

TRENDS IN CUSTOMER IDENTITY & ACCESS MANAGEMENT:

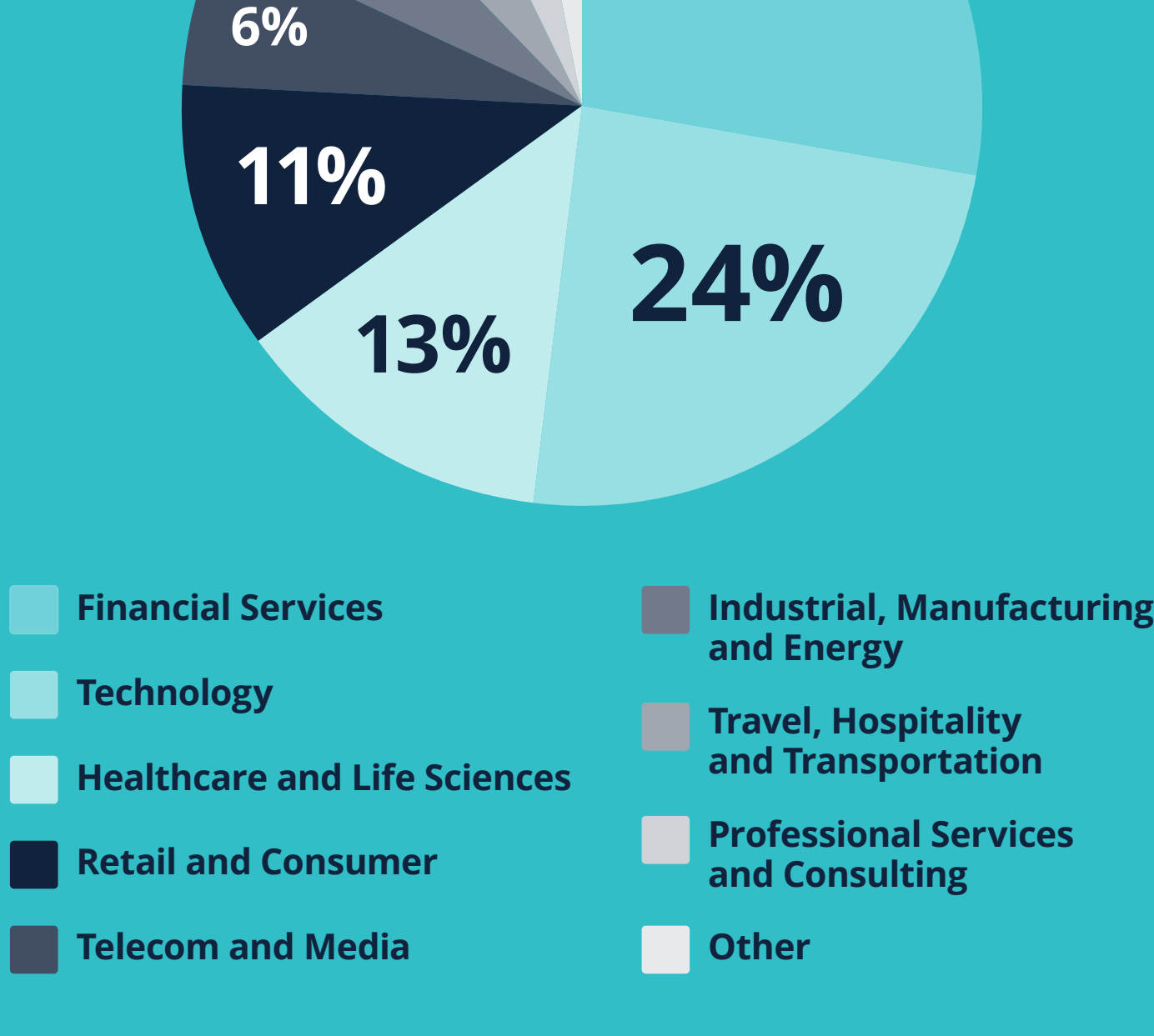
Modernization to AI

Organizations recognize the strategic value of customer identity management, and CIAM modernization is underway, with over half migrating CIAM to the cloud and almost half investing in passwordless authentication. There is also broad agreement that AI will reshape identity strategy.

A Gatepoint Research survey of 184 IT and security executives uncovered CIAM insights and initiatives, finding that the next phase of maturity will be defined by platforms that unify identity across ecosystems, reduce integration and operational burden, support both human and machine identities, and enable developers without adding friction.

Survey respondents included chief executives or vice presidents (11%), directors (15%), senior or department managers (23%), engineers (44%), and architects (8%), ensuring a balanced view of priorities and operational realities.

A mix of industries was included, with strong representation from high-risk, high-scale sectors



Business Goals Driving Customer Identity Strategy

Grow the customer base

47%

Deliver a seamless omni-channel experience

47%

Accelerate product and feature delivery

47%

Unify identity across applications or brands

40%

Expand to new markets or regions

30%

Increase registration and sign-in conversion

24%

IT Initiatives on Roadmap to Advance CIAM Strategy

53%

Migrate identity to a cloud-based platform

52%

Strengthen compliance (GDPR, CCPA, PCI, etc.)

46%

Enable password-less authentication

41%

Reduce fraud and account takeover

19%

Capture and leverage Zero Party Data

Challenges With Current CIAM Solution

Legacy systems and technical debt

48%

Complex integrations, SDK maintenance, or scalability

42%

Compliance and data residency requirements

41%

Rapidly changing customer and market needs

34%

Fragmented profiles across systems

32%

Limited in-house identity and/or security expertise

23%

How AI Agents/AI-Driven Applications Will Affect Customer Identity and Security Strategy Next One to Two Years

58%

Require stronger controls for non-human identities (agents, bots, service accounts)

56%

Increase demand for standards and interoperability (OIDC/OAuth2, SCIM, FIDO2/WebAuthn)

41%

Introduce new compliance or governance obligations

40%

Require lifecycle management for agent identities (provisioning/de-provisioning)

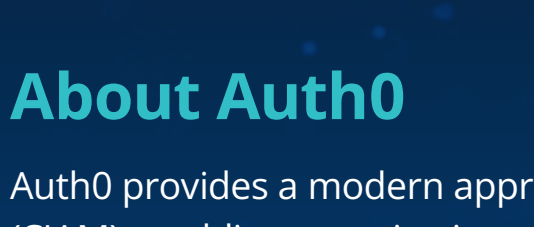
40%

Require more granular, policy-based authorization (RBAC/ABAC)

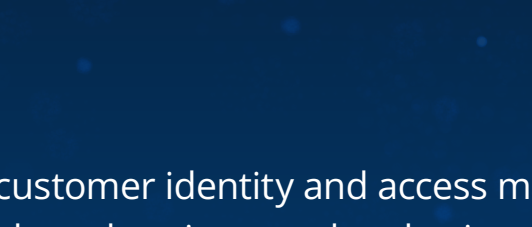
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Have little impact on identity strategy

Research conducted by:



Research sponsored by:



About Auth0

Auth0 provides a modern approach to customer identity and access management (CIAM), enabling organizations to securely authenticate and authorize users across applications. Its flexible, developer-friendly platform helps companies deliver seamless login experiences while maintaining strong security, privacy, and compliance. Auth0 supports a wide range of use cases — from customer identity to AI-driven applications — allowing organizations to scale identity across digital ecosystems without the complexity of building and maintaining it in-house.

[Discover more at auth0.com.](https://auth0.com)

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