identity DIY

## Executing at scale

- API Integrations
- API Development
- User Administration flexibility
- Consume Marketplace services
- Build Personalized Consumer Journeys
- Support emerging technologies



# Integrations & maintenance

 <b>Infobip</b> ACTIONS Global SMS messaging built for scale, speed, and deliverability	 <b>Amazon SNS</b> ACTIONS Fully managed pub/sub messaging for microservices and serverless...	 <b>Arenu Policy Acceptan...</b> ACTIONS Require your users to accept custom privacy policies or new terms
 <b>Arenu Progressive Prof...</b> ACTIONS Capture new users' information in your authentication flows	 <b>ClickSend</b> ACTIONS Global SMS using direct routes for rapid, reliable delivery	 <b>Cumul.io</b> ACTIONS Embed snappy, intuitive dashboards in your SaaS product
 <b>DataGuard Consent &amp; Pr...</b> ACTIONS Capture, retain and grow consent as part of the customer journey	 <b>Esendex</b> ACTIONS Esendex is an SMS service that integrates with Auth0 to offer multi...	 <b>EVA Voice Biometrics</b> ACTIONS Confirm people's identities and liveness with voice biometrics
 <b>ID DataWeb Verification</b> ACTIONS Real time & self service global identity verification	 <b>Incognia Authentication</b> ACTIONS Reduce friction at mobile login with location behavioral biometrics	 <b>Incognia Onboarding</b> ACTIONS Streamline mobile identity proofing with address verification

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83+ Partner Action Integrations

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286+ Integrations

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100+ APIs/SDKs/OOTB Rule & Hooks



# Important capabilities for faster time to market

## An out of the box CIAM solution should offer

- Actions
- API Authorization
- User Migrations
- Extensibility
- 60+ SDK & Quickstarts
- Private and Public cloud deployments in AWS and Azure

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**80%** on Okta customers are up and running within a month

“Things in the identity space change almost by the hour, and we need a technology partner that can keep up with that pace of change on a daily basis.”

Eash Sundaram

EVP Innovation, Chief Digital & Technology Officer, JetBlue Airways



“Building and running bespoke identity solutions requires a lot of operational effort because you have to constantly patch vulnerabilities that arise. We realized it was best for us to invest in value-added activities for Coles and our customers, not creating identity systems or identity platforms.”

Assaf Warshitzky

Platform Engineering Group Manager, Coles



# Summary





# The pace of innovation is a differentiator

# 83%

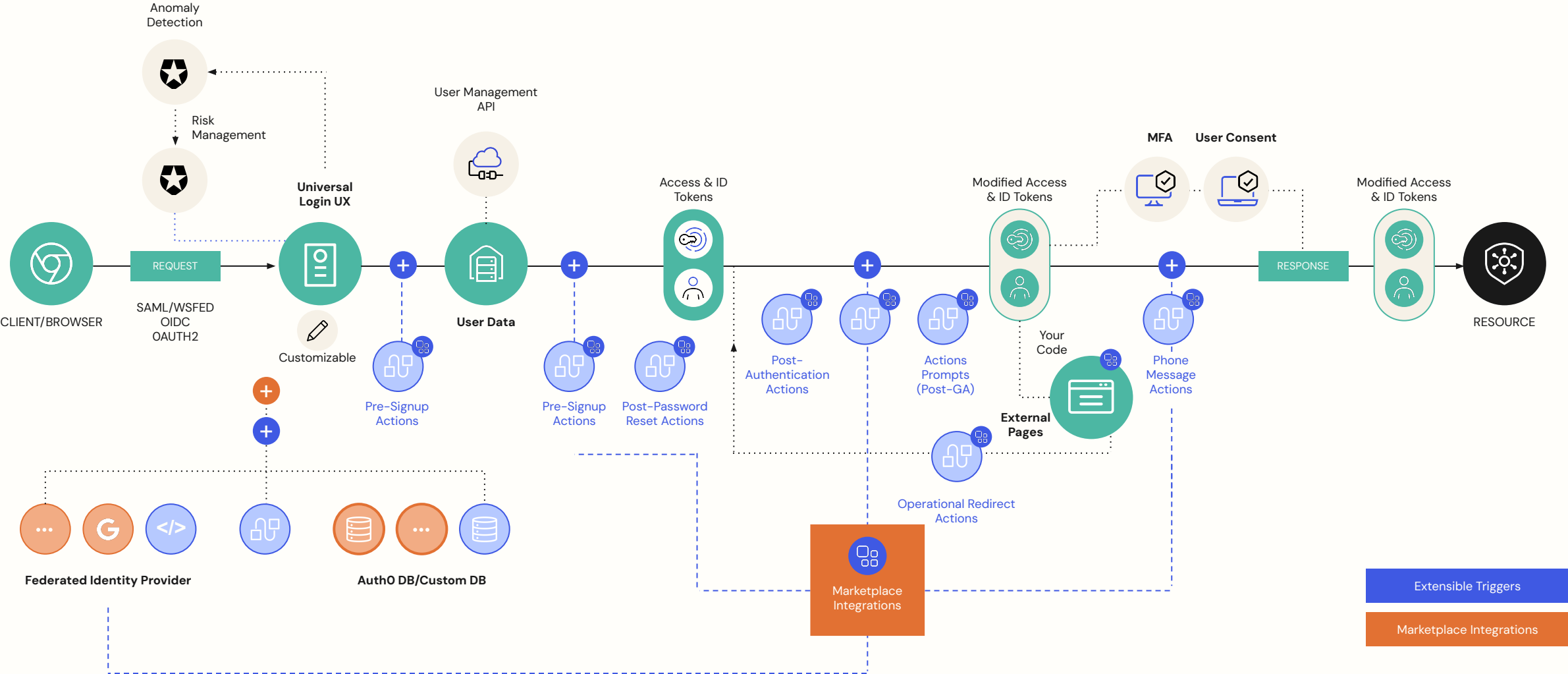
Companies that reduced their time to market by using a SaaS platform for authentication



“The cost of maintaining a homegrown CIAM toolset has grown, compared with commercial offerings. There is a growing preference for buying versus building, which is enabling the business to refocus development resources.”

**Gartner**

# Choosing the right platform is hard enough...



# ...building it yourself is even harder



It may start being simple

But it quickly gets complex as you scale

And pretty soon, managing customer identity is a full time business for you



# We take the headaches out of building and maintaining your identity system.

With a Platform of developer-friendly tools to drive your business outcomes



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## Faster time to market

- Actions
- API Authorization
- User Migrations
- Extensibility
- 60+ SDK & Quickstarts
- Private and Public cloud deployments in AWS and Azure



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## Accelerate revenue and business outcomes

- Universal Login
- Social Connections
- WebauthN - Passwordless
- Progressive Profiling
- Marketplace Integrations
- User experience testing
- Web personalization



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## Reduce risks

- Adaptive MFA
- Breached password detection
- Bot protection
- Brute force protection
- Step-up authentication
- Suspicious IP throttling



okta |  auth0

