



Lifting the lid on identity

Keep business innovating, personal data secure, and customers happy; it's possible to do it all

okta

A look at what's needed to achieve exceptional security and compliance – without compromising innovation or the customer experience.

Securing customer data and managing the growing volume of customers accessing your business is all consuming. But you also need to maintain an effortless customer experience while continuing to drive innovation across the business – something that's crucial if you don't want to fall behind your competition.

But, in the process of trying to create the perfect secure experience with a customer identity management (CIAM) solution, you could inadvertently create weak links that open you up to the security breaches and data theft you're trying to avoid. In fact, building CIAM is so time-consuming, you may find that IT resource is unable to innovate while they're heads down in the complexities of building and maintaining the solution.

How your current situation might look:

1

You already have an identity solution in place

2

You're planning or in the process of building your own solution

3

You're looking at possible partners

Wherever you are on your customer identity journey, is your solution fit for purpose?

What you need to gain control and free innovation:

At a security level:

Keep the bad guys out

Adaptive security measures to prevent user impersonation and identity theft, with approaches such as multi-factor authentication (MFA) and passwordless authentication to boost protection.

Compliance adherence

With efficient management of customer records and data sharing across multiple systems.

Engineers and developers need:

Good fit with existing systems

Frictionless integration with robust SDKs, APIs, widgets to join up functions and smooth both workflows and the user journey.

Scale up or down on a dime

Cope with large numbers of users – and the adaptability to support the business with varying authentication protocols.

For the CTO the following is crucial:

Cross-channel consistency

For a unified user experience wherever and however customers access your business – one login, multiple apps.

Leading edge innovation

Offering cutting-edge capabilities to keep pace with an evolving digital landscape to retain increasingly fickle customers.

Customer experience

Keeping it smooth and engaging at every stage, from new security protocols to platform updates and new channel growth.

Key note:

A solution that can meet needs across the business, from the developer to the CTO, is crucial.

A platform that's always ready for change:

Security measures are evolving

From MFA to passwordless authentication and one-time passwords. Whatever's next, you need a platform that's ready for it.

Cyber criminals are relentless

They keep innovating whether you do or not, even using AI to advance their attacks. With all the custom code required for customer identity, take care that it doesn't become a weak spot for vulnerabilities.

Small acronyms, big fines

From the General Data Protection Regulation (GDPR) to the Network and Information Security Directive (NIS2). The compliance landscape is ever growing and increasingly complex – but there's no room for error, and compliance is mandatory.

Time to reflect

Can you ensure reliability at scale? Any device, 24 x 7 x 365?

Whether it's Black Friday, the Glastonbury ticket queue or tax season – there's no room for downtime.

Is customer identity securely integrated with your tech stack?

CIAM needs to be joined up with security, privacy, marketing, and service management software to maximize on ROI and business potential.

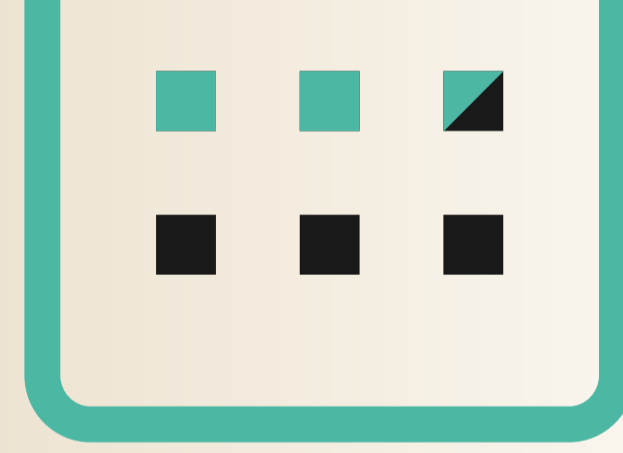
Are you making best use of your skilled developers and security engineers?

Do you want to use up their time managing customer identity, or would their efforts be better focused on your core business?

In practice: customer identity, how it should be:

2.5 days

The time it took for **Arduino**, an open-source electronic prototyping platform provider, to roll out both IoT and Android logins for their app (Arduino IoT Cloud) after they partnered with Auth0. Speeding up product rollout by several weeks while keeping within the guidelines of GDPR.



100s of apps and services. One login.

Together with Auth0, **Siemens** created a uniform login experience for customers and partners across its numerous operations and divisions. Siemens ID is a single login service that can quickly integrate with each company's tech stack. Centralizing storage of the user database and login page, while enabling each division to integrate the application in their own way.

590 million

That's how many consumers engage with **Bazaarvoice's** apps every month. By engaging with Okta, the user-generated content platform provider could allow clients to sign in with their own identity provider – simplifying user management for clients and allowing Bazaarvoice to step away from user authentication and data storage responsibilities.



Xero to hero

As this cloud-based accounting software provider was preparing for intense growth early in its development, **Xero** turned to Okta to secure its application infrastructure and enable automation. With the workflows stored on the Okta platform rather than an on-premise computer or server, API tokens are automatically secured and updated.

Lift the lid on CIAM

Dive deeper into why it matters with our educational CIAM webinar series.

Watch now



okta

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.