Customer Identity Cloud

Powered by Auth0

Product Roadmap Presentation

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Introduction

Keziah Husselbee

Product Marketing Manager,
Customer Identity at Okta

As a Product Marketing Manager at Okta, my focus is on communicating the value of Customer Identity for SaaS applications.

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Safe harbor

This presentation contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding our financial outlook, long-term financial targets, product development, business strategy and plans, market trends and market size, opportunities, positioning and expected benefits that will be derived from the acquisition of Auth0, Inc. These forward-looking statements are based on current expectations, estimates, forecasts and projections. Words such as “expect,” “anticipate,” “should,” “believe,” “hope,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “might,” “could,” “intend,” “shall” and variations of these terms and similar expressions are intended to identify these forward-looking statements, although not all forward-looking statements contain these identifying words. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. For example, the market for our products may develop more slowly than expected or than it has in the past; there may be significant fluctuations in our results of operations and cash flows related to our revenue recognition or otherwise; we may fail to successfully integrate any new business, including Auth0, Inc.; we may fail to realize anticipated benefits of any combined operations with Auth0, Inc.; we may experience unanticipated costs of integrating Auth0, Inc.; the potential impact of the acquisition on relationships with third parties, including employees, customers, partners and competitors; we may be unable to retain key personnel; global economic conditions could worsen; a network or data security incident that allows unauthorized access to our network or data or our customers’ data could damage our reputation and cause us to incur significant costs; we could experience interruptions or performance problems associated with our technology, including a service outage; the impact of COVID-19 and variants of concern, related public health measures and any associated economic downturn on our business and results of operations may be more than we expect; and we may not be able to pay off our convertible senior notes when due. Further information on potential factors that could affect our financial results is included in our most recent Quarterly Report on Form 10-Q and our other filings with the Securities and Exchange Commission. The forward-looking statements included in this presentation represent our views only as of the date of this presentation and we assume no obligation and do not intend to update these forward-looking statements.

Any unreleased products, features or functionality referenced in this presentation are not currently available and may not be delivered on time or at all. Product roadmaps do not represent a commitment, obligation or promise to deliver any product, feature or functionality, and you should not rely on them to make your purchase decisions.

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News and Updates

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What’s Happening?

📢 User Groups - Collaborate with other Okta users

🎬 Webinars - Hang out with us

- Unboxing Identity Sessions
  - Workforce Identity Demo - 07/25, 10am PT
  - Customer Identity Demo - 07/26, 10am PT

📅 Oktane23 - Register Now

- **When?** October 3-5
- **Where?** San Francisco
- **More?** @ okta.com/oktane/

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Customer Identity Cloud Product Roadmap

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Product Roadmap Themes

Consumer Identity

Features to drive consumer growth by increasing conversions and reducing friction

SaaS Identity

Technology to achieve growth efficiently by modelling identity for business customers and their end users

Secure Identity

Tools to build trust and reduce risk by limiting the impact of fraud and abuse

Extensibility and Ecosystem

Features to meet the unique identity needs of each customer by customizing, extending and providing out-of-the box integrations

Developer Experience

Experiences to simplify implementation, management and operation of Auth0 for customers at any scale

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Consumer Identity

Hi Chris! Did you just login on your laptop?
Brooklyn, New York, United States
More Info
MAC_OS_X_IPHONE
UNRECOGNIZED DEVICE
Just now
Yes
Wasn't me

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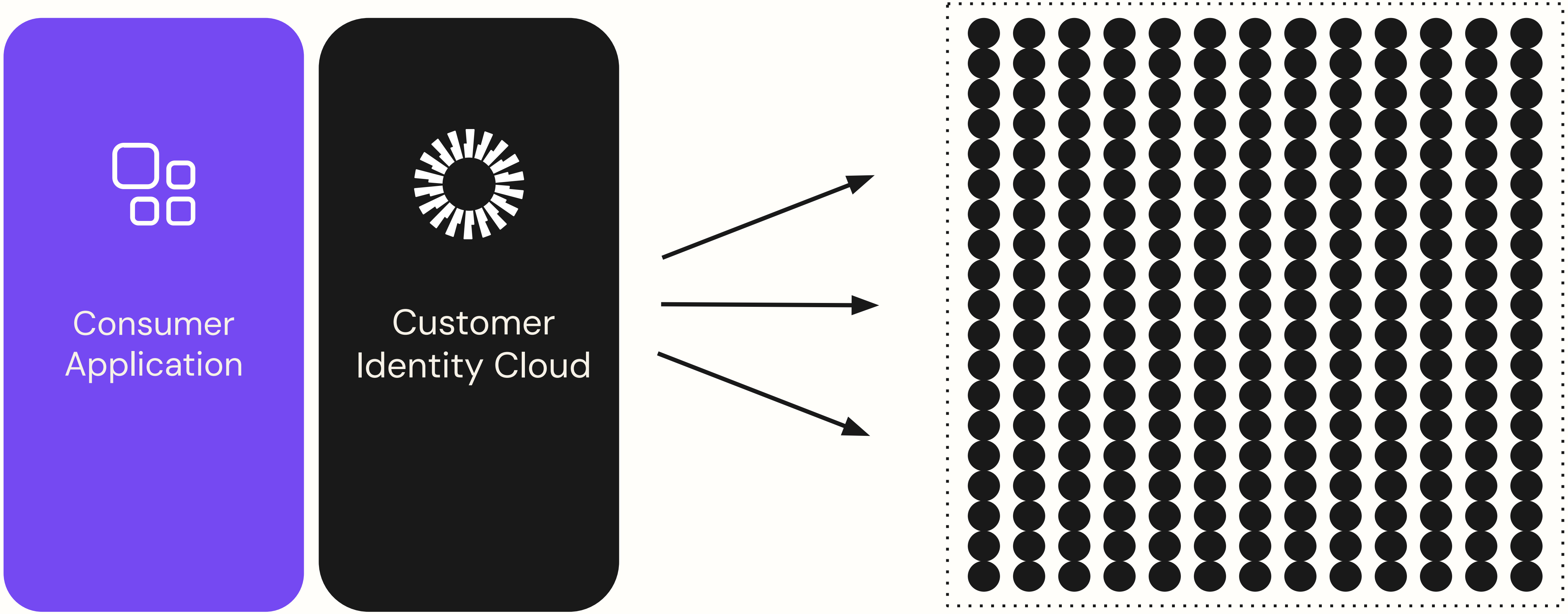
Visualizing the Use Case: Consumer Application



Consumer Application

Customer Identity Cloud

End Users

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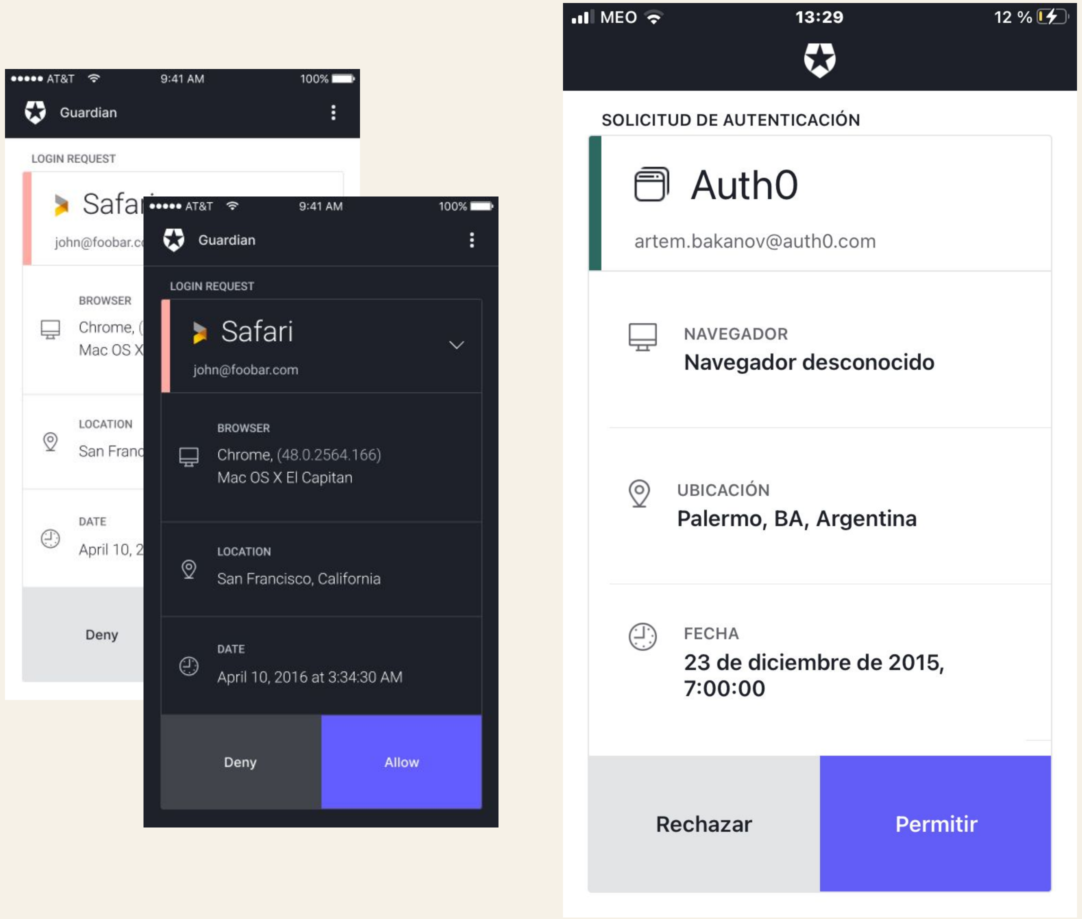
Release Highlights

Consumer Identity



●●●●● AT&T 9:41 AM 100%

Guardian

LOGIN REQUEST

Safa

john@foobar.c

BROWSER

Chrome, (
Mac OS X

LOCATION

San Franc

DATE

April 10, 2

Deny

●●●●● AT&T 9:41 AM 100%

Guardian

LOGIN REQUEST

Safari

john@foobar.com

BROWSER

Chrome, (48.0.2564.166)
Mac OS X El Capitan

LOCATION

San Francisco, California

DATE

April 10, 2016 at 3:34:30 AM

Deny Allow

MEO 13:29 12 %

SOLICITUD DE AUTENTICACIÓN

Auth0

artem.bakanov@auth0.com

NAVEGADOR

Navegador desconocido

UBICACIÓN

Palermo, BA, Argentina

FECHA

23 de diciembre de 2015,
7:00:00

Rechazar Permitir

Guardian App (iOS & Android)

Recent Updates

- Localization Support (Limited Languages)
- Essential Component Updates / Bug Fixes

What's Next

- Localization Support for all 40+ CIC languages – Guardian App will default to the mobile OS language and enable end-users to manually set which language they want to use
- Dark Mode – Switch to a modern, dark theme
- Authenticate using FaceID to protect against use in case of device compromise

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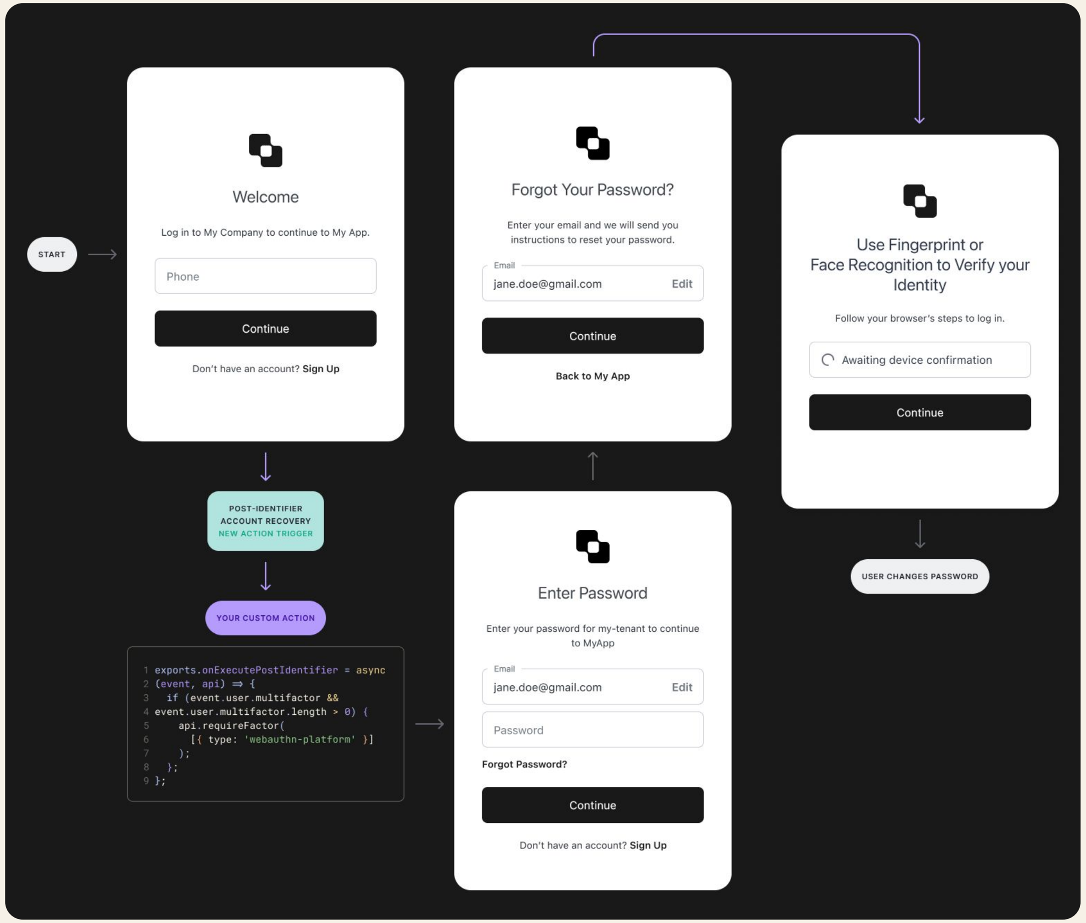
What’s Coming Next

Consumer Identity



Log in to My Company to continue to My App.

