

3 Reasons Your Identity Management Solution is Leaking Revenue

Auth0

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Introduction

The roles of the CIO and CTO have changed as rapidly as the tech industry itself. From the early days of adopting and implementing rudimentary hardware to implementing cutting-edge analytics, CTOs and CIOs have always been expected to align systems between teams, stay up to date with shifting technology, and keep everything running perfectly.

Perhaps most importantly, CIOs and CTOs are becoming increasingly tied to driving business goals and revenue, whether you're selling to consumers or to other businesses.

With the rise of the digital transformation, the Internet of Things, and widespread migration to cloud based infrastructures, IAM (identity management) is the key to driving revenue growth. Achieving revenue goals requires a nimble IAM that can secure access to on-premises and cloud applications without requiring maintenance work from your team. From employees needing access to company data to users trusting an app with their personal information, identity management is a tool that CIOs and CTOs need to use in order to fulfill the revenue-generation part of their role.



Because IAM has different use cases depending on whether you're using it for consumers, other businesses or your own employees, this paper will outline how adopting an optimized identity management system can help realize revenue:

- For the B2B use case, IAM can attract more enterprise customers.
- For the B2C use case, IAM can increase customer acquisition and adoption.
- For B2E, IAM can help regain developer and IT productivity, as well as that of end users in the organization.

Through an exploration of these topics and case studies, this paper will serve as a guide to understand the revenue-generating potential of a powerful identity management system.

B2B: Missed Revenue From Enterprise Sales

Companies frequently outfit their product with a basic, but functional, identity management system. It is adequate for smaller customers, though not exceptional. But as your company grows and you hope to branch out from selling to small to medium sized businesses, it becomes clear that enterprise prospects are a different beast.

Having a great product is a differentiator, but enterprise companies won't be able to use it if it doesn't fulfill their requirements. The following are the main obstacles SaaS companies run into when prospecting enterprise customers:

- Their IT and engineering teams don't want sensitive corporate data and credentials existing outside of the enterprise firewall, in addition to having employees remember another set of usernames and passwords.
- Customizing your SaaS application to meet the security and governance requirements for each enterprise customer is time-consuming.
- The identity providers they want to integrate with SaaS apps, like Active Directory/LDAP, ADFS, SAML, Office 365 or Google Apps, require customizing enterprise federation, which is even more time consuming.



Sooner or later, you find that your team is spending more time learning about protocols instead of working on the core of your business.

Worse, not being able to quickly provide an easy integration between your application and enterprise identity providers might result in a lost deal.

You can reduce the sales cycle with enterprise prospects by adopting a robust identity management solution that integrates with enterprise directories within hours instead of weeks or months. Meeting their security and governance requirements is immediate because a comprehensive identity management solution ensures that your SaaS app meets stringent security requirements.

In particular, selecting an IAM solution that provides a real-time, outbound integration with Active Directory/LDAP, rather than a sync, is a plus.

With a comprehensive IAM, your company will be poised to close enterprise-level sales.

