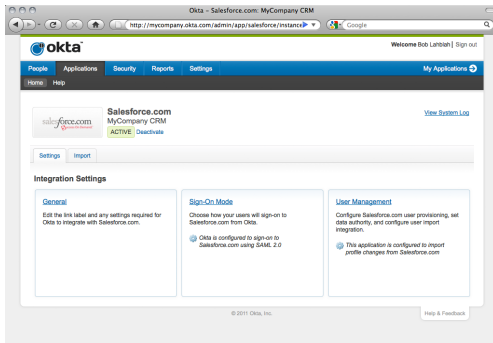


Automating User Management & Single Sign-on for Salesforce.com



Salesforce.com SSO and User Management

The Growth of Salesforce.com in your Organization

Salesforce.com is one of the most successful, business critical on-demand applications. In fact today, in many organizations, the entire sales and customer support team, external customers and partners, and with services such as Chatter, every employee in your company is a user. With this growth comes the need to ensure these users have seamless access via single sign-on (SSO) and that their accounts within salesforce.com are created, updated and deactivated on an integrated cycle with the rest of the systems in IT.

Salesforce.com User Management & Access Challenges

For both IT and end-users, managing access to salesforce.com presents challenges. Users struggle to manage their passwords and IT spends countless cycles managing password resets.

User management can be equally vexing as most organizations already have an on-premise directory, like Microsoft's Active Directory (AD), for core network resources. However, salesforce.com natively requires administrators to re-create, rather than leverage the on-premise directory, which is a time-consuming and error-prone manual process.

Productivity is hurt when salesforce.com accounts aren't provisioned in a timely manner and security and cost concerns arise when dormant accounts are not deactivated. Furthermore, most compliance auditors require documentation and reporting on user account creation, user access, and user de-provisioning.

Salesforce.com's APIs: Enablers but not a Solution

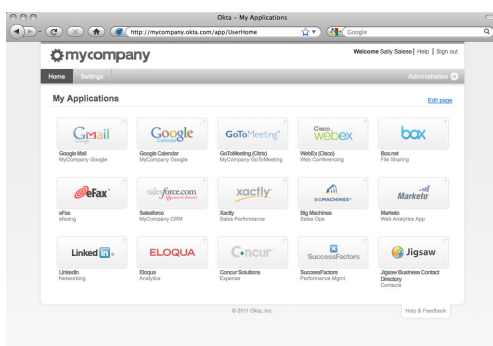
Salesforce.com provides industry leading programmatic access to its application through its API. A subset of those APIs enables organizations to provide both automated user management and single sign-on. However, those APIs only expose the relevant integration points within salesforce.com, and do not provide a complete solution. A significant investment in software development is required to create and maintain a custom developed solution that leverages these APIs and even then that solution will only address your salesforce.com specific challenges. While salesforce.com is definitely an anchor SaaS application for many companies, most IT organizations need to address these challenges across more than just one SaaS application.

As an alternative to rolling out your own, Okta provides a 100% on-demand, turnkey solution that automates user management and single sign-on for both salesforce.com, and all your other cloud applications as well.

Okta: A Turnkey User Management & SSO Solution

Okta is an on-demand identity and access management product that provides:

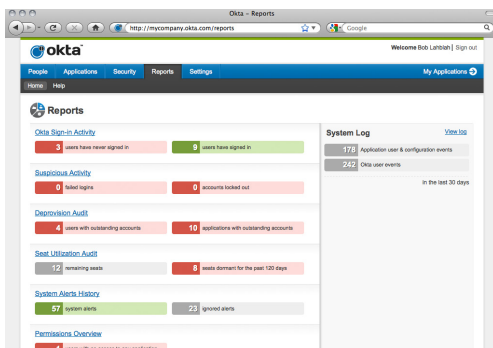
- Single sign-on for salesforce.com & all your SaaS Apps
- User Management & Active Directory Integration
- Analytics & Reporting across your SaaS Apps



SSO for Salesforce.com and Related SaaS Apps

Okta requires no services to install and includes:

- Secure integration of Active Directory with salesforce.com that takes under an hour to deploy
- A catalog with hundreds of pre-integrated applications including salesforce.com that are constantly updated and maintained over time
- A SSO homepage for every user and all of their applications, including salesforce.com
- An integrated administrative experience that allows you to manage users, applications, and your AD integration from one console, anywhere, at anytime
- A 100% on-demand solution that scales with your organization. No appliances. No proxies.



Centralized Reporting and Analytics

Single Sign-on for Salesforce.com & all your Cloud Apps

Okta can provide SSO to salesforce.com through either industry standards like SAML or through our Secure Web Authentication (SWA) technology. The salesforce.com integration also comes complete with thorough instructions about how to set up and configure SSO and User Management both within Okta, and your salesforce.com administrative console within minutes. Moreover, Okta can also provide SSO for any web application, whether that application is another 3rd party SaaS application or a custom-built internal web application.

Salesforce.com users also require numerous other applications (email, document sharing, online presentations, etc.) in order to be productive in their jobs. Okta provides one solution that integrates all of these applications.

Automated User Management & AD Integration

Okta can be configured in under an hour to automate user management including provisioning, modifying or de-provisioning access to salesforce.com. Okta's integration with Active Directory helps organizations leverage their existing directory investments and can even provision or de-provision access based on security group membership. As changes are made in Active Directory, synchronization with Okta occurs automatically at configurable intervals to ensure that access privileges to salesforce.com are always up-to-date.

A Single, Simple Active Directory Integration

Many organizations deploy multiple cloud applications and Okta provides a single integration point that can federate Active Directory across salesforce.com and all of your SaaS applications. In addition, Okta's lightweight agent makes a secure, outbound only connection over HTTPS - no firewall configuration changes required.

Logging & Reporting

As a central point of integration across your SaaS applications, Okta can provide powerful analytics and reporting by logging the who, what, when and where of user activity for salesforce.com and any other applications. In addition to standard access reports Okta also helps identify the best practices of your most productive users.

Seat Utilization Reporting

Okta helps identify which seat licenses are being under utilized in order to maximize application ROI.

De-Provisioning Audits

Most compliance auditors require proof that accounts have been deactivated when a user leaves the company or no longer requires salesforce.com.

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. The Okta team has built, deployed, and supported market leading, on-demand and enterprise software solutions from companies including Salesforce.com, SuccessFactors, PeopleSoft, Microsoft, Sun, and HP. Okta is backed by premiere investors including Andreessen Horowitz, FLOODGATE, and Ron Conway.