Don’t have an account? Sign Up

Enter your email and we will send you instructions to reset your password.

Email jane.doe@gmail.com Edit

Follow your browser’s steps to log in.

Awaiting device confirmation

Enter your password for my-tenant to continue to MyApp

Email jane.doe@gmail.com Edit

Don’t have an account? Sign Up

```
exports.onExecutePostIdentifier = async
(event, api) => {
  if (event.user.multifactor &&
event.user.multifactor.length > 0) {
    api.requireFactor(
      [{ type: 'webauthn-platform' }]
    );
  };
};
```

Password Recovery Improvements

- Remove the requirement for email verification on the recovery flow
- Add MFA to your recovery flow for added security
- Make a factor the only required challenge to reset a password
- Support 3rd party integration for increased security

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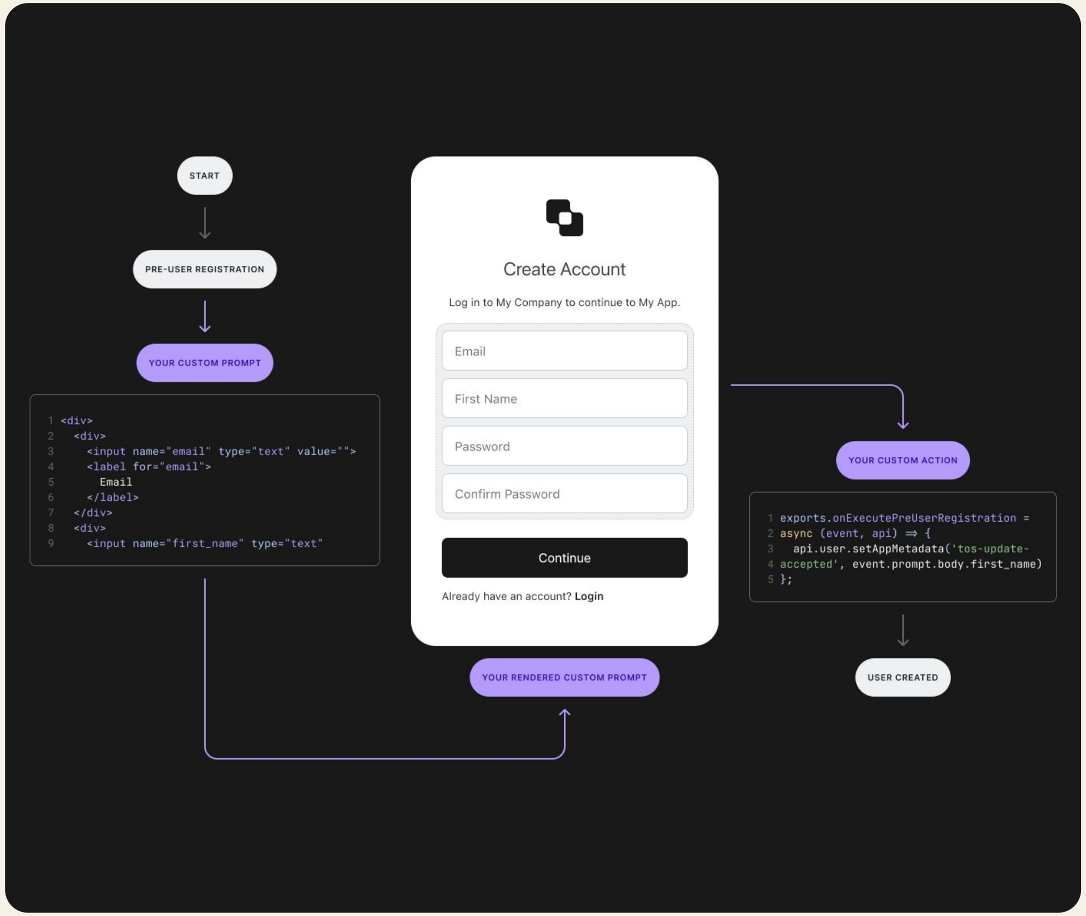
What’s Coming Next

Consumer Identity

Sign Up Enhancements

- Render custom prompts in the sign-up flow to display or collect additional information (Actions based)
- Customized sign-up fields on registration including Terms of Service, Consent options and any other desired metadata
- Sign-up with phone as a standalone identifier (Q3)



```
<div>
  <div>
    <input name="email" type="text" value="">
    <label for="email">
      Email
    </label>
  </div>
  <div>
    <input name="first_name" type="text"
```

Create Account

Log in to My Company to continue to My App.

Already have an account? Login

```
exports.onExecutePreUserRegistration =
async (event, api) => {
  api.user.setAppMetadata('tos-update-
accepted', event.prompt.body.first_name)
};
```

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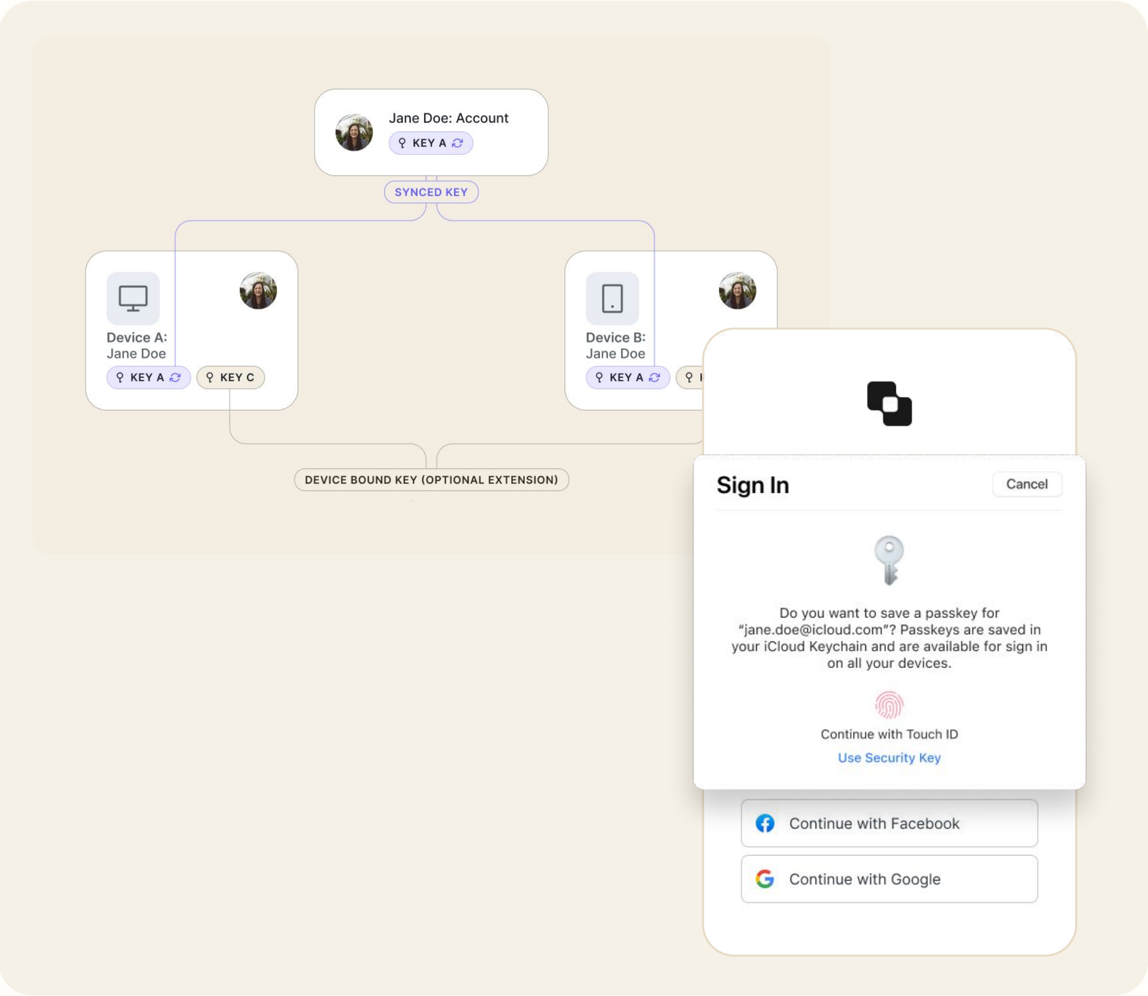
What’s Coming Next

Consumer Identity

Passkey

- Support for WebAuthn based multi-device credential
- Enable end-users to use passkeys tied to their Apple, Google or Microsoft Accounts
- Remove end-user friction with FIDO's phishing-resistant authentication methods



Do you want to save a passkey for “jane.doe@icloud.com”? Passkeys are saved in your iCloud Keychain and are available for sign in on all your devices.

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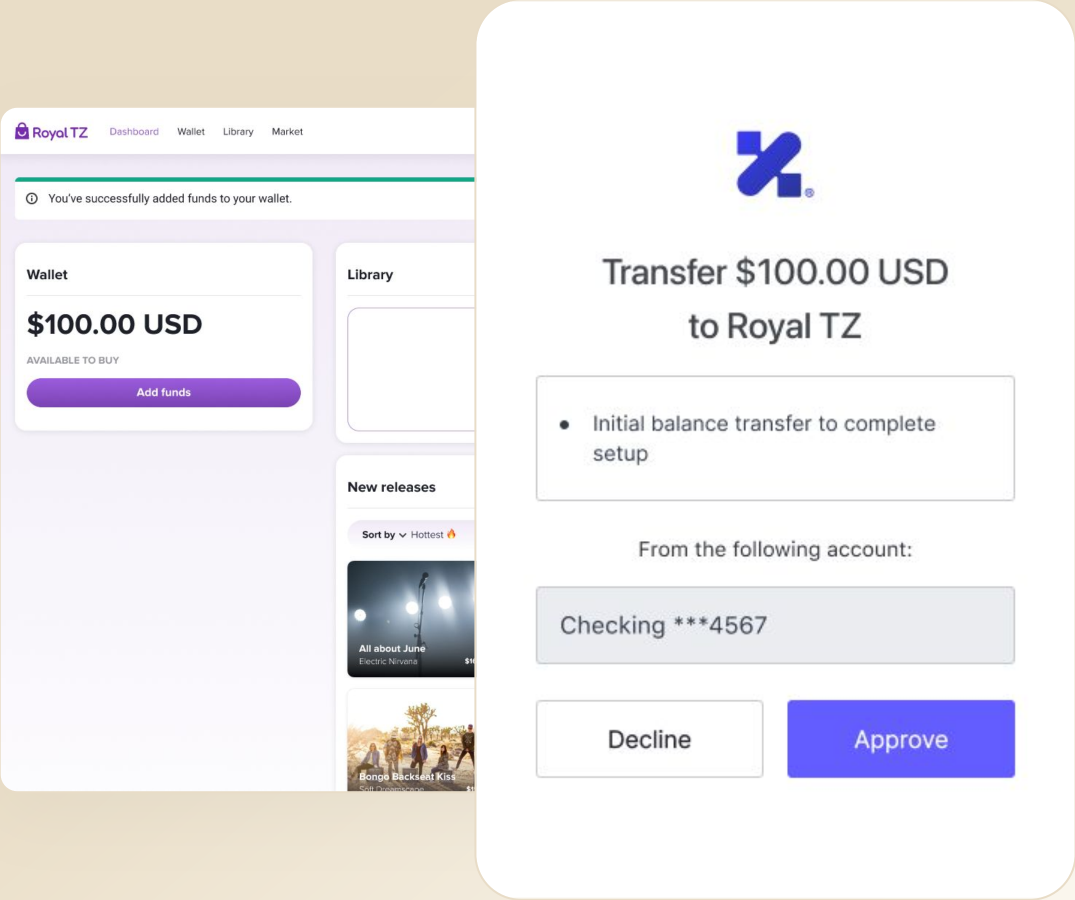
Highly Regulated Identity



You've successfully added funds to your wallet.

