Automate Customer Identity with Okta Workflows

There's always an opportunity to spend time more efficiently. **Okta Workflows** enables you to automate identity processes at scale by connecting to any API—without writing any code. That means you can integrate identity into your existing technology stack and automate data orchestration across it with much less effort than it takes today.

The good news is that you're already using Okta to streamline customer identity and access management (CIAM) and create secure, frictionless experiences for your users. The better news? With Workflows for Customer Identity, you can now integrate with downstream technology and make customer journey management an efficient process on the backend and a seamless experience on the front end. Workflows unlocks the ability to better manage customer lifecycles, data privacy, operations, and more.

Ensuring privacy for an expanding community

During Oktane21, Bain & Co., one of the world's largest management consulting firms, described the need for a tool that could help them manage the end-user lifecycle for its clients, recruits, and corporate alumni. With Okta Workflows, they were able to manage consent, privacy, and access to content without needing a team of developers to build custom APIs—or interrupting user experience.

Automate identity with "if this, then that" logic

Oka Workflows for Customer Identity acts as a no-code automation layer across your entire customer identity technology stack. Instead of spending inordinate amounts of time building custom integrations and staying on top of changes in technologies and compliance, you can deploy "if this, then that" conditional logic to connect to any public API and build better omni-channel experiences for your end users. This gives you more control over customer lifecycles, data privacy functions, and B2B, B2C, and partner business processes.

okta		salesforce	Marketo An Adobe Company	OneTrust PRIVACY, SECURITY & GOVERNANCE
When a user registers	**If the user is new**	**Create lead**	**Add lead to email list**	**Log consent details**

Okta Workflows for Customer Identity reduces the manual burden of customer identity and addresses a number of important use cases:

Administrative operations

With Workflows, you can automate customer identity processes across the apps and APIs that you use every day. In addition to reducing manual, error-prone, and resource-intensive user management tasks, Workflows lets you replace utility code—such as lightweight data filtering or transformation—so you can focus on big-picture initiatives.

Marketing data orchestration

Workflows can sync customer identities to CRM software, marketing tools, and customer data platforms—like Marketo, Salesforce, HubSpot, and OneTrust—to speed up and simplify identity processes across the customer journey. With these pre-built connectors, you can also gain robust information about customer preferences that can help you deliver personalized experiences that will delight your customers and increase engagement.

Data privacy and consent

With Workflows, you can stay compliant with data regulations like the GDPR and CCPA, and establish consent and privacy with third-party providers like OneTrust—giving your customers peace of mind that their personal information is protected.

Security and identity proofing

Patchworked automation solutions frequently break, posing significant risk to your security and ability to scale. Workflows enables you to streamline registration, identity creation, and identity proofing throughout the customer lifecycle. It also makes it easy for you to grant and revoke access to business-critical technology, so that there's less risk of a breach.

With Okta Workflows templates, you can explore, download, and customize example flows that have already been vetted by Okta experts—making it easy to deploy these functionalities.

Building a culture of automation

Nuvolo, an enterprise asset management platform, needed an identity solution to help them manage a rapidly growing customer base. With their customized deployment of Okta Workflows, customer onboarding is now virtually instantaneous and manual provisioning is a thing of the past.

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For every 100 new clients we bring on, we save five minutes of manual work per client for each Nuvolo app, so we gain about 2,000 minutes back.

Jason Selgris
Chief Information Security Officer, Nuvolo

Get started

Okta Workflows for Customer Identity enables you to better focus your resources, streamline processes, and deliver elevated, secure experiences to your customers.

Are you ready to simplify customer identity and access management and save valuable development time? Learn more about Okta Workflows for Customer Identity or get in touch to set up a demo.

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 application integrations, Okta customers can easily and securely use the best technologies for their business. To learn more, visit **okta.com**.