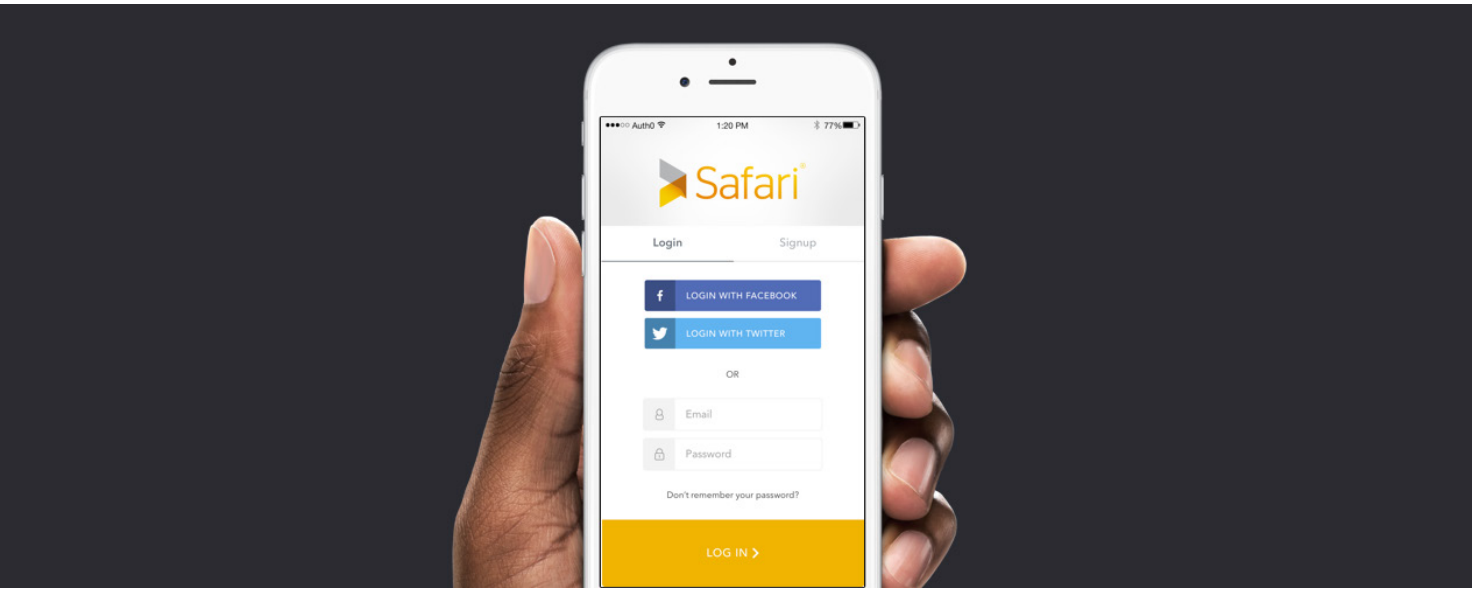
Case Study:
Safari Books Online



Safari Books Online, an O'Reilly company, provides e-learning materials — from books to video tutorials — for tech and business. With its emphasis on the B2B market, Safari needed a core single sign-on (SSO) platform that could easily be adapted to customers' preferred corporate identity technologies.

The Solution: To meet their SSO needs, Safari Books Online wanted identity management that would fit into their existing product, but still cater to enterprise-level potential customers. Although they initially wanted to build their own solution, they realized it would be much quicker and easier to use an out of the box solution.

"Compared to the costs and resources required to build, host, and secure a custom solution, the investment associated with a third-party authentication service like Auth0 was a sensible choice," said Cris Conception, engineering manager at Safari Books Online. They chose Auth0 because of Auth0's comprehensive SSO solutions, and ability to seamlessly integrate into their existing platform.



The Result: Safari scaled their business up in a fraction of the time it would've taken if they built an IAM themselves. With Auth0 SSO as the service hub for dozens of identity systems, Safari's development team can now easily set up B2B clients with SSO and provision users. Auth0 also moved Safari's SSO over to mobile seamlessly when Safari Books Online created their own app.

At first, Safari focused on SSO for corporate users accessing content from their desks. But users also like to read on mobile devices, so Safari developed a pair of powerful mobile applications on iOS and Android—a major differentiator for the company in the B2B market.

> *"Auth0 made it easy to provision new users right within our mobile app. There's no need for a user to go to the Web first to create an account and then download the app... There are definitely a lot of new customers that we will be able to bring in as a result of [an easily integrated] SSO."*
>
> **— Cris Concepcion, Engineering Manager, Safari**

B2C: Lost Customer Acquisition and Retention

Friction & Conversions

Consumers want an easy login. When a password and username are used for everything from meal delivery to Twitter, one of the easiest ways to simplify your sign-up is adopting a social login. If your identity management solution doesn't provide an easy integration with social identity providers like Google and Facebook, you're losing an opportunity to accelerate onboarding and adoption.

The problem with social login is that, time and time again, we have seen security breaches from large companies like LinkedIn, Twitter, and other social sites where users' passwords are breached. If they use social login, that means their accounts across platforms could be compromised.

Furthermore, if you have multiple websites and apps but ask users to log in for each app, you're creating friction that could be contributing to churn. The easier your users can access your applications and websites, the better experience you provide.

In order to give consumers the ease they want and the security they need, you need to do more than simply add a social login button. Using an identity management system can give you the best of both worlds.

> *"...social logins accelerate customer onboarding and adoption."*

With built-in brute force attack protection and breached password detection to complement out of the box social login, Auth0 helps you ease customer signup and onboarding and build trust at the same time. Any robust IAM should be able to connect a single user across systems without multiple logins. These are keys for getting potential customers or users past your login page.



Personalize the Customer Experience for Upsells

Your users' data is available to you from login, especially if you utilize social login. Gathering user data allows you to personalize the digital experience for customers, thus improving retention.

With an IAM set up for data collection as well as login, you will be able to enrich your analytics with:

- **Social data** — data about users likes, dislikes and their network.
- **Profile enhancement** — extracting data from external platforms for a complete profile of your users.
- **Progressive profiling** — gradually collecting information about your users as they use your product.
- **Behavior profiling** — understanding how users are interacting with your platform by understanding what they do during their sessions.
- **Account linking** — forming an understanding of your users by connecting cross-platform accounts to complete a profile.

When you aren't able to create a 360 view of your users, you miss out on personalizing the customer experience. What you do with this data and profile ultimately determines if you can increase revenue. A robust identity management solution should drive upsell opportunities through actionable data visualization, powerful search capabilities, and easy integration with marketing platforms such as Marketo, Salesforce, Intercom, and Domo.

From sending personalized emails to frictionless onboarding, user data is key to growing your revenue.



Case Study:
Jet Privilege

JetPrivilege

JetPrivilege is an award-winning airline loyalty program from Jet Airways. When they entered a joint venture with Etihad Airways, they needed a new login system to support the venture. One thing that they knew would be advantageous to implement along with their new signup was enriched user profiles. With enriched user profiles, they hoped to be able to integrate data from their partners and run in-depth analysis to give their users the best experience possible.