Wallet

$100.00 USD

AVAILABLE TO BUY

Transfer $100.00 USD to Royal TZ

- Initial balance transfer to complete setup

From the following account:

Checking ***4567

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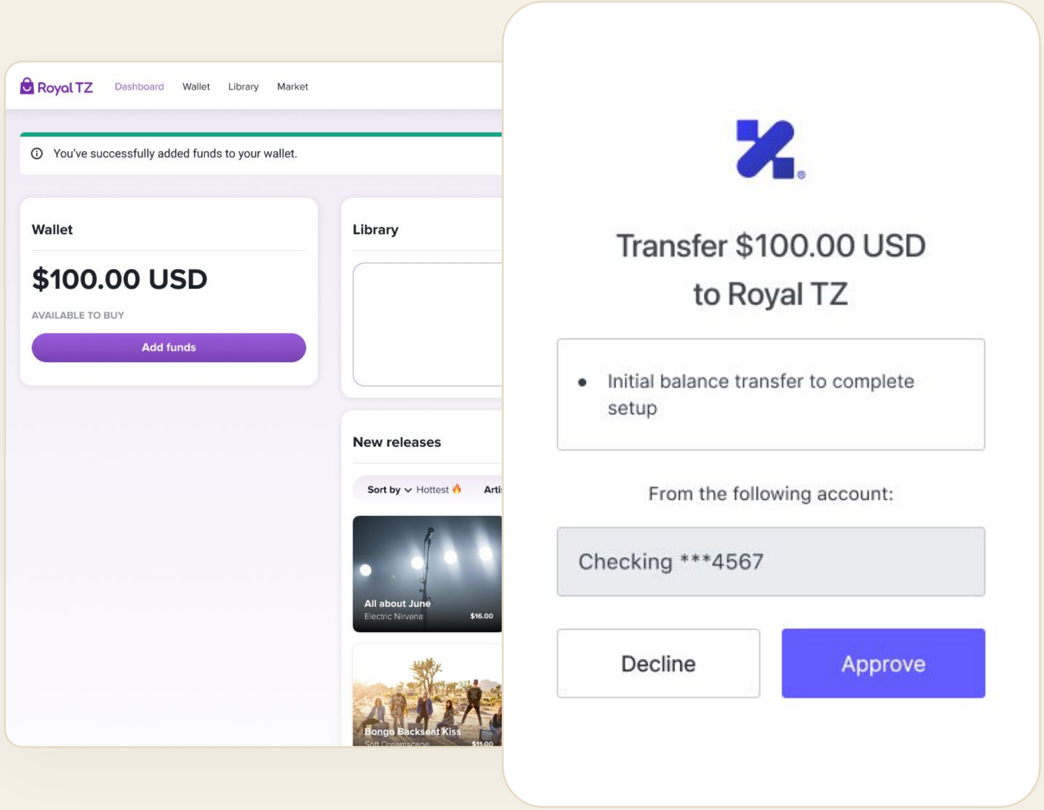
Release Highlights

Highly Regulated Identity



Royal TZ Dashboard Wallet Library Market

You've successfully added funds to your wallet.

Wallet

$100.00 USD

AVAILABLE TO BUY

Add funds

Library

New releases

Sort by Hottest

All about June
Electric Nirvana $16.00

Bongo Backseat Kiss

Transfer $100.00 USD
to Royal TZ

- Initial balance transfer to complete setup

From the following account:

Checking ***4567

Decline

Approve

Highly Regulated Identity

- Securely authenticate interaction from Apps with Private Key JWT — GA
- Enable message-level signing with JAR (JWT-Signed Authorization Request) — Early Access
- Prevent sensitive information from appearing in the front-channel with PAR (Pushed Authorization Requests) — Early Access
- Deliver financial use-cases in North America, the EU and UK with contextual SCA (Strong Customer Authentication) — Beta
- Secured at your edge with OAuth 2.0 Mutual-TLS Client Authentication and Certificate-Bound Access Tokens (mTLS) — Beta

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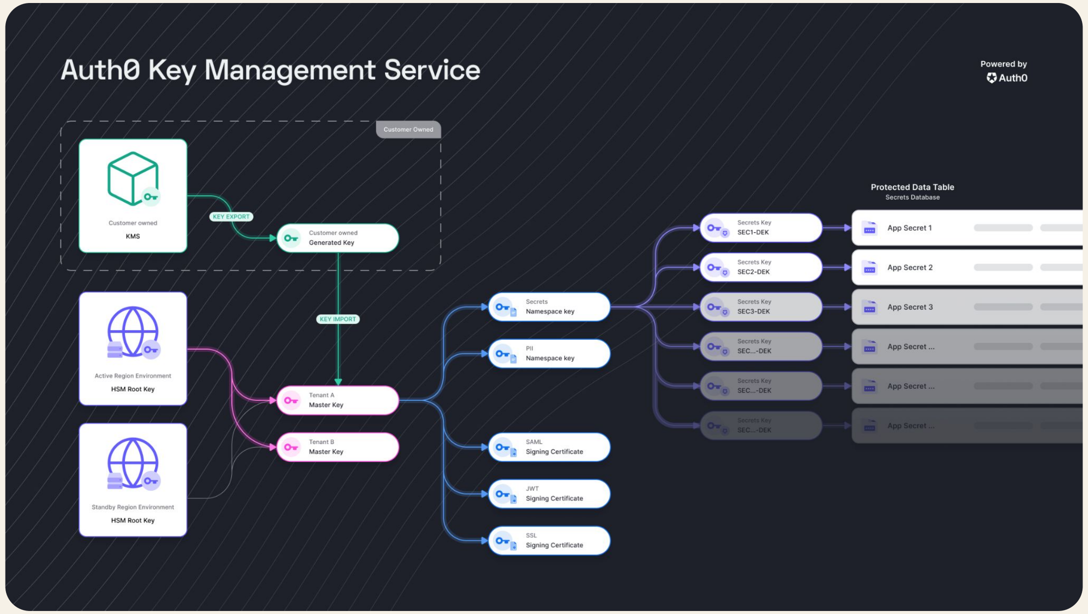
What’s Coming Next

Highly Regulated Identity



Customer Managed Keys

- Allows customers to manage the lifecycle (rotate, revoke, delete) of the master key used to encrypt and sign all tenant data
- Supports customer-supplied top-level keys (BYOK)
- Compatible with AWS KMS and Azure Key Vault

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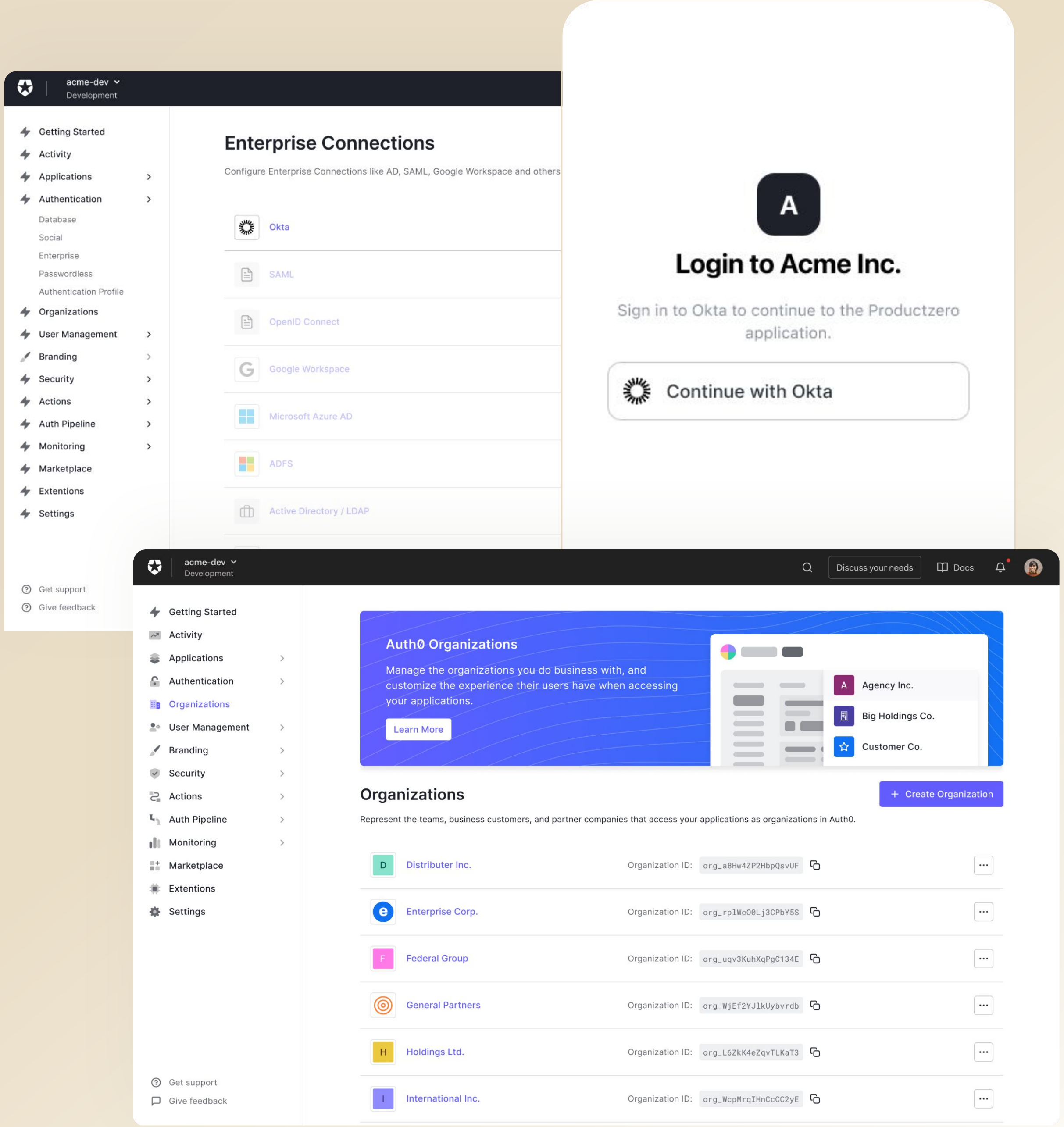
SaaS Identity



Enterprise Connections

Configure Enterprise Connections like AD, SAML, Google Workspace and others

Login to Acme Inc.

Sign in to Okta to continue to the Productzero application.

Auth0 Organizations

Manage the organizations you do business with, and customize the experience their users have when accessing your applications.

Organizations

Represent the teams, business customers, and partner companies that access your applications as organizations in Auth0.

D	Distributer Inc.	Organization ID: org_a8Hw4ZP2HbpQsvUF
e	Enterprise Corp.	Organization ID: org_rplWcO0Lj3CPbY5S
F	Federal Group	Organization ID: org_uqv3KuhXqPgC134E
	General Partners	Organization ID: org_WjEf2YJlkUybvrdb
H	Holdings Ltd.	Organization ID: org_L6ZkK4eZqvTLKaT3
I	International Inc.	Organization ID: org_WcpMrqIHnCcCC2yE

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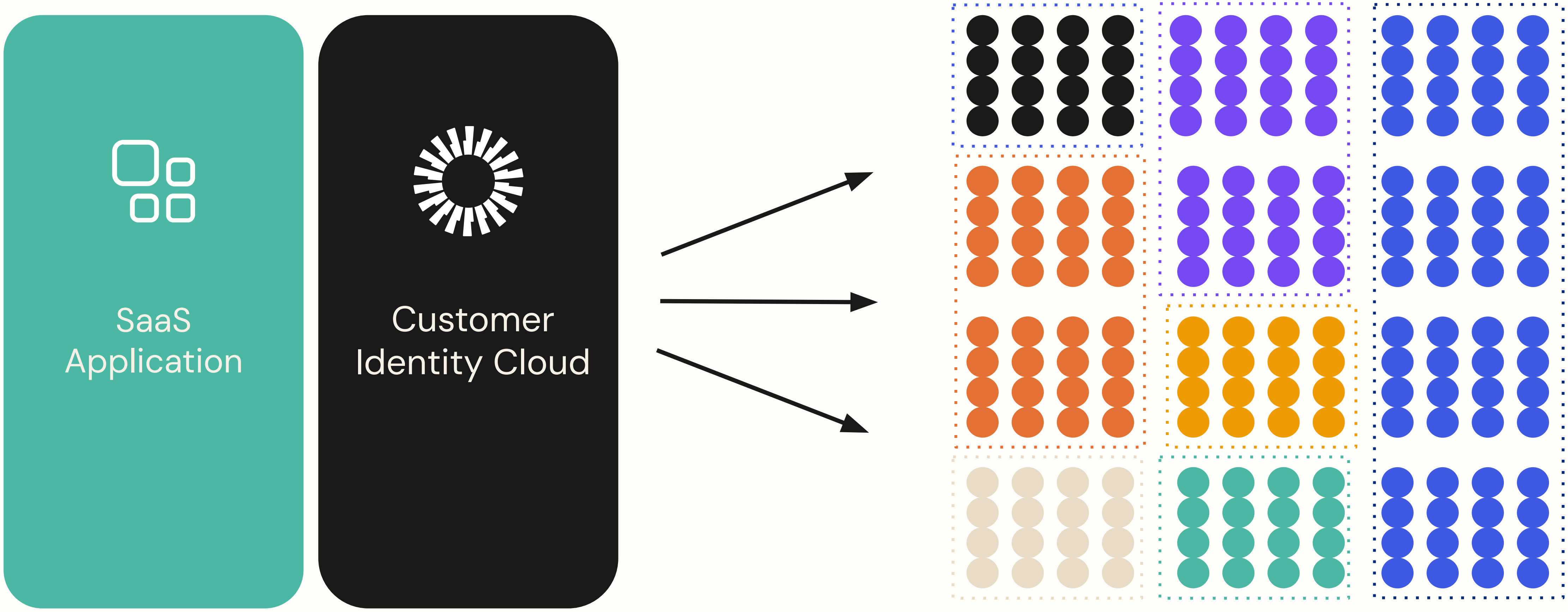
Visualizing the use case: SaaS application



