Solution Brief September 2024

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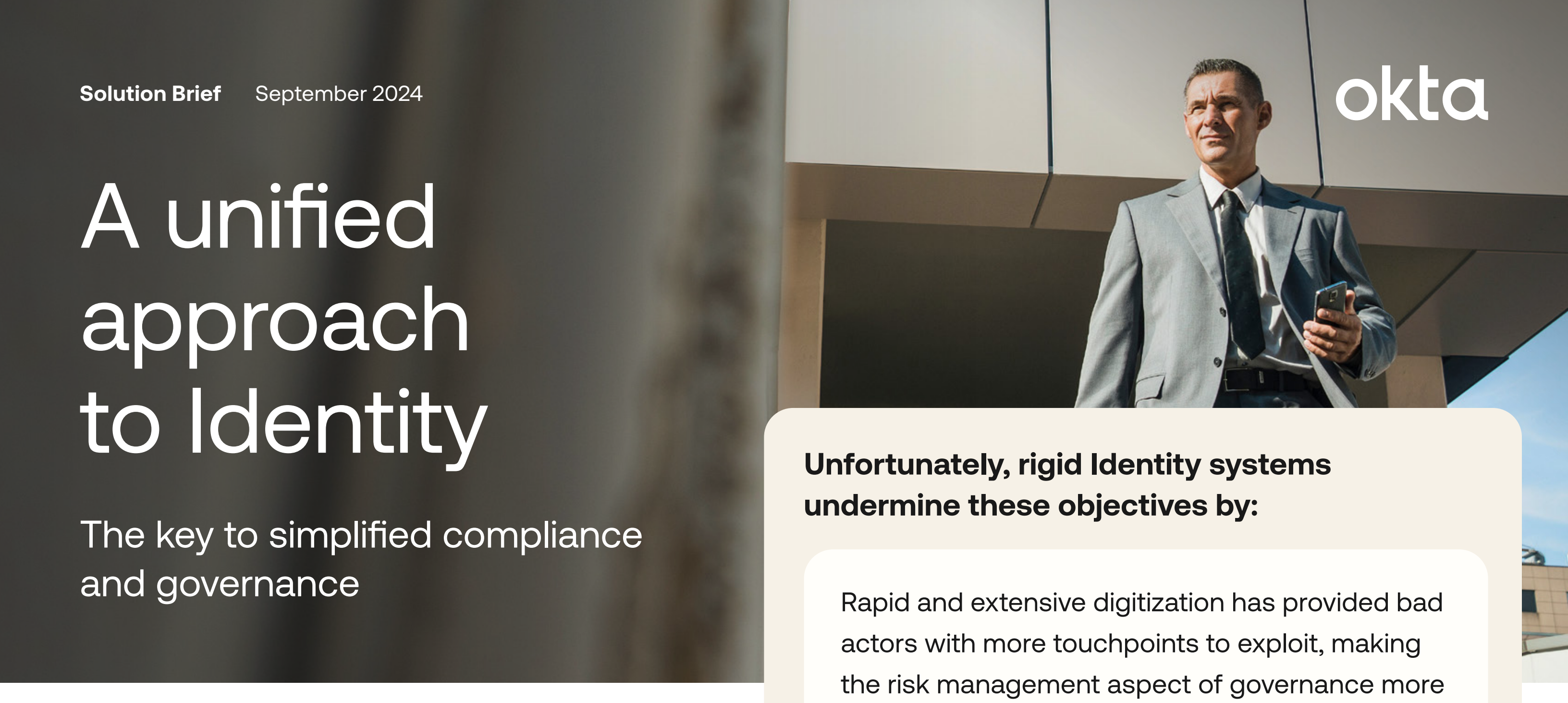

A unified approach to Identity

The key to simplified compliance and governance

The regulatory environment is changing fast. Is your organization built to keep up?

The threat landscape is in a constant state of flux as digitization continues to expand the attack surface. With customer data at stake, organizations must comply with growing regulations governing data protection, collection, privacy, storage, usage, and management.

Robust compliance and governance programs can help organizations identify and mitigate risks at the highest level, reducing the potential impacts of operational, financial, or reputational disruption. Yet, organizations struggle to ensure audit traceability and a collective defense when customer Identity is increasingly fragmented across a growing number of customer-facing channels/applications and back-end systems that are often managed by different teams.

To best support compliance and governance, CTOs need a unified and agile approach to Identity that can:

- Help the organization keep up with regulatory requirements
- Support comprehensive, data-driven risk mitigation strategies
- Meet data residency obligations

Unfortunately, rigid Identity systems undermine these objectives by:

Rapid and extensive digitization has provided bad actors with more touchpoints to exploit, making the risk management aspect of governance more complicated. Identity is at the center of this issue — stolen credentials account for 77% of basic web applications attacks. *(Verizon DBIR, 2024)*

When customer data isn't backed by a unified, Identity-centric data management strategy, the data access can become difficult to trace and control across systems. This is not only a frustrating source of inefficiency, but it also runs counter to several global privacy regulations.

A siloed, fragmented approach to data management also undermines the organization's ability to mount a strong, collective defense against a rising tide of bad actors, leaving them more exposed to disruption.