The Solution: JetPrivilege chose Auth0 for their identity management needs, including implementing an SSO to deliver a superb user experience for its millions of members. Auth0's solution provided social profiles and partner data for sophisticated analytics and customized user journeys. In addition, Auth0 managed the merging of JetPrivilege and Etihad Airways' systems, and ensured rigorous security to protect users' sensitive information and rewards points.

The Result: JetPrivilege used sophisticated identity management to reduce abandoned signups, and customized their user's experience.

> *"Using the power of Auth0, we expect to offer users a richer experience once we are able to see their social profile and personalized information. The benefit is that it will allow folks to come through our doors and see what we offer, but to interact more completely they'll need to provide more information."*
>
> **— Amol Date, Product Manager, JetPrivilege**

They also worked with Auth0 to help hundreds of partners integrate with their loyalty program. These are powerful tools to keep users and upsell them as they continue to use the JetPrivilege reward programs.

B2E: High Costs to Developer and IT Productivity

If your engineering team is building and maintaining your current identity management solution, you're losing revenue. The energy and time it takes to build and maintain your own IAM is simply not worth it. You have to consider:

- Upfront and maintenance costs for the software and hardware involved in a highly available IAM.
- Labor costs for developers, IT, and help desk.
- Cost of downtime and security breaches.
- Cost of auditing and reporting
- Security compliances (SOC 2)
- Industry-specific standards (HIPPA/BAA)

In addition to hiring and spending time on identity management, there is an opportunity cost to putting your developers on this task instead of revenue-generating applications.

When your engineers are tied up with IAM, you aren't able to put your full weight behind the lifeblood of your business. Instead, homegrown IAM is a drain your company's resources and is a secondary function of your business.

Your identity management solution should require little maintenance once implemented, as you offload

that work to the third party service. The third party service should also have security experts that are constantly monitoring for attacks, and have external experts review the solution.



When JetPrivilege was looking to outsource their identity management, they quickly realized how much they would save by offloading rather than taking on the work of building an IAM.

> *"When your engineers are tied up with IAM, you aren't able to put your full weight behind the life-blood of your business."*
>
> **— Amol Date, Product Manager, JetPrivilege**

Auth0 promised an implementation timeline of only a few weeks. That means when JetPrivilege was ready to put the finishing touches on the part of their business that is unique — their rewards and loyalty programs — they didn't have to wait any longer to build an IAM for themselves.

Case Study:
Marks and Spencer

M&S
EST 1884

Marks and Spencer, a British multinational retailer, needed a reliable, scalable identity management solution for their holiday game app, Pass the Parcel. They wanted to make the app even more successful by handling more users and activity.

The Solution: Turning to the experts, Marks and Spencer worked with Auth0 to quickly implement a robust authentication and identity management solution that included social login. Through rigorous testing and Auth0's ability to handle over 1 billion identity transactions per day, the app didn't encounter performance issues and was a success.



The Result: Marks and Spencer knew their app would be a hit because they could focus their efforts on what they knew best—making Pass the Parcel the most fun and engaging game possible. They didn't have to spend their time building an identity management system that could handle their scale. In the end, Pass the Parcel was a massive success, with sky-high user satisfaction and 19,735,216 authentication operations, with 1,556,494 total users registered in its first week.

Conclusion

As the roles of CIO and CTO continue to expand to affect revenue, identity management is becoming more important. That's because no matter your market or customer base, IAM can be a big driver of revenue for your business.

- For B2B, IAM can reduce the sales cycle and close more deals.
- For B2C, IAM can increase conversion rates for new customers, personalize the customer experience and boost upsell opportunities.
- For B2E, IAM can regain engineer/IT productivity, keep engineers on revenue-generating projects, and improve security and user experience for employees.

Using an out-of-the-box identity management system is one of the best ways to stay ahead of your competition. It gives you the flexibility and dependability you need to meet your revenue goals. Especially as identity management becomes more complicated, with more authentication methods and new security breaches, outsourcing your identity management ensures your IAM is at standard.

Identity management is a powerful tool that can benefit your bottom line, your relationship with customers, and your ability to sell your product.

About Auth0

Auth0 are security experts and have built a platform designed with state of the art security in mind. Over 80,000 developers in 167 countries trust Auth0 and our comprehensive identity management solution.

With Auth0, any developer can implement:

- Social login, enterprise federation and single sign-on within minutes.
- Enterprise connections (AD, LDAP, ADFS, SAML, Ping, Google Apps, and more).
- Social connections with all major providers.
- Traditional username and password authentication with enhanced security features, including multifactor authentication and anomaly detection.
- Breached password detection and brute force attack protection.
- Painless user migration from existing systems without requiring password resets.

Operating with the highest standards on the cutting edge of security and identity management, Auth0 aims to help companies implement easy but robust identity management solutions that allow them to focus on what really matters for their company.

For more examples of how other companies evaluated Auth0, please visit **auth0.com/customers** or get in touch at **sales@auth0.com**.



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