Businesses

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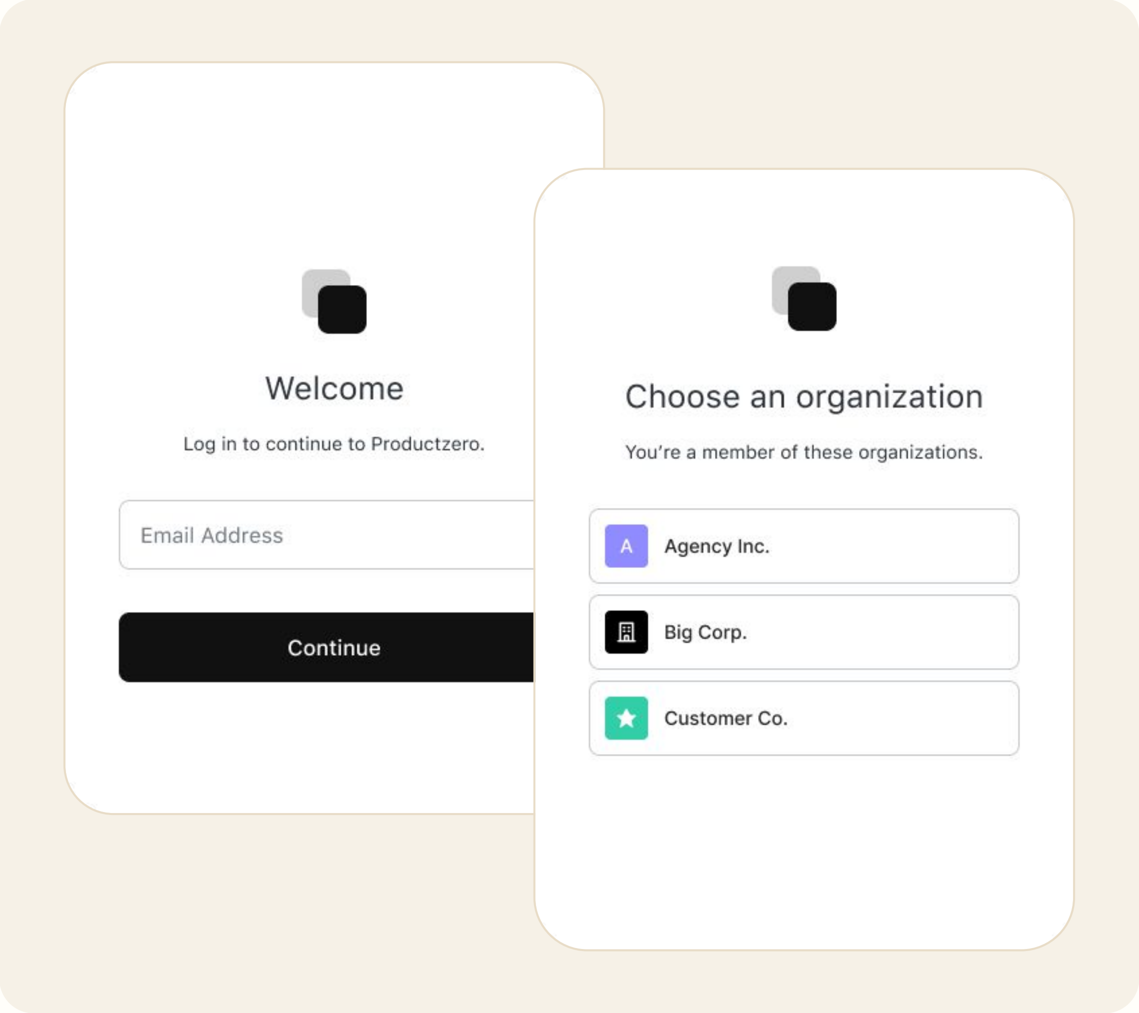
Release Highlights

SaaS Identity



Welcome

Log in to continue to Productzero.

Email Address

Continue

Choose an organization

You're a member of these organizations.

- A Agency Inc.
- Big Corp.
- ★ Customer Co.

Improved login for SaaS Users

- Major improvement to login success rates and faster time-to-login for users that are logging in with Organizations
- End-users no longer need to provide an Organization name prior to logging in – just their email address
- Users who belong to multiple organizations can select one before accessing your SaaS application

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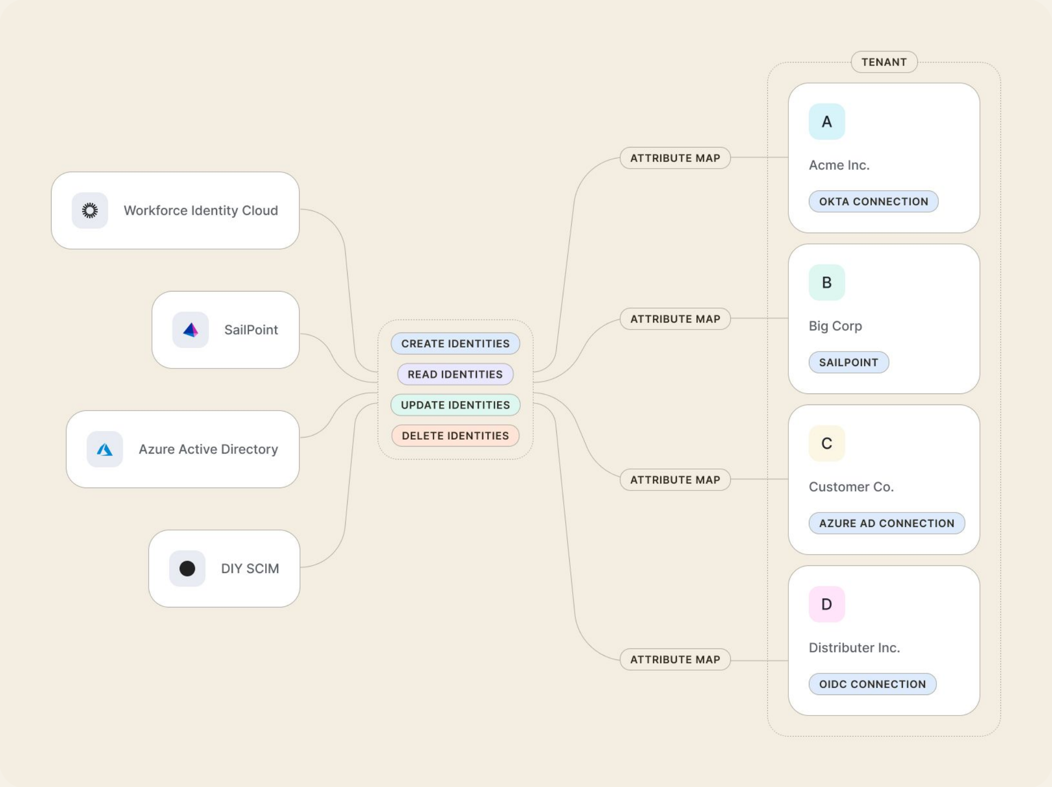
What’s Coming Next

SaaS Identity



Inbound SCIM

Beta

- B2B SaaS application developers can enable inbound SCIM user provisioning and de-provisioning from their customer’s directories into Customer Identity Cloud
- Out-of-box support for top Workforce directory services that implement outbound SCIM, including Okta Workforce Identity Cloud and Microsoft Azure Active Directory

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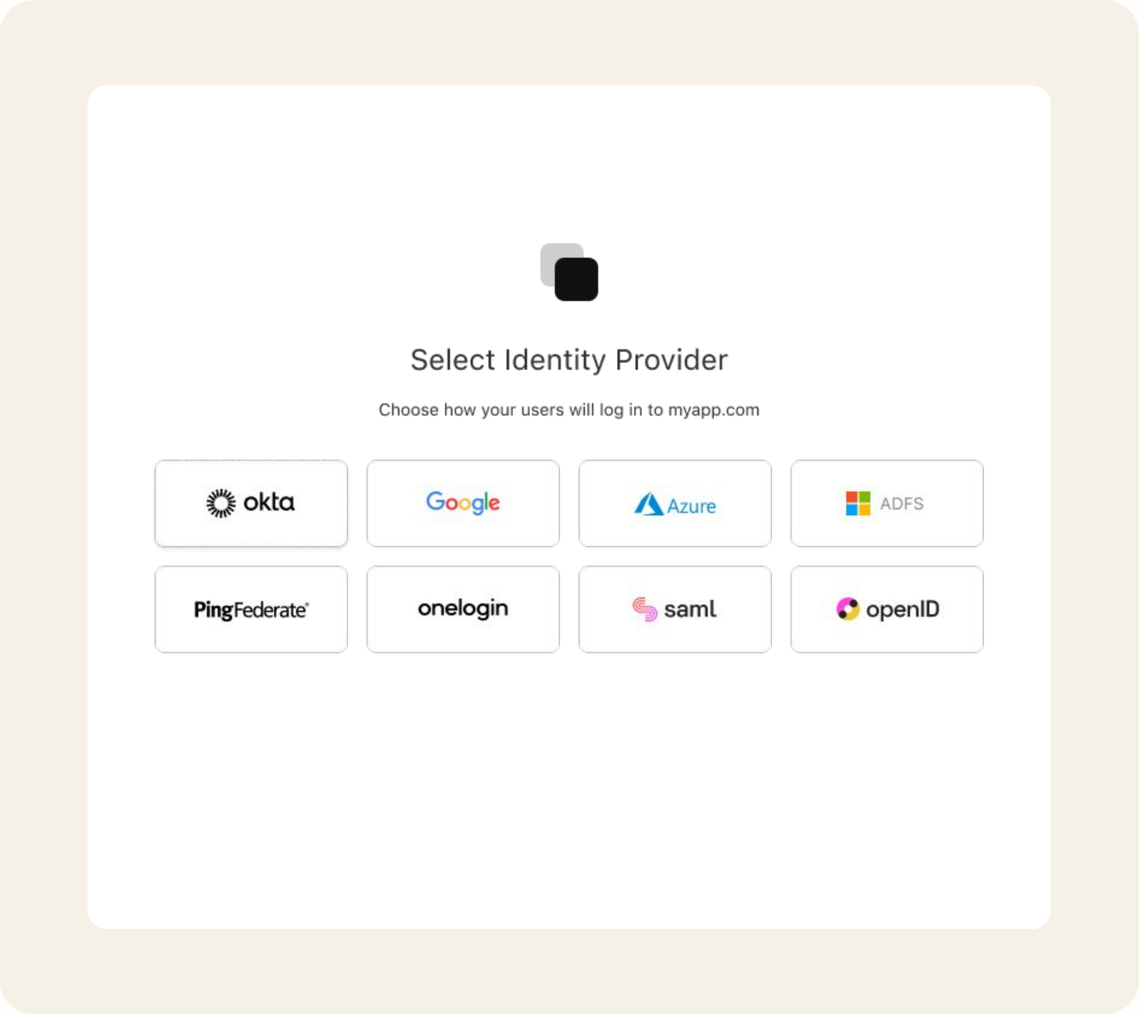
What’s Coming Next

SaaS Identity



Select Identity Provider

Choose how your users will log in to myapp.com

Self-Service Single Sign On

Beta

- Delegate administration to your business customers by enabling them to set up their own Single-Sign On (SSO) access to your applications
- Reduce support costs and development overhead by allowing your customers to integrate with their own Workforce Identity solution

