



## Overview

### INDUSTRY

Information Technology and Services

### CUSTOMER COMPANY PROFILE

LinkedIn (NYSE: LNKD) owns and operates the world's largest professional network on the Internet, with more than 135 million members located in over 200 countries and territories around the world.

### BUSINESS SITUATION

LinkedIn is growing rapidly, but the expansion has created significant challenges for the company's 2,000-plus employees as well as its IT team. To further its cloud strategy, LinkedIn's IT team needed a way to better secure and manage its growing collection of SaaS applications, and better integrate them with the company's existing Active Directory infrastructure. The team also wanted the ability to more easily deprovision and track terminated users, and to easily create reports of user access for compliance needs. LinkedIn employees were asking for a simple single sign-on (SSO) solution to reduce the number of URLs, logins, and passwords needed to access the large number of SaaS applications they relied on each day.

### SOLUTION

LinkedIn launched the Okta service in 2010, providing the company's sales and marketing employees with SSO access to a local productivity suite. The pilot project was quickly expanded to include SSO access to a broad set of cloud applications for the company's global workforce.

### BENEFITS

- Provided a platform for secure adoption of cloud applications
- Eliminated \$87,000 annually associated with AD integration
- Reduced provisioning and deprovisioning costs by 30 percent annually
- Enabled users to spend more time in applications, resulting in a \$240,000 annual productivity gain
- Provided greater visibility into SaaS usage and an auditable set of access and deprovisioning reports across all applications

## LinkedIn Taps Okta to Secure Their Move to the Cloud

**Okta's on-demand identity and access management service securely integrates cloud applications with Active Directory, provides single sign-on to increase employee productivity, and reduces IT costs.**

"Okta has provided a secure foundation for our adoption of cloud applications. The product has helped us increase security, reduce costs, and make our users' lives easier. Most importantly Okta has been very easy to work with, was extremely knowledgeable about the cloud and always willing to do whatever it takes to make LinkedIn and our cloud strategy successful."

—Mike Jennings, Senior Director of Corporate IT, LinkedIn

## Company

### LinkedIn

LinkedIn is a publicly held company, with a diversified business model. Its revenues come from a wide variety of hiring solutions, marketing solutions, and premium subscriptions. Headquartered in Mountain View, California, LinkedIn has offices across the United States and worldwide.

From the company's humble beginnings in 2002 in co-founder Reid Hoffman's living room, LinkedIn has now earned recognition as the world's leading international professional network with more than 135 million active members.

## Situation

### Supporting a Growing User Base and Portfolio of SaaS Applications

LinkedIn has grown from 1,000 employees at the beginning of 2011 to over 2,000 today. This rapid growth, combined with the rapid build out of its application portfolio, presented challenges for the company's IT team when it came to managing across their SaaS applications and controlling access to these business critical services.

Like many forward-looking companies today, LinkedIn has adopted a Cloud First IT policy, believing that cloud applications can provide the greatest impact on the company's bottom line and competitive position in the market. "We are strong advocates of cloud computing," explains Mike Jennings, Senior Director of Corporate IT at LinkedIn. "But our rapid adoption of SaaS solutions required us to rethink how we secure and manage our cloud apps and integrate them with Active Directory. We knew we wanted a service to solve these issues, not more on-premises software that we would need to manage."

Jennings runs a lean IT team by design. "Our IT professionals are highly skilled. I don't want them bogged down with low-level user management and application administration issues. I'd rather automate those tasks with an easy-to-use SaaS solution, and apply my IT team to more strategic tasks."





*“Our cloud strategy could not be successful without the ability to accomplish one-click deprovisioning of users from all SaaS apps, quickly track user access, and easily create audit reports.”*

—Chris Niggel, Staff Systems Engineer, LinkedIn

### Improving Security

Data security was also a focus for IT, since password management across all of these separate applications was left to the employees. “We had aggressive plans to adopt more SaaS applications, and needed an architecture in place that would integrate and roll them out,” explains Chris Niggel, Staff Systems Engineer at LinkedIn. “We needed to be able to easily ensure strong passwords were in place across all applications, as well as track if user access was revoked from all applications when an employee left the company.”

Okta’s centralized administration provided solutions to both of these problems. “Our cloud strategy could not be successful without the ability to accomplish one-click deprovisioning of users from all SaaS apps, quickly track user access, and easily create audit reports,” says Niggel.

