**London
Business
School**

Managing the complexities of Identity in education is simple with a cloud-based modern Identity solution

okta

How London Business School is scaling an exceptional digital experience to hundreds of thousands of users at the touch of a button, with Okta

The London Business School (LBS) knows all about the value in striving to discover tomorrow's business solutions. But never did that matter more than when it came to rethinking their Identity architecture.

With a strong focus on diversity and inclusion, LBS welcomes students from all around the globe and they boast a sister campus in Dubai. From 156 countries, approximately 2,300 enrolled students and over 55,000 alumni access the school's digital services. When you factor in academics, business partners, prospects, parents and other stakeholders, it brings LBS' user base to approximately 800,000. And with quality and delivery of services central to LBS's values and ethos, it's unsurprising that delivering the best digital experience possible for its users came top of their agenda.

Andreas Gosling, Director of Strategy and Architecture at LBS, discusses the challenges of managing digital user Identity in education:

"Education is unique in that each prospective student accumulates multiple digital 'Identities'; starting when they are a prospective student, and then as they move through the system to become a fully enrolled student, they build more Identities; for physical access with ID cards, for different digital services they might use with us, etc. And then beyond to becoming alumni, which adds an additional Identity layer."

This siloed user data environment is complex to manage, and organic attempts at building an Identity solution only led to a more fragmented user experience for LBS. What's more, manual back-office processes were taking up too much time and repeated data entry was weakening the school's security posture.

Gosling said:

"We knew that Identity and Access Management was a critical component for our security posture and digital experience; we had to rethink our Identity architecture, and this is where we discovered the capabilities of Auth0 by Okta."

"We wanted to get to the point where we had one entry point for all Identities linked to an individual. Where an email account is recognised and linked to the different services that user might be signed up for with us. Auth0 handled that exceptionally, with its linked ID feature."

Turning students into customers, and delivering a digital experience to match

Beyond traditional access management

LBS sees students as customers, and wants to deliver the same seamless and secure experience that they'd get in retail, for example. While ease of access to digital services was a priority, LBS still needed to demonstrate compliance and make sure only the right users could get the right access at the right time. A foundational backbone, one that delivers security, compliance and a consistent experience – not just today but as the user base grows – was essential.

Cloud-native and dev-friendly: the perfect partnership

Gosling said:

"We knew that Identity and Access Management was a critical component for our security posture and digital experience; we had to rethink our Identity architecture, and this is where we discovered the capabilities of Auth0 by Okta."

"We wanted to get to the point where we had one entry point for all Identities linked to an individual. Where an email account is recognised and linked to the different services that user might be signed up for with us. Auth0 handled that exceptionally, with its linked ID feature."

800,000 ways to get started...

Gosling continues:

"The first thing we did was to migrate our entire website user base – around 800,000 users – to Auth0 by Okta. We've deployed a simple login experience with a social login option with LinkedIn. We're also benefiting from better security and authentication, as well as added insights.

"It's also the first time we've been able to see active logins, and we can now easily identify and deactivate inactive accounts."

Opportunity ahead

Looking to the requirements of the future is no longer a headache for LBS; it's a source of excitement and opportunity.

Gosling continues:

"We're still in the early days of rolling out the platform. We have our prospective student user base on Auth0 by Okta. Next, we'll be moving our alumni to the platform and provisioning services to current students from there too.

"It's also easier for users who just want quick access to see resources for example, but aren't yet ready to create an account, as we can offer a one-time password capability. It's easier to engage with prospective students now, and by gaining the right information at the right time through true value exchange, we can build further insights with progressive profiling.

"We're excited for what our future holds with Auth0; but at a foundational level, the security and ease of use of the platform means we're confident in engaging with our users in new ways, getting to know them more, and building greater connections."