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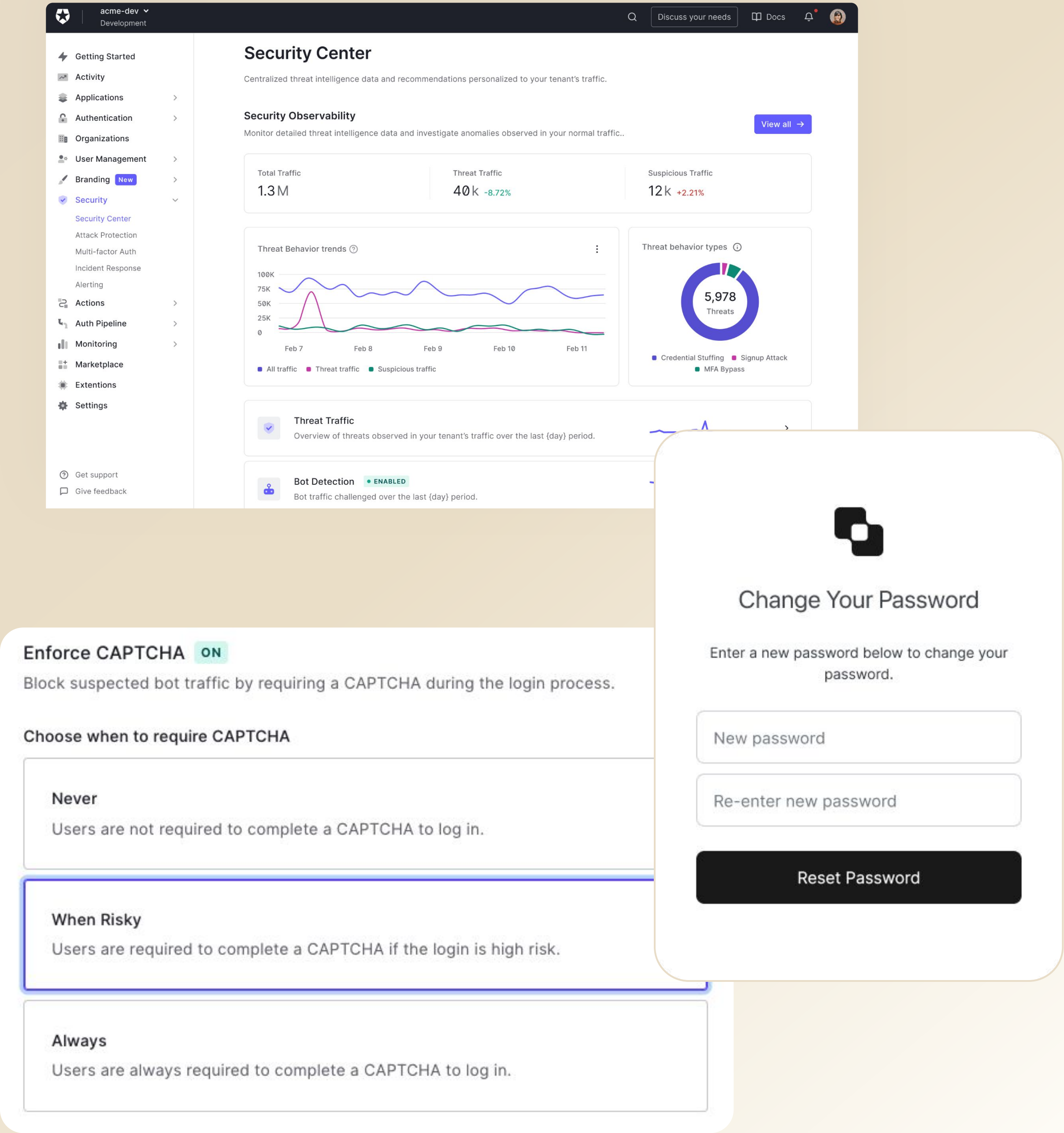
Secure Identity



Security Center

Centralized threat intelligence data and recommendations personalized to your tenant's traffic.

Security Observability

Monitor detailed threat intelligence data and investigate anomalies observed in your normal traffic..

Total Traffic	Threat Traffic	Suspicious Traffic
1.3 M	40 k -8.72%	12 k +2.21%

Threat Traffic

Overview of threats observed in your tenant's traffic over the last {day} period.

Bot Detection ENABLED

Bot traffic challenged over the last {day} period.

Enforce CAPTCHA ON

Block suspected bot traffic by requiring a CAPTCHA during the login process.

Choose when to require CAPTCHA

○ **Never**
Users are not required to complete a CAPTCHA to log in.

● **When Risky**
Users are required to complete a CAPTCHA if the login is high risk.

○ **Always**
Users are always required to complete a CAPTCHA to log in.

Change Your Password

Enter a new password below to change your password.

New password

Re-enter new password

Reset Password

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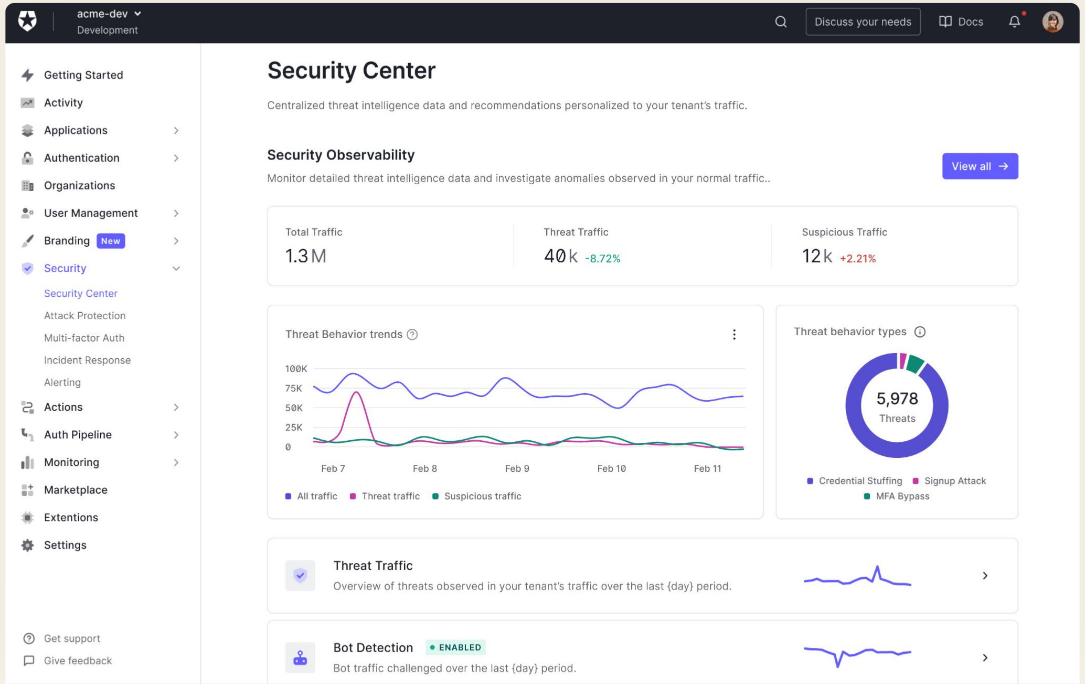
Release Highlights

Secure Identity



Security Center

Centralized threat intelligence data and recommendations personalized to your tenant's traffic.

Security Observability

Monitor detailed threat intelligence data and investigate anomalies observed in your normal traffic..

Total Traffic	Threat Traffic	Suspicious Traffic
1.3 M	40 k -8.72%	12 k +2.21%

Threat Traffic

Overview of threats observed in your tenant's traffic over the last {day} period.

Bot Detection

Bot traffic challenged over the last {day} period.

Security Center

Early Access

- Security tailored to CIAM applications.
- Comprehensive dashboards, visualizations and controls that enable security professionals to respond to any suspicious activity.
- Security monitoring and data visualizations for forensics and analysis.
- Complimentary to SOC and other SECOPS tools – defense in depth

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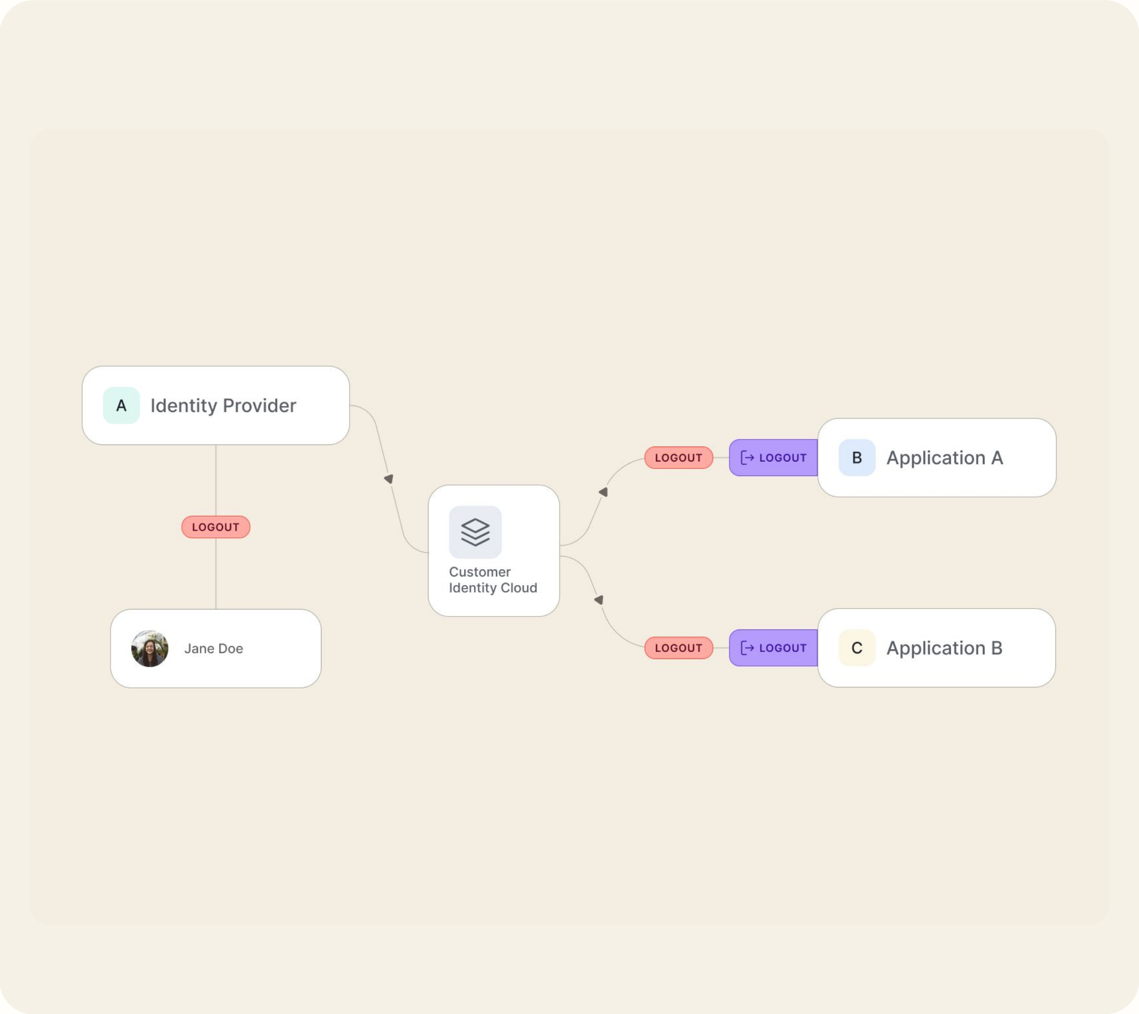
Release Highlights

Secure Identity



OIDC Back-Channel Logout

- Support for Single Logout via OIDC Back-Channel Logout
- OIN Signaling for single logout across WIC and CIC
- Leverage Back-Channel Logout to log out a user of all active sessions at once when an account is removed or credentials change

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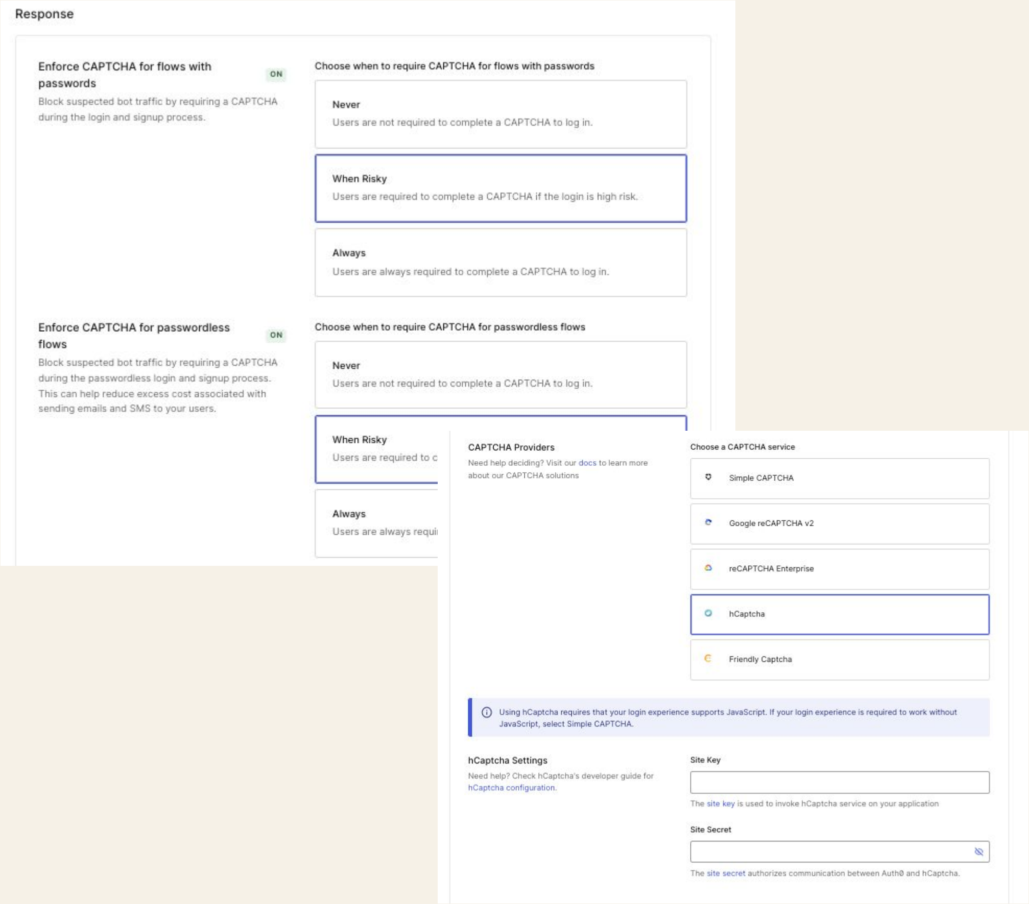
What’s Coming Next

Secure Identity



Response

Enforce CAPTCHA for flows with passwords ON

Block suspected bot traffic by requiring a CAPTCHA during the login and signup process.

