

Use Okta Identity Cloud and Work.com to Quickly and Easily Deploy a Comprehensive Contact Tracing Solution

Contact tracing is a critical tool for slowing the spread of communicable diseases like the Covid-19 coronavirus, by helping admins identify the individuals an infected person has been in contact with to contain widespread transmission. State and local governments are quickly stepping up efforts to implement contact tracing on an unprecedented scale: It's been estimated that the current effort will require more than 100,000 contact tracers, all dialing in remotely and delivering a steady stream of user and contact data that will need to be carefully coordinated on a close to realtime basis. Governments must mobilize quickly to meet this unprecedented challenge. But help is on the way. Industry leaders Okta and Salesforce combine their best-of-breed solutions in a unique partnership that enables a quick start for a contact tracing initiative that scales.

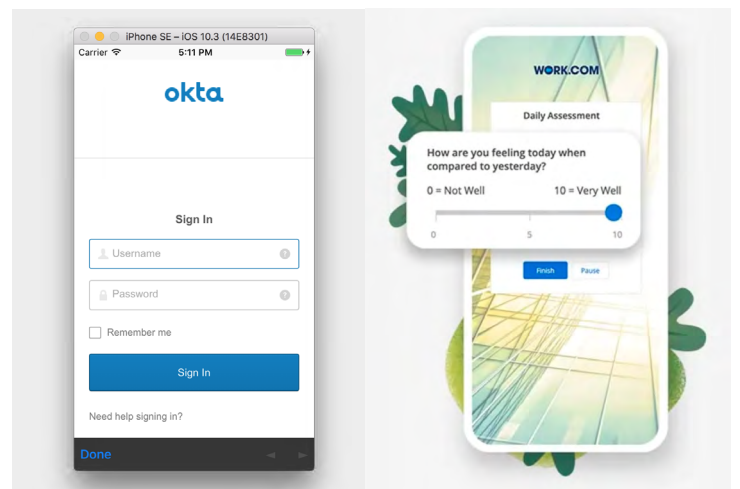
Stand up reliable contact tracing at scale in a matter of weeks

Okta and Salesforce have joined forces to give governments and companies a head start on designing and deploying the contact tracing programs they need. Okta's strong, cloud-first identity and lifecycle management provide reliable cloud-first authentication and automated provisioning that lets you stand up your contact tracing team—of employees, contract workers, partners, etc—quickly and safely. And Salesforce's Work.com offers user-friendly guided assessments, questionnaires, and other interactive initiatives that provide the data administrators need to understand transmission in realtime, so they can identify flareups, trigger followup tasks, and provide daily monitoring and other resources to potentially affected people.

Together, Okta and Salesforce let you:

- Securely authenticate and automatically provision a contact tracing team—even a complex or employee/contractor hybrid team

- Use guided assessments to capture relevant information from target communities, and follow up with trigger actions to accelerate uptake
- Manually trace interactions and meetings to identify possible points of infection transmission, and follow up with actions like daily monitoring
- Deliver a holistic, centralized, real time view of transmission within the community, to facilitate quick and decisive responses



How Okta and Salesforce combine forces to enable contact tracing at scale

Work.com's world-class tools help state and local governments, companies, and other large entities manually trace people interactions so any disease exposure and transmission can be quickly and reliably contained. Wellness surveys, event interaction forms, and other guided assessments gather the right relevant information from recipients in an intuitive, noninvasive way. And authorized contact tracers get the live data they need to quickly provide ongoing guidance and resources to potentially affected parties, and take followup actions like checking on external contact interactions or isolation status.

Okta creates a single control pane to centralize all contact tracing activity, facilitating quick, informed decisions and automated actions. Okta's Universal Directory becomes the sole source of truth for team identity, simplifying and securing login by working with your existing HR solutions to integrate employee data, including third party identities like independent contractors or temporary employees, and inbound federation of partner employees. And Okta's Lifecycle Management gives this workforce a single unified experience across devices, so they can access all relevant apps, as well as providing self-service registration, password reset, and other services that minimize user friction and IT burden.

Together, Okta and Salesforce give government entities the tools they need to quickly stand up a contact tracing program at any scale. Intuitive interfaces and questionnaires maximize user participation, while reliable, cloud-first Zero Trust security leverages device, user and application context to make sure everyone is who they say they are. New contact tracing teams and individual members can be onboarded quickly via automated provisioning, and departing workers can be decommissioned and deauthorized automatically from their apps when they leave.

With Okta and Salesforce's joint solution, state and local governments can...

- Use existing best-of-breed tools to quickly stand up a reliable, scalable contact tracing program in weeks, not months
- Confidently authenticate your Contact Tracing team members using their own devices, and centrally provision/deprovision to arm them for battle
- Gain a centralized, single source of truth founded on deep visibility into interaction events so you can trace infection and transmission in real time
- Build a safer environment for communities, and intelligently address barriers to community health and productivity
- Accelerate the return of safe conditions that can permit the responsible reopening of businesses and restarting of local economies

For more information on this integration, go to okta.com/partners/salesforce/work

If you have questions, please contact our sales team at okta.com/contact-sales

About Okta

Okta is the leading independent provider of identity for the enterprise. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. With over 6,500 pre-built integrations to applications and infrastructure providers, Okta customers can easily and securely use the best technologies for their business. Nearly 8,000 organizations, including 20th Century Fox, JetBlue, Nordstrom, Slack, Teach for America and Twilio, trust Okta to help protect the identities of their workforces and customers. For more information, go to okta.com.

About Salesforce

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit salesforce.com.