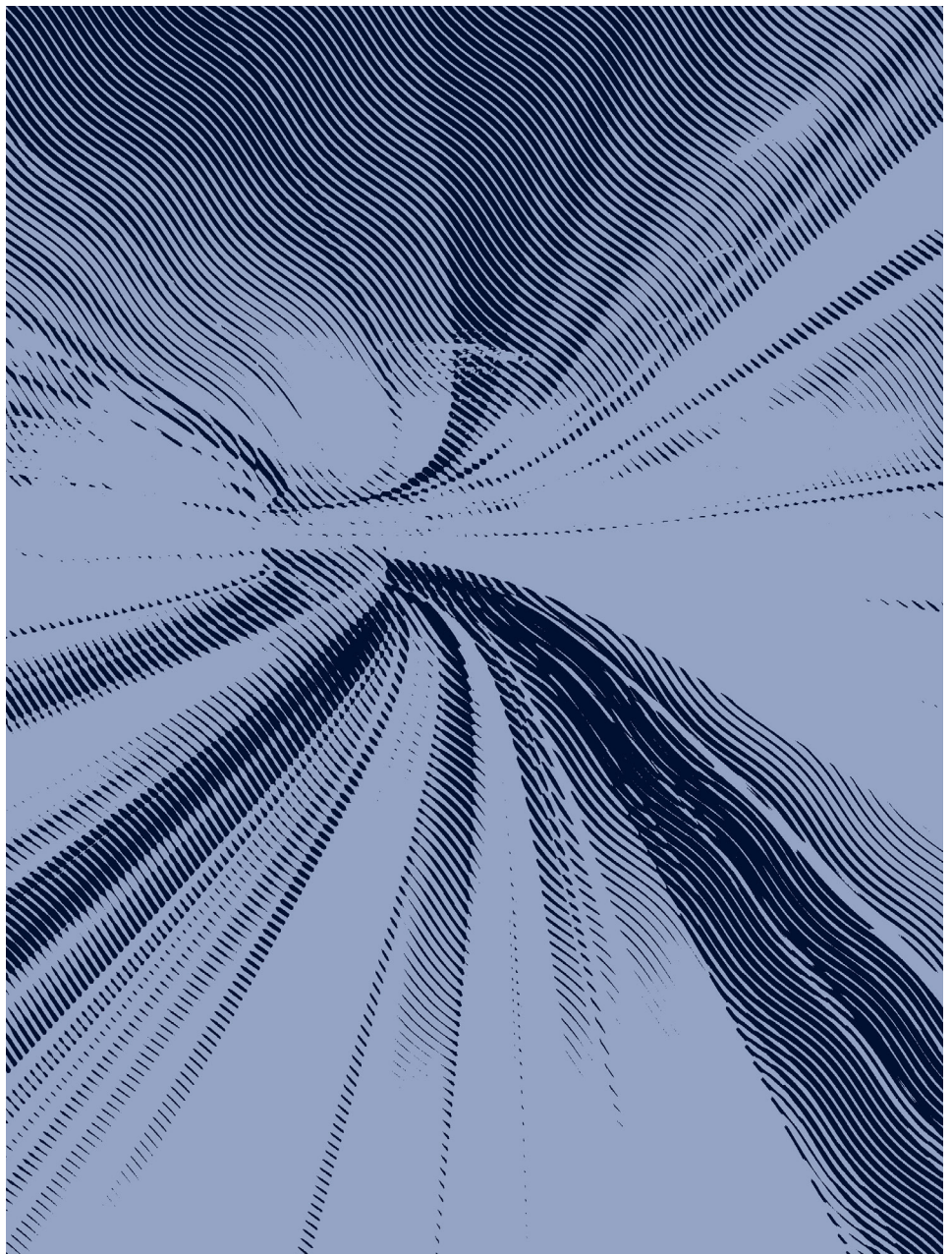# SIA: An innovative, agile digital identity and cybersecurity strategy propels SIA to become Okta's Premier Partner and its largest pipeline generator in Iberia

SIA

An Indra company

okta

Testimonial snapshot

Company

SIA

Industry

Technology

Company Profile

Financial services companies store and transport their customers' money and assets and process their financial transactions. When they choose a cybersecurity partner it's on the basis that it can be trusted with their customer's livelihoods. It's testimony to SIA's success that it is selected by hundreds of financial services institutions, as well as utility companies, public sector organisations and small and large businesses across all sectors in Iberia and beyond, to protect and defend them against cyber attacks.

Established in 1989 and part of the Spanish technology and consulting group Indra since 2020, SIA employs more than 1,300 cybersecurity professionals, making it one of the leading players in the Iberian cybersecurity market. To protect its customers from cyber vulnerabilities, SIA builds its in-house expertise around three key areas: digital integrated risk management; cybersecurity infrastructure services and solutions; and digital identity, signature, and access management. Using these building blocks, it creates bespoke, agile cybersecurity roadmaps that foster long-term relationships with each of its clients.