Choose when to require CAPTCHA for flows with passwords

- ○ **Never** Users are not required to complete a CAPTCHA to log in.
- ● **When Risky** Users are required to complete a CAPTCHA if the login is high risk.
- ○ **Always** Users are always required to complete a CAPTCHA to log in.

Enforce CAPTCHA for passwordless flows ON

Block suspected bot traffic by requiring a CAPTCHA during the passwordless login and signup process. This can help reduce excess cost associated with sending emails and SMS to your users.

Choose when to require CAPTCHA for passwordless flows

- ○ **Never** Users are not required to complete a CAPTCHA to log in.
- ● **When Risky** Users are required to c
- ○ **Always** Users are always requi

CAPTCHA Providers

Need help deciding? Visit our docs to learn more about our CAPTCHA solutions

Choose a CAPTCHA service

- ○ Simple CAPTCHA
- ○ Google reCAPTCHA v2
- ○ reCAPTCHA Enterprise
- ● hCaptcha
- ○ Friendly Captcha

ⓘ Using hCaptcha requires that your login experience supports JavaScript. If your login experience is required to work without JavaScript, select Simple CAPTCHA.

hCaptcha Settings

Need help? Check hCaptcha's developer guide for hCaptcha configuration.

Site Key:

The site key is used to invoke hCaptcha service on your application

Site Secret:

The site secret authorizes communication between Auth0 and hCaptcha.

Bot Detection with 3rd party solutions and CAPTCHA providers

- Add support for additional CAPTCHA providers
- Integrate with 3rd-party bot detection solutions
- Risk Tolerance Slider for Bot Detection

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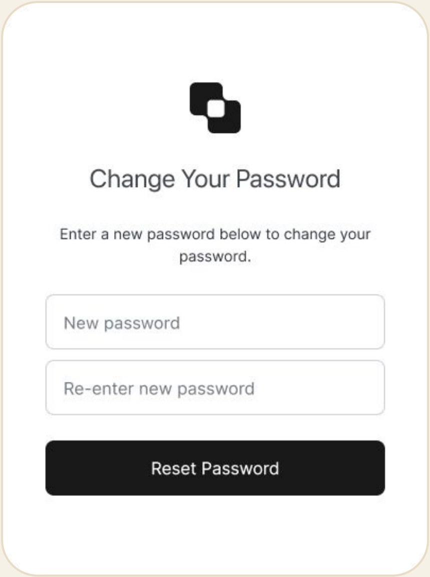
What’s Coming Next

Secure Identity

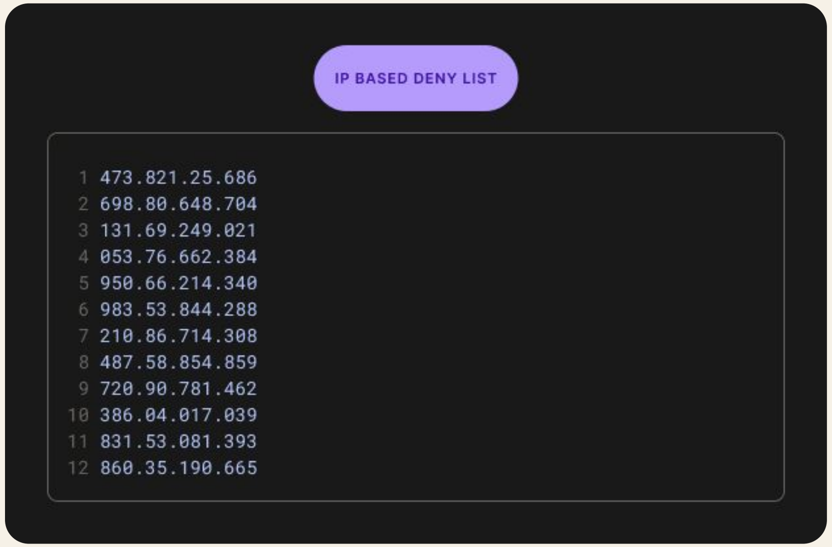


Change Your Password

Enter a new password below to change your password.

Breached Password Detection for Recovery Flows

- Stop the use of known breached credential combinations during the recovery flow



```
473.821.25.686
698.80.648.704
131.69.249.021
053.76.662.384
950.66.214.340
983.53.844.288
210.86.714.308
487.58.854.859
720.90.781.462
386.04.017.039
831.53.081.393
860.35.190.665
```

Global Denylist

- Override detection and force mitigation on specific IP addresses

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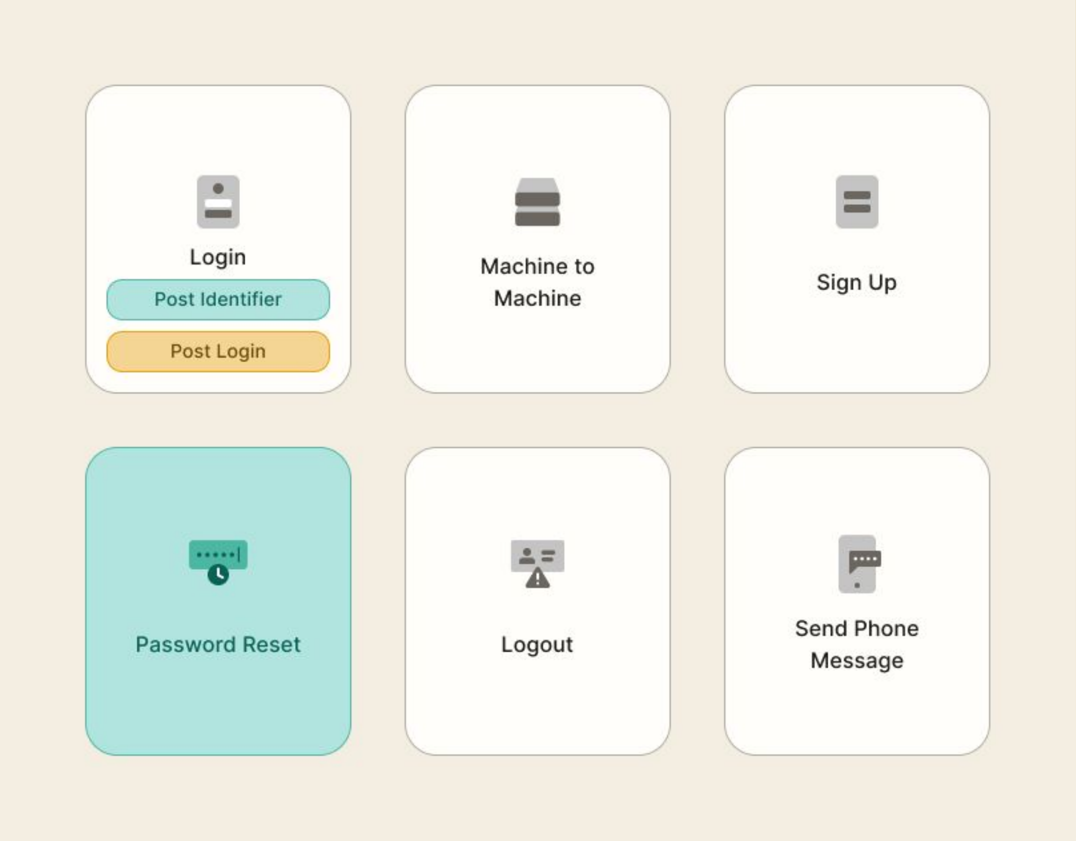
Extensibility and Ecosystem



Login

Post Identifier

Post Login

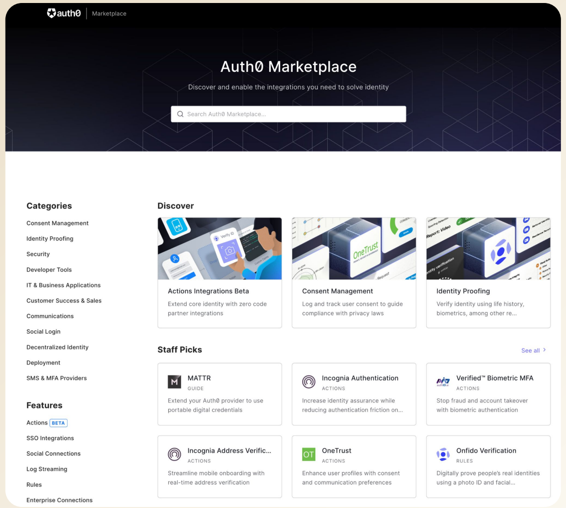
Machine to Machine

Sign Up

Password Reset

Logout

Send Phone Message



Auth0 Marketplace

Discover and enable the integrations you need to solve identity

Search Auth0 Marketplace...

Categories

- Consent Management
- Identity Proofing
- Security
- Developer Tools
- IT & Business Applications
- Customer Success & Sales
- Communications
- Social Login
- Decentralized Identity
- Deployment
- SMS & MFA Providers

Features

- Actions BETA
- SSO Integrations
- Social Connections
- Log Streaming
- Rules
- Enterprise Connections

Discover

Actions Integrations Beta
Extend core identity with zero code partner integrations

Consent Management
Log and track user consent to guide compliance with privacy laws

Identity Proofing
Verify identity using life history, biometrics, among other re...

Staff Picks See all ›

MATTR
GUIDE
Extend your Auth0 provider to use portable digital credentials

Incognia Authentication
ACTIONS
Increase identity assurance while reducing authentication friction on...

Verified™ Biometric MFA
ACTIONS
Stop fraud and account takeover with biometric authentication

Incognia Address Verific...
ACTIONS
Streamline mobile onboarding with real-time address verification

OneTrust
ACTIONS
Enhance user profiles with consent and communication preferences

Onfido Verification
RULES
Digitally prove people's real identities using a photo ID and facial...