### Too Much Time Spent on Integration and Deployment

With the increase in the number of cloud applications, LinkedIn’s IT developers found they were spending an increasing amount of time on application integration and deployment. “With all of the different single sign-on standards available, and vendors creating their own proprietary connections, we could not support all of the custom integration projects our users requested,” explains Niggel. “We needed a single console where we could easily integrate, deploy, and manage all new cloud applications, leveraging our existing Active Directory infrastructure, and hiding the complexity of creating that connection.”

### Providing SSO across All Cloud Applications

LinkedIn’s global workforce relies on access to more than 20 enterprise SaaS and web applications, from Box and Cloud9 to Confluence and Docusign.

But with such a large number of different cloud and web applications accessed on a regular basis, employees were struggling to remember the dozens of URLs, logins, and passwords needed to access all of their essential productivity applications. Employees were lobbying IT to implement single sign-on access for all of these key applications.

## Solution

### Choosing Okta

LinkedIn started looking for a new identity and access management solution that would enable them to improve security, streamline application integration and administration, and simplify end user access. After evaluating several potential vendors’ solutions, the Okta on-demand identity and access management service quickly emerged as the clear winner. “Okta has deep expertise around SaaS, as well as a keen understanding of the management of our specific cloud applications and how those applications, like Google, Salesforce.com, and Jobvite work,” says Jennings.

“While most of our key productivity applications were pre-integrated with Okta, a few of the lesser-known solutions were not,” explains Niggel. “We were very impressed with Okta’s willingness and responsiveness to work with those vendors on our behalf, to get the remaining solutions quickly integrated with Okta.”





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—Mike Jennings, Senior Director of Corporate IT, LinkedIn

#### About Okta

Okta is the market leading on-demand identity and access management service that enables enterprises to accelerate the secure adoption of their web-based applications, both in the cloud and behind the firewall. With a catalog of pre-integrated applications and deep integration with Active Directory, Okta provides IT centralized user provisioning, access management, and comprehensive reporting.

For more information, contact us at [www.okta.com](http://www.okta.com)

#### Okta Deployment

The initial Okta rollout provided SSO access for a productivity suite of applications for 20 of LinkedIn’s sales and marketing employees. Applications in this suite include DocuSign, Salesforce.com, Hoovers, Marketo, and Xactly. Employees involved in the initial pilot project quickly adopted the new SSO solution, and the end user feedback was so positive that the second rollout was expanded to include over 500 users of Google Apps. Since then, LinkedIn has been adding an application a week, and almost every employee has an Okta account. “Take up of Okta has been so quick that we have 10 new integrations in the pipeline and users are still coming to us with more,” says Jennings.

#### Benefits

LinkedIn IT and its employees are extremely happy with the Okta solution. IT and end-user benefits include:

##### Increased Security

Okta has improved data security for LinkedIn through centralized management of user permissions to control access. LinkedIn now has consistent, auditable business processes for disabling IT access for terminated employees, all integrated with Active Directory.

##### Reduced IT Costs

The Okta service enables the LinkedIn IT team to eliminate the custom integration projects, development, and maintenance associated with its many SaaS applications. For Active Directory integrations alone, LinkedIn estimates an annual savings of \$87,000. In addition Okta has resulted in reduced helpdesk calls and made the provisioning process more efficient. With the initial set of apps integrated with Okta, LinkedIn is already saving 30 percent annually on the time spent provisioning and deprovisioning, equating to a \$30,000 annual savings that they expect to grow as they integrate more applications into Okta.

##### Improved User Productivity Due to Single Sign-On

Okta enables LinkedIn’s employees to log in with a single set of credentials across all of their SaaS applications. Their users are spending more time in the applications, and less time resetting passwords — resulting in an estimated per user time savings of at least two hours annually that equates to \$240,000 in improved productivity across their employee base.

##### Streamlined Compliance and Reporting

Okta has enabled LinkedIn to more easily address compliance initiatives with auditable and detailed reporting on user activities and permissions, providing information about “who has access to what” at any given point in time. Okta reduces the time spent on collecting and analyzing the application logs, and creating reports, and reduces the risk of being out of compliance.

##### Accelerated Adoption of New Applications, Increased ROI

The new Okta solution enables immediate productivity on the new applications published via the Okta end user homepage. With faster and easier adoption, the Okta solution has increased the ROI on LinkedIn’s many SaaS subscriptions.