Daniel Fernández Rodríguez, SIA's Digital Identity Business Development Manager, gave his insights into how SIA have gained dominance in the Iberian market: "We provide the highest quality cybersecurity and go further than any of our competitors in terms of the scope of our services and the commitment, flexibility and innovative ideas we give to our customers. We could see that Okta could help us continue to deliver this."

Testimonial snapshot

Partner Overview

- Okta's only Premier Partner in Iberia

- Okta's largest pipeline generator in Iberia

- SIA took on 5 new customers and had them all onboarded to Okta within 12 months

- Spurred on by the pandemic, SIA rapidly deployed Okta's solutions virtually

- 14 Sales and Presales Accreditations and 6 Certifications

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> Okta allows us to provide our customers with a state-of-the-art identity and access management platform that is quick to deploy, easy to set up, easy to use and very scalable.
>
> Daniel Fernández Rodríguez
> Digital Identity Business Development Manager, SIA

Pushing for a single integrated digital access control

Many of SIA's customers are large national and international businesses across all sectors with hundreds or even thousands of employees and clients. So as not to disrupt their operations, their business models rely on minimal or preferably no downtime. Charged with protecting organisations from cyber attacks, SIA regularly reassesses its customers' needs and heavily scrutinises any new technology for its impact on the attack surface before deploying it for them.

With many of SIA's customers relying on multiple apps and SaaS systems, increasingly stored within a cloud, it was clear to the SIA team that they would save time and make their organisations more secure and efficient by opting for a single integrated digital access control for each individual worker's needs. That was the initial motivation that led to SIA's partnership with Okta.

"We began collaborating with Okta in 2019, after recognising that we could trust Okta's access management platform to deliver the levels of service we require. We identified a number of synergies between Okta's offerings and our own and we saw how our customers could all benefit from centralising and modernising their processes around authentication and access control. Okta fits perfectly into our portfolio," explains Rodríguez.

Rapid deployment without downtime

SIA prides itself on providing dynamic and flexible frictionless digital solutions tailored to each of its customer's specific needs – and these must all be installed with minimum disruption to their services. SIA knows it can rely on Okta to deliver this. "Okta allows us to provide our customers with a state-of-the-art identity management platform that is quick to deploy, easy to set up, easy to use, and very scalable," says Rodríguez.

Becoming Okta's largest business pipeline in Iberia

SIA has certainly managed to scale the Okta solution far and wide, and that's despite a global pandemic that locked down many of SIA's staff and its customers. In 2021, two years after its first Okta deployment, SIA was the largest Okta pipeline business generator in Iberia, creating 15 new Okta clients, and the only Okta Premier Partner in the region.

"Our very successful contribution to the growth of Okta solutions in just two years has exceeded all our expectations," says Daniel, "but I think it's because the Okta platform offers a scalable cloud-based solution that is available 24/7, and because Okta is so highly regarded not just in our industry, but within the entire business world, we have been able to close several deals with very important customers."

SIA is constantly evolving, developing, and improving its service offerings and so are its customers. Its customers' websites and software systems are regularly updated, they launch new apps and payment tools, and they have to make these changes while always guaranteeing an excellent and secure level of service for their users. Meanwhile, Covid-19 sped up the development and push-to-market of a lot of these innovations, as it forced businesses to implement homeworking and move their trade online.

"The security perimeter of businesses is always changing," explains Daniel, "and so to build a dynamic and flexible digital experience, it is key for any organisation that their customer identity management, cyber protection, and digital access is able to adapt and scale alongside these changes. We work very closely with Okta to help our customers achieve this."

SIA works with Okta to ensure that its customers are regulatory compliant too.

Although Okta is an international business headquartered in the US, it provides a localised Iberian service compliant with European Union (EU) regulations. "Okta is a global business, but with a local approach and that is important for us and our customers," emphasises Daniel. "The Okta solution offers hosting inside the EU, for example, which is crucial for our own and our customers' compliance needs." To comply with the EU's General Data Protection Regulation (GDPR), it is simpler for EU-based companies to store any data that they hold within the EU.

Working together as one

SIA and Okta's strong working relationship means that SIA relies on Okta's technical, development and sales teams, says Daniel. "From training to kick-starting new projects and finding new opportunities to safeguard our customers' identity and access management, we discuss everything with our colleagues at Okta and sometimes we work out new and even better ways of doing things for our customers. It's like we are one single team. I think this trust and partnership is a great base to grow from."

The future is definitely looking bright for SIA and it is now all set to expand its cyber protection beyond Iberia and further into Europe. With its purchase of German cybersecurity company, MSS, completed in June 2021, SIA now has cybersecurity professionals based in Spain, Portugal, Italy, Germany, Mexico, Colombia, Brazil and the Philippines. And, by targeting the global customers of its parent company, the Indra, SIA's army of cybersecurity professionals, equipped with the full suite of Okta's cyber protection and defence solutions, is all set to take on the world.