The not-so-pretty result

When each digital touchpoint has its own means of Identifying users, this results in Identity fragmentation across systems, teams, and lines of business. When Identity cannot be correlated, it cannot be tracked and secured effectively, which makes it difficult to comply with data privacy and protection laws.

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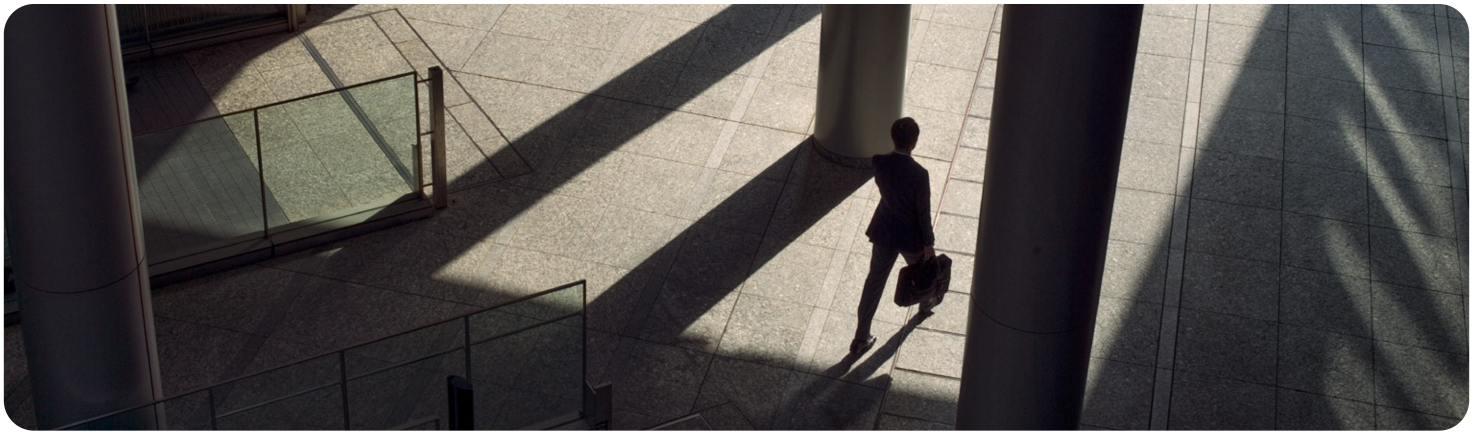

Unified Identity supports better compliance and governance. **Here’s how.**

The Okta Customer Identity Cloud (CIC) helps technology leaders stay in front of evolving risk and regulations. The solution maintains and meets the requirements for multiple frameworks and certifications — so development teams don’t have to — while uniquely enabling developers to easily extend and customize Identity as requirements change. Using CIC’s extensible, cloud-native tools and features, engineering teams can build, customize, and unify Identity across applications in order to streamline governance and compliance initiatives that position the company for maximal resilience in a volatile business environment.

Compliance and governance priorities	How CIC supports these priorities
Maintaining necessary certification	Comply with a range of standard certifications and authorizations relevant to your industry, such as FAPI, ISO, SOC Type II, and more so your organization can operate with confidence.
Meeting regulatory requirements	Get support in your compliance with regulatory frameworks like HIPAA, GDPR, and more, alleviating the time-consuming institutional stress of seeking solutions to implement complex legal requirements.
Strengthening risk mitigation and security posture	Use a centralized authorization policy and observability tools to gain better visibility and insights into access and threat patterns. Make smarter decisions about access and identify potential sources of risk before they become an issue.
Enabling data sovereignty	Employ customized data residency solutions — worldwide — to help meet specific data privacy regulations.
Simplifying control over tenant resources	Benefit from a single point of visibility and control over your tenant resources through a centralized approach to governance, compliance, and secure collaboration.

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 by simplifying the difficult minutia of compliance and strengthening your risk posture. With Okta CIC, your organization can manage (and conquer) whatever comes its way.

Here are a few key products and capabilities that help organizations build, and adapt compliance and governance requirements into their Identity flows with less effort.

Build

- **Universal Login —** Central authorization server enabling users to authenticate and provide, update, or revoke consent across every application securely, with or without code.
- **Fine-Grained Authorization —** Design authorization models from coarse-grained to fine-grained in a way that's centralized, flexible, fast, and scalable.

Secure

- **Security Center —** Centralized, real-time insights, observability, and remediation tools to identify and respond to Identity-related attacks in real-time.
- **Teams —** Single point of visibility and control over tenant resources, including centralized governance, compliance, and secure collaboration at scale.

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 sign-up and login forms, including pre-built templates, debugger mode, multi-language support, and more.
- **Marketplace integrations —** Extend authentication flows with any of the hundreds of out-of-the-box partner integrations available on our Marketplace, including consent management systems, fraud prevention platforms, and more. Post-authentication, you can automate downstream actions by integrating with systems of record, such as CRM or customer data platforms (CDPs).
- **Flexible deployment options —** Extensive global coverage, including options for public or private cloud on both Azure and AWS to meet data sovereignty requirements.

Ready to see what Okta can do for your organization?

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