

Okta Customer Identity Solutions

Building secure, seamless experiences

Customer engagement is an important metric for success, but just how important is it? To find out, Okta surveyed 100 engineering executives from enterprise organizations, and learned that today's customers expect technology to be fast, frictionless, omni-channel, and secure.

The evolving consumer experience

Okta Advanced Server Access replaces traditional SSH Key and RDP Password authentication with a client certificate-backed architecture that mints ephemeral credentials limited in scope to a user on a device at a specific point-in-time. What's the best way to mitigate the risk of credential theft? It's to drive their value down to zero by minimizing the attack surface to an individual authorized request.

- Consumers are increasingly interacting with businesses through omnichannel digital experiences, and expect a seamless experience across all channels and devices.
- Companies are building interactive apps in order to expand and enhance their interactions with customers.
- Organizations are beginning to move their workloads to the cloud in order to reduce costs and increase agility.
- Developers look to modern identity solutions to help them build scalable apps, unify application experiences, protect against account takeovers, secure APIs, and integrate enterprise identities.

The challenges of building experiences

- Organizations struggle to deliver their apps to market at a competitive speed, which erodes customer engagement and defers market share to competitors who have executed on digital engagement models.
- Outdated approaches to customer identity and access management do not support seamless digital experiences, and lead to fragmented user experiences—71% of customers abandon apps when faced with friction at sign-on.
- 51% of enterprises suffered at least one data breach in the past year—these attacks erode customer trust in digital experiences and diminish user bases.
- Internally building modern identity solutions is complex and time-consuming, compromising the solution's quality, security, and time-to-market efficiency. It is four times more expensive to build identity internally.
- Businesses also lack the strategic and technical know-how to build an API platform, meaning they fail to adapt and keep operating in legacy business models.

Capabilities

Okta comes with the features needed to build modern identity into your application, including comprehensive authentication, authorization, and user management capabilities that are extended with a vast integration ecosystem. Everything sits on highly secure and redundant infrastructure and is accessible via out-of-the-box workflows or APIs and developer friendly SDKs.



Authentication: Implement frictionless and customizable login experiences; leverage out-of-the-box workflows (e.g. password reset and account recovery) or build a completely customized experience. enterprise identities.



Adaptive MFA: Extend authentication with a second level of security that is enforced with a comprehensive set of intelligent policy parameter.



Authorization: Control which APIs your users and developers have access to with fine-grained, standards-based authorization policies; implement role-based access control to applications.



User management: Maintain all your users, groups, devices, and policies in one place, hosted in the Okta Identity Cloud. Do everything programmatically using code, or use the user-friendly admin console to add, delete, or update users and groups.



Lifecycle management: Create seamless single-sign-on experiences and manage user lifecycles with automated onboarding and off-boarding. Easily connect your users with popular third-party cloud and on-premise application using Okta's extensive network of 5,500+ integrations.



B2B integrations: Easily create directory integrations to your existing enterprise IDP, such as Microsoft Active Directory or LDAP. Inbound federation support for SAML and WS-Fed connections so your users can sign in with their existing identity provider. Mitigate the risk of credential theft.

Benefits

- Identity and access management is delivered from a cloud-certified infrastructure that is developer-friendly and secure.
- Ranging from “no-code” to “pro-code”, get started with minimal development resources using Okta's hosted customization tools, or use Okta's SDK and REST APIs to build with the programming language and framework of your choice.
- Organizations can create frictionless customer experiences, get to market faster, centralize identity and access management, and improve security.

- Okta allows you to outsource time and resource-intensive compliance requirements, so that you can focus on creating the best service for your customers.
- Okta customers can secure their apps and customers with granular multi-factor policy controls, workflows for most common security use cases and integrations with best-in-breed security solutions via the Okta Integration Network.

Okta key differentiators

- Okta supports 10+ languages and frameworks with extensive documentation, tutorials, and sample code.
- Okta delivers out-of-the-box capabilities such as a sign-in widget, password reset, registration, and MFA enrollment to optimize developer resources.
- Okta takes an independent and vendor-neutral approach and integrates with all the leading cloud and on-prem resources, rather than a proprietary stack. This enables you to choose the best-of-breed technologies that are right for your customers.
- The Okta Integration Network has over 5,500 pre-built integrations that securely connect everything—applications, network security, CASBs, API Gateways, and more—to Okta's central cloud identity service.

Key customers include

- Adobe
- jetBlue
- pitney bowes
- Allergan
- MGM Resorts
- heal

About Okta

Okta is the leading independent identity provider. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. We provide simple and secure access to people and organizations everywhere, giving them the confidence to reach their full potential. To learn more, visit okta.com.