

Third-party extensible CIAM.

A simpler (and better) approach to building and maintaining customer Identity.



Your tech stack and business needs are constantly evolving, which means your Identity requirements are too.

Identity is central to customer experience, privacy, and security. Identity allows more secure access to applications, facilitates data collection consent, and protects data across tech systems.

As businesses grow, they need more features and flows to better secure and optimize the customer experience, which presents new opportunities and challenges.

To ensure success, technology leaders must free development teams from maintaining rigid, complex Identity systems that require specialized expertise and constant custom code.

CTOs need an agile, reliable Identity approach that helps developers:

- Bring products to market quickly
- Secure digital applications
- Drive innovation to maintain competitiveness

Unfortunately, rigid Identity systems undermine these objectives by:

Encouraging churn

Developer talent is hard to find and retain. Cumbersome Identity solutions often lead to burnout and attrition. 83% of software developers are experiencing extreme job burnout due to a high workload. ([Developers.net](#), 2024)

Obstructing innovation

When developer time is wasted on managing inflexible solutions, there is less time to build momentum around your company's next great idea. 23%–42% of development time is spent navigating the legacy options at their disposal. ([Forbes](#), 2022)

Inviting risk

Identity is the number one attack vector for bad actors, which makes any misstep a massive liability. 75% of security breaches are caused by mismanaged Identity, access, or privileges.

([4Data](#), 2023)

The not-so-pretty result

Rigid Identity solutions lead to technical debt. And when your developer team can't move quickly, your competitors win.

Embracing third-party, extensible Identity helps your business move forward. **Here's how.**

The Okta Customer Identity Cloud (CIC), powered by Auth0, is built to remove Identity-related barriers to efficiency and innovation. Using this modern, cloud-native approach to Customer Identity and Access Management (CIAM), your developer team can build authentication and authorization into any application. This means they can configure, extend, and update sign-up and login flows with less time and effort. Even better, your team can do all this with the confidence that it will scale seamlessly.



Developer priorities

Bring products to market quickly

What you can achieve with CIC

- Build Identity faster with over 60 SDKs and quickstarts
- Integrate in any app, write in any language, and build in any framework
- Leverage core functionality including MFA, passkeys, social login, multi-tenancy, and more available immediately — no customization needed

Secure digital applications

- Equip apps with rigorous safety features with just a toggle of a button, including bot and leaked password protection and in-session controls

Drive innovation and help the company maintain its competitive position

- Accelerate strategic initiatives with no-code customization, including a drag-and-drop editor, custom form fields and pre-built integrations that speed feature development
- Modernize Identity flows with more secure, lower friction authentication, including passwordless, social, and enterprise connections available out-of-the-box
- Utilize various data migration options (JIT, bulk or bring-your-own datastore), residency and performance options to ensure sovereignty and seamless migrations and scale

Endless feature options. One simplified approach to Identity.

Identity is more than a login box. Okta's Customer Identity Cloud is built to support your organization as it grows and matures, enabling new applications, new authentication methods, and new approaches to maximizing security while minimizing friction in customer journeys.

Highlighted are a few key products and capabilities that help organizations build, secure, and adapt Identity with less effort.

Eliminate technical debt. Start moving faster.

When asked about tech debt...

43% say it hurts their ability to innovate

41% say it makes it more difficult to meet SLAs

37% say it contributes to outages and downtime

(Foundrey, 2023)




88% of organizations reported reducing total time to market in the last year by using third-party authentication. In fact, third-party authentication saved more time to market than any other third-party SaaS component.

(Okta, 2023)




Ready to see what
Okta can do for your
organization?

Schedule a demo with our team
and see CIC in action.



Build

-  **Universal Login** — Central authorization server enabling users to authenticate across every application securely with or without code.
-  **Organizations** — Complete, purpose-built solution for building, customizing, and maintaining multi-tenant applications.
-  **Fine Grained Authorization** — Design authorization models from coarse-grained to fine-grained in a way that's centralized, flexible, fast, and scalable.

Secure

-  **Adaptive MFA** — Better secure user accounts with additional authentication for high-risk logins, leveraging contextual access policies.
-  **Attack Protection** — Defend your application from bot attacks and detect anomalies based on suspicious IPs, breached credentials, and user context.
-  **Highly Regulated Identity** — Protect APIs and sensitive transactions and data with Strong Customer Authentication (SCA) for consent and user approvals leveraging FAPI protocols.

Adapt

-  **Actions** — Extensibility framework to extend and customize Identity flows supporting the full spectrum of coding from no-code plug and play partner integrations to custom integrations.
-  **Forms** — No-code visual editor to build and customize forms including pre-built templates, debugger mode, multi-language support, and more.