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Extensibility - Marketplace

Leverage 315+ integrations (54+ no-code) directly from the Marketplace or
Build your own integration with our no-code Actions solution

Identity Proofing

Verify a user's claimed identity against their actual identity

iddataweb
onfido
persona

Customer Data Platforms

Enrich customers' profiles with valuable identity data by connecting disparate data sources

TEALIUM

Consent Management

Comply with data privacy regulations by logging and tracing user consent for compliance

OneTrust
DataGuard
anonomatic

Log Streaming

Ingest and monitor large amounts of Okta Customer Identity Cloud Data to keep track of activities within your tenant

PERCH
elastic
mixpanel
Segment

SMS + MFA Providers

Enable multi-factor authentication for your applications using popular SMS providers

DEDUCE
FORTER
plivo

Web3 + Decentralized Identity

Develop applications using Web3 constructs for decentralized identity

Spruce
unstoppable domains
dock.io

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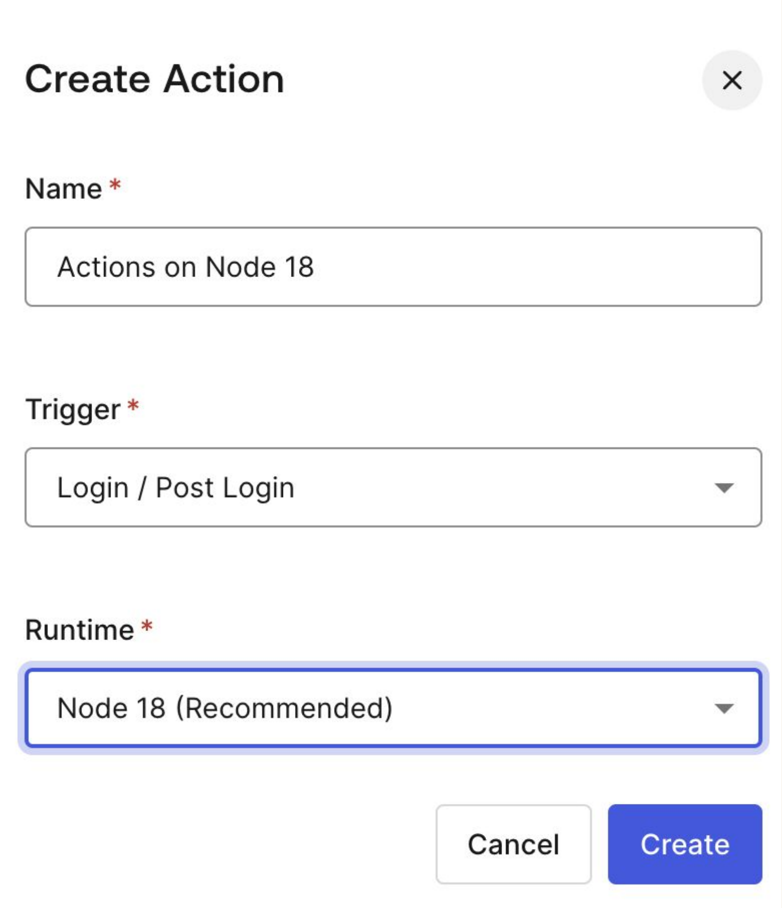
Release Highlights

Extensibility and Ecosystem



Create Action

Name *

Actions on Node 18

Trigger *

Login / Post Login

Runtime *

Node 18 (Recommended)

Node 18

- Leverage Node 18 Long Time Support to securely customized and extend identity needs through Actions

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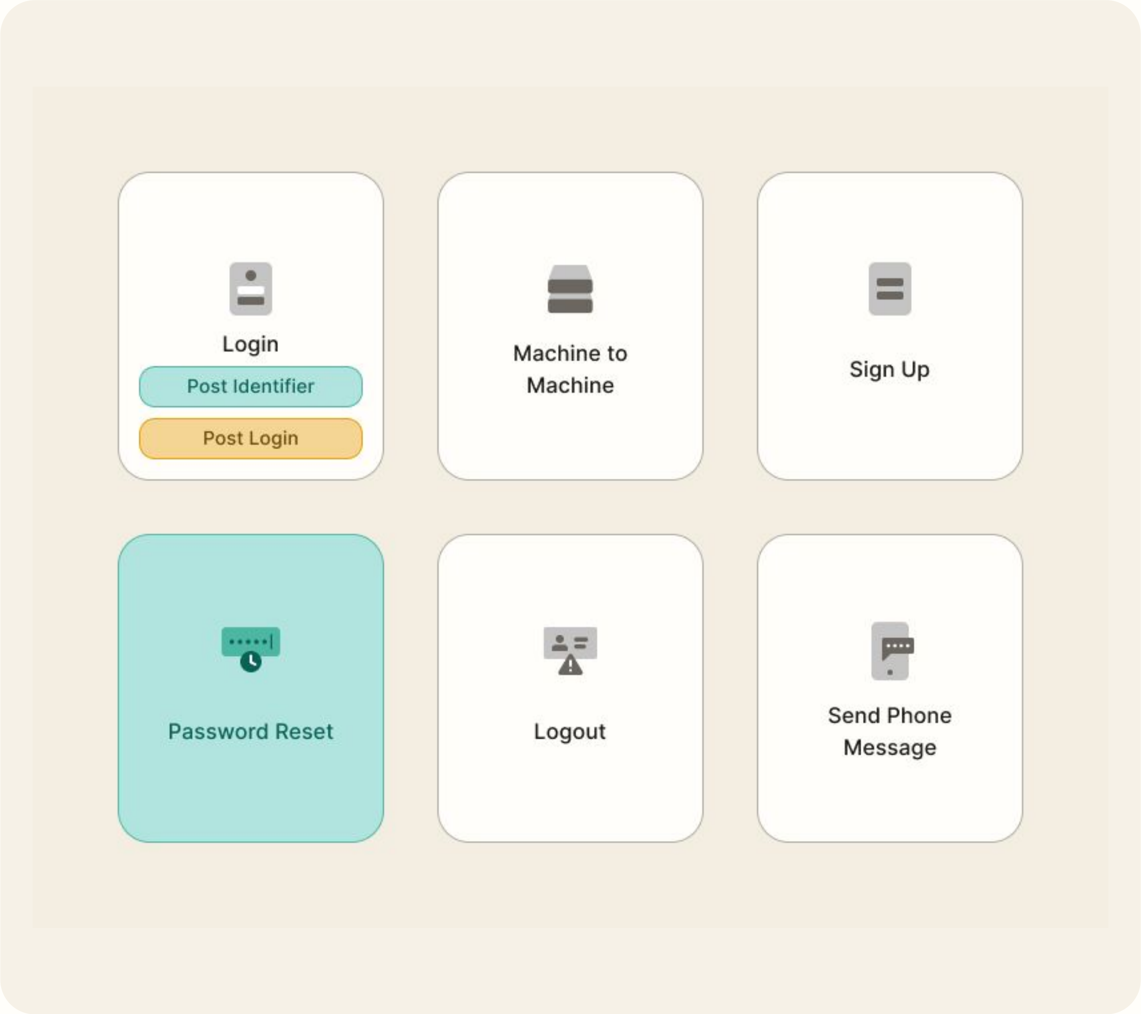
What’s Coming Next

Extensibility and Ecosystem



Additional Actions Flows

- **Post Identifier** – Allows for mapping of different identity types prior to login
- **Password Reset** – Allowing for additional MFA or integrations during password change requests
- **Post Login + MFA Enhancement** – Additional functionality allowing additional MFA options
- **Logout** – Allows for downstream services to take action after a session has been terminated as part of continuous authentication

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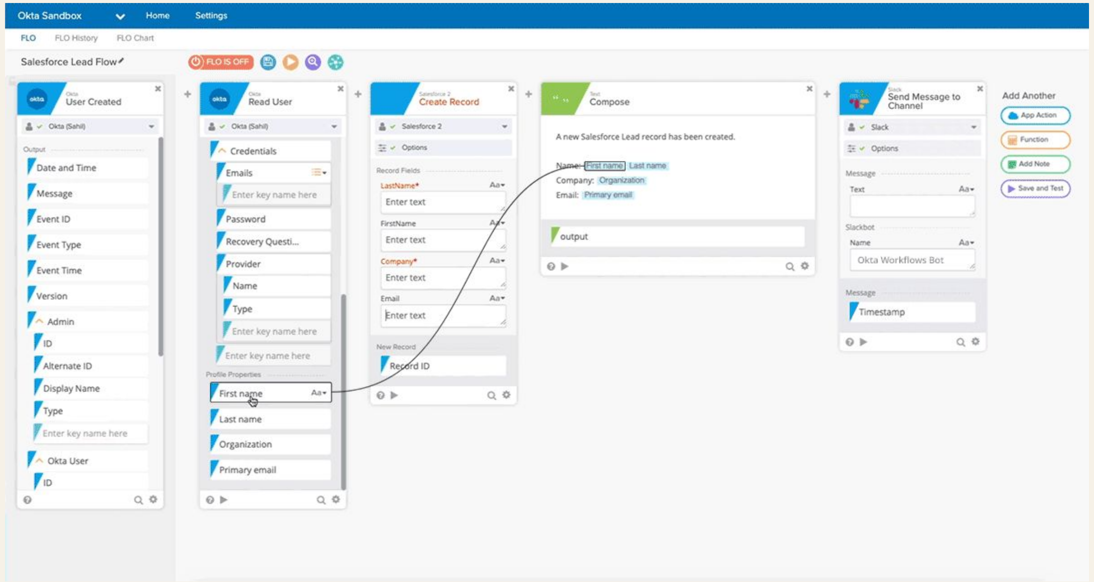
What’s Coming Next

Extensibility and Ecosystem



Okta Workflows Integration

- Workflows provides downstream, asynchronous orchestration of Identity across the organization
- User Provisioning is a strong feature of Workflows where based on a user’s login or Action trigger, access to additional services can be enabled asynchronously

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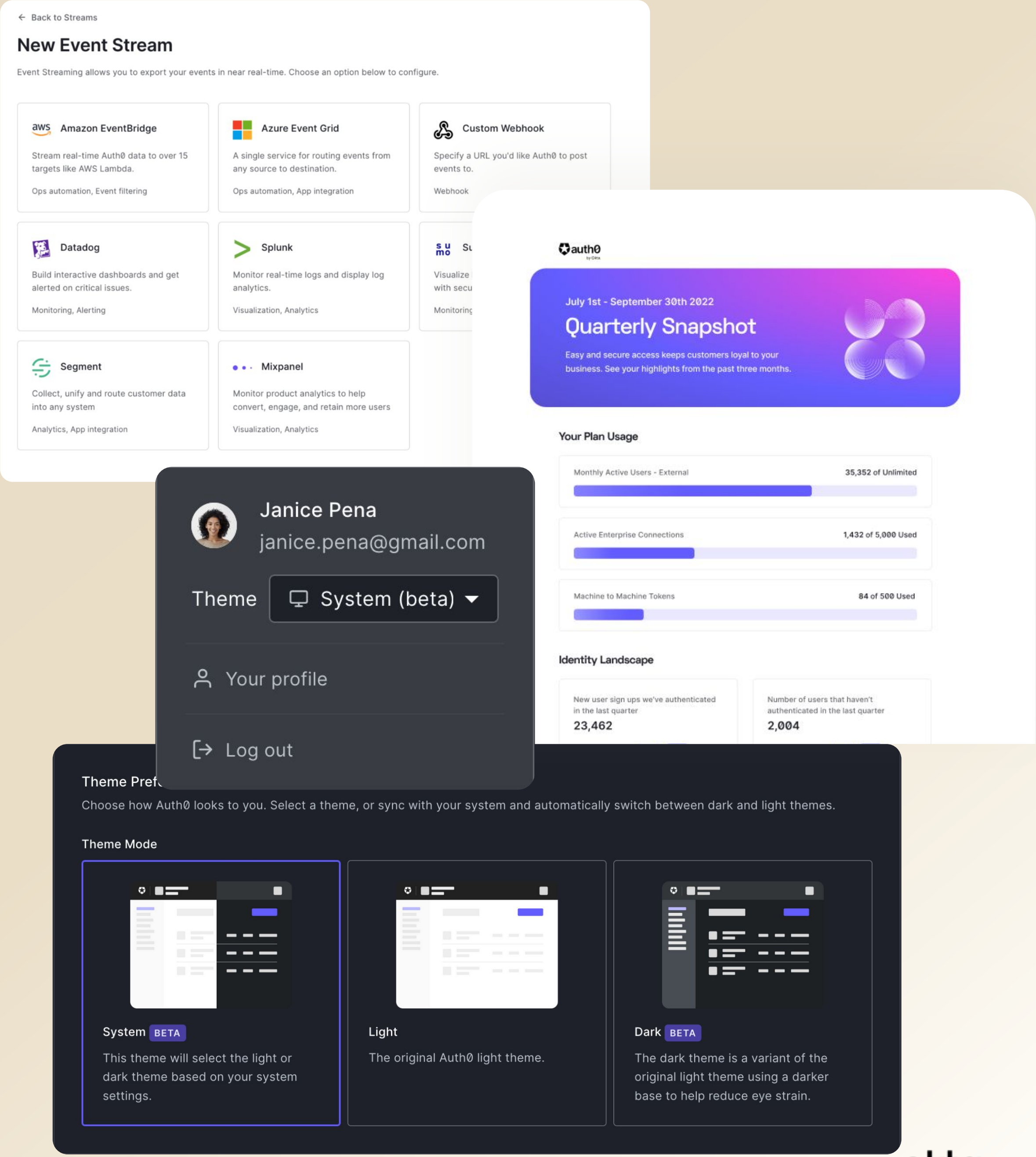
Developer Experience



← Back to Streams

New Event Stream

Event Streaming allows you to export your events in near real-time. Choose an option below to configure.

Amazon EventBridge
Stream real-time Auth0 data to over 15 targets like AWS Lambda.
Ops automation, Event filtering

Azure Event Grid
A single service for routing events from any source to destination.
Ops automation, App integration

Custom Webhook
Specify a URL you'd like Auth0 to post events to.
Webhook

Datadog
Build interactive dashboards and get alerted on critical issues.
Monitoring, Alerting

Splunk
Monitor real-time logs and display log analytics.
Visualization, Analytics

Su
Visualize
with secu
Monitoring

Segment
Collect, unify and route customer data into any system
Analytics, App integration

Mixpanel
Monitor product analytics to help convert, engage, and retain more users
Visualization, Analytics

July 1st - September 30th 2022

Quarterly Snapshot

Easy and secure access keeps customers loyal to your business. See your highlights from the past three months.

