



Lifting the lid on identity

Quick guide

# Customer Identity: why it matters now more than ever



The likes of Netflix and Amazon have raised the bar massively in customer experience (CX) thanks to their customer identity and access management (CIAM) capabilities. For example, an eBook purchased on your laptop at work is ready on your phone for the train ride home. Your favorite series is available on every device at the exact moment you've watched up to. And when you can't remember your password... poof! Just like magic all you need is an email address, and an auto-detected passcode sent to your mobile and you're in. Amazing.

**According to PwC, 32% of customers will leave a brand they love after just one bad experience<sup>1</sup>.**

**Do you want to take the gamble with that?**

## What customers want:

- A modern, seamless experience
- Security, privacy, and control of their personal information
- Innovative experiences that keep making their lives easier

Seeing the return on investment (ROI) that offering seamless, unobtrusive, and simple CIAM solutions brings these digital giants has left businesses of every type playing catch up. Because get it right, and your Customer Identity solution will deliver...

- Secure customer accounts, with multi-factor authentication and passwordless authentication protecting the customer lifecycle as well as your business's data across all apps
- An intuitive customer experience that enables customers to easily manage what information they share and store
- Compliance with regulatory mandates – GDPR and CCPA are just two examples, and they're always evolving – the right solution will stay up to date for you
- The ability to join the API economy – so you can monetize your APIs over time (i.e. enabling secure checkout via a social media apps, location tools etc.)
- And much more

Building such a solution and then supporting its ongoing management is, however, a lot to ask of your developer teams.








So don't ask it of them.

[1] The Future of Customer Experience report, 2018

# Automate your CIAM to refocus developer time on products and growth

A modern Customer Identity solution built in the cloud, like Okta Customer Identity Cloud, means developers can embed authentication, authorization, and user management capabilities with ease, freeing them up to focus on core business and product offerings instead.

Customer Identity Cloud also supplies a large catalog of prebuilt integrations with core applications and services in your tech stack such as:

-  **API gateways**
-  **Bot detection**
-  **Customer data integrators**
-  **Identity proofing**
-  **Infrastructure-as-a-service**
-  **Privileged access management**
-  **Security analytics**

And, with an array of no-code connectors, developer teams can build automated workflows to your key technologies without having to write custom code.

The overall effect on your ROI is compound. Utilizing a pre-built yet customizable CIAM with high automation functionality creates a significant time and resource saving for your business, enables developers to focus more on value-generating projects and products, and establishes the high-quality CX that customers demand:

- A seamless log in experience across every channel
- Personalized customer journeys, with a 360-degree customer view to support tailored experiences
- A joined-up digital experience across devices, 24 x 7 x 365
- New and modern experiences that keep customers coming back

**But this is just the start...**

**Next, lift the lid on how to keep your customers safe, while also keeping them happy with CIAM.**



## About Okta

Okta is the World's Identity Company. As the leading independent Identity partner, we free everyone to safely use any technology—anywhere, on any device or app. The most trusted brands trust Okta to enable secure access, authentication, and automation. With flexibility and neutrality at the core of our Okta Workforce Identity and Customer Identity Clouds, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and more than 7,000 pre-built integrations. We're building a world where Identity belongs to you. Learn more at [okta.com](https://okta.com).

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