Your Plan Usage

Monthly Active Users - External 35,352 of Unlimited

Active Enterprise Connections 1,432 of 5,000 Used

Machine to Machine Tokens 84 of 500 Used

Identity Landscape

New user sign ups we've authenticated in the last quarter
23,462

Number of users that haven't authenticated in the last quarter
2,004

Janice Pena
janice.pena@gmail.com

Theme: System (beta)

Theme Pref

Choose how Auth0 looks to you. Select a theme, or sync with your system and automatically switch between dark and light themes.

Theme Mode

System BETA
This theme will select the light or dark theme based on your system settings.

Light
The original Auth0 light theme.

Dark BETA
The dark theme is a variant of the original light theme using a darker base to help reduce eye strain.

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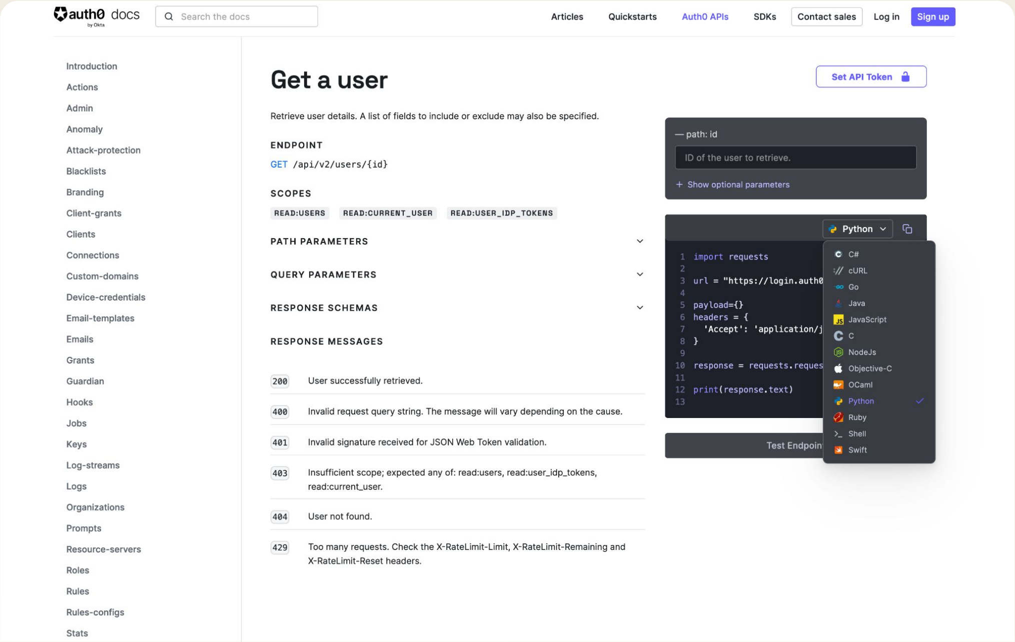
Release Highlights

Developer Experience



Get a user

Retrieve user details. A list of fields to include or exclude may also be specified.

ENDPOINT

GET /api/v2/users/{id}

SCOPES

READ:USERS READ:CURRENT_USER READ:USER_IDP_TOKENS

PATH PARAMETERS

QUERY PARAMETERS

RESPONSE SCHEMAS

RESPONSE MESSAGES

200	User successfully retrieved.
400	Invalid request query string. The message will vary depending on the cause.
401	Invalid signature received for JSON Web Token validation.
403	Insufficient scope; expected any of: read:users, read:user_idp_tokens, read:current_user.
404	User not found.
429	Too many requests. Check the X-RateLimit-Limit, X-RateLimit-Remaining and X-RateLimit-Reset headers.

```
import requests

url = "https://login.auth0

payload={}
headers = {
  'Accept': 'application/j
}

response = requests.reques

print(response.text)

```

Management API Explorer

- Introduces an interactive sandbox, supporting a choice of programming languages
- Provides easier navigation for finding parameters, values and other options for each endpoint

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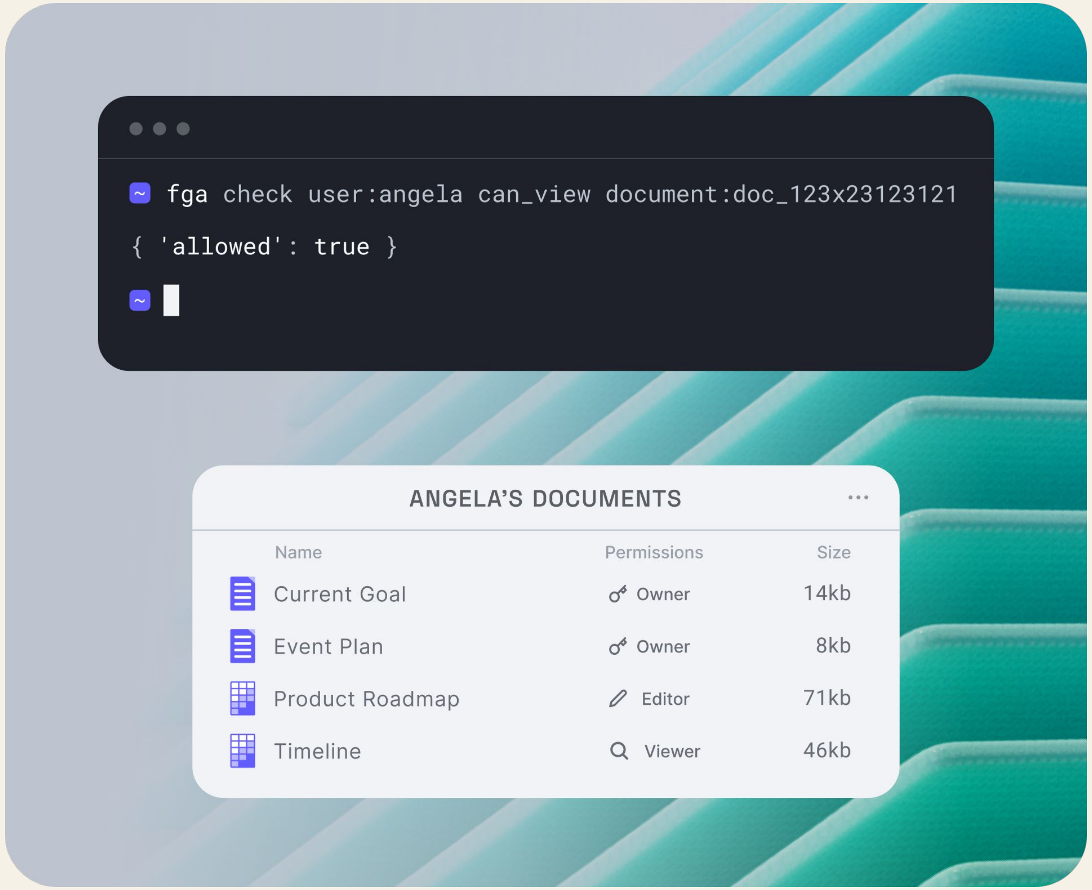
What’s Coming Next

Fine Grained Authorization



```
~ fga check user:angela can_view document:doc_123x23123121
{ 'allowed': true }
~ 
```

ANGELA’S DOCUMENTS

Name	Permissions	Size
Current Goal	Owner	14kb
Event Plan	Owner	8kb
Product Roadmap	Editor	71kb
Timeline	Viewer	46kb

Auth0 FGA Enhancements

- Accelerate development and testing with the
  Auth0 FGA Command Line Interface
- Expanded programming language support with Java, Ruby and Rust SDKs
- Additional support for ABAC-style authorization policies

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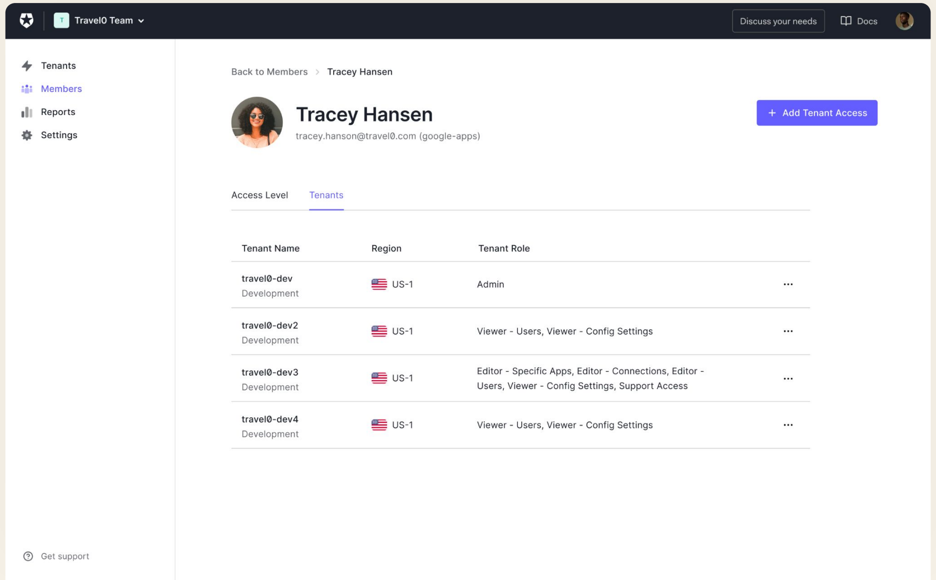
What’s Coming Next

Developer Experience



Tracey Hansen

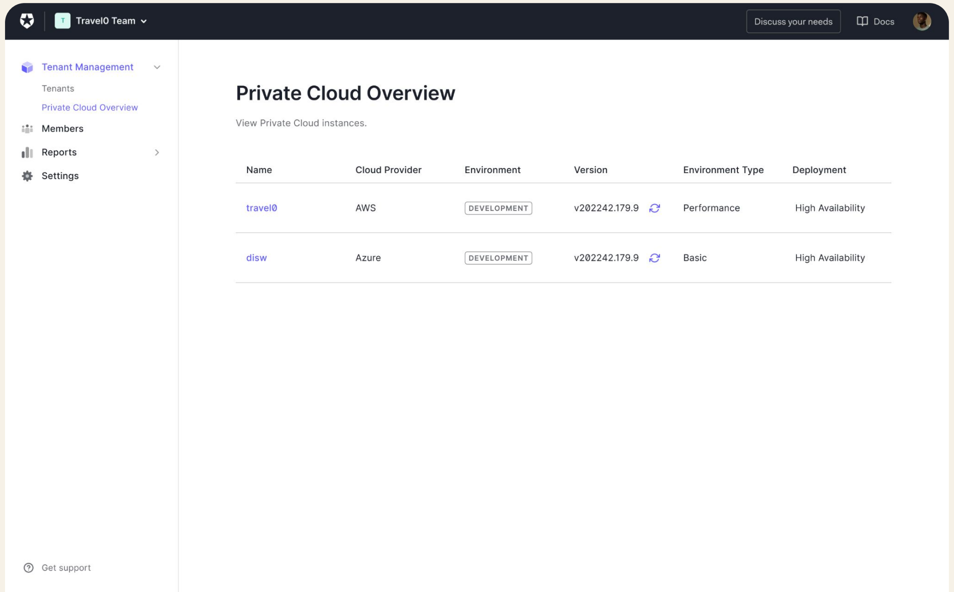
tracey.hanson@travel0.com (google-apps)

Tenant Name	Region	Tenant Role	
travel0-dev Development	US-1	Admin	···
travel0-dev2 Development	US-1	Viewer - Users, Viewer - Config Settings	···
travel0-dev3 Development	US-1	Editor - Specific Apps, Editor - Connections, Editor - Users, Viewer - Config Settings, Support Access	···
travel0-dev4 Development	US-1	Viewer - Users, Viewer - Config Settings	···

Teams – Centralized Management

Early Access

- **Centrally manage tenant membership** for Team members from a single location
- View all tenant and roles Team members have access to
- Add or remove access to multiple tenants for a Team Member



Private Cloud Overview

View Private Cloud instances.

Name	Cloud Provider	Environment	Version	Environment Type	Deployment
travel0	AWS	DEVELOPMENT	v202242.179.9	Performance	High Availability
disw	Azure	DEVELOPMENT	v202242.179.9	Basic	High Availability

Teams – Private Cloud support

Early Access

- Single point of access and control for all tenants, including tenants within private spaces
- Provides a high level overview for Private space details

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Here’s What We Covered...

Consumer Identity

Features to drive consumer growth by increasing conversions and reducing friction

SaaS Identity

Technology to achieve growth efficiently by modelling identity for business customers and their end users

Secure Identity

Tools to build trust and reduce risk by limiting the impact of fraud and abuse

Extensibility and Ecosystem

Features to meet the unique identity needs of each customer by customizing, extending and providing out-of-the box integrations

Developer Experience

Experiences to simplify implementation, management and operation of Auth0 for customers at any scale

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