

okta



# The Okta CIAM Maturity Framework





**83%** of consumers have abandoned their cart or sign-up due to an arduous login process\*

## The challenge of customer identity

In today's digital-first world, customers expect their login experience to be private, secure and effortless. Because users now have endless online options, they are impatient with time-consuming and inconvenient login experiences. Being prompted to reset a password or create an account with a long form will often result in customer abandonment and revenue losses.

Further complicating this challenge is the fact that companies are building more and more custom applications. To stay competitive, many are rolling out new mobile apps, community platforms, e-commerce enhancements, omnichannel applications, and more. With the increasing volume of applications and services that companies now provide, customers need secure, speedy access to an ever-growing number of digital platforms.

To meet today's business requirements and satisfy soaring user expectations, companies of all sizes are exploring the value of customer identity & access management (CIAM) solutions like Okta that provide a centralised source of authentication, authorisation and customer insight.



\*Source: Auth0 and YouGov survey of 14,700 consumers and 2,400 IT/marketing decision makers in the US, Argentina, Brazil, Mexico, UK, Germany, France, Belgium, Netherlands, Australia, Singapore and Japan.

**47%** of customers say creating a password that meets requirements is their top frustration with signing up

## Identity-specific pain points

At Okta, we're identity experts. Every day, we solve identity challenges for thousands of customers. In the process of solving identity for so many organisations with such diverse business needs, we've learned a lot. We've detected patterns: for example, we've noticed that companies face four major pain points as they work to manage CIAM across their app portfolios.

### 1 Fragmented and disconnected CIAM priorities

- There is no unified CIAM or security strategy across all applications
- Legacy technology and siloed teams drive inconsistencies across apps, web properties and business units

### 2 CIAM is seen as a distraction from the core business

- Even though in most cases CIAM can be a revenue generator, it is often viewed only as a cost centre
- Because of the inherent complexity of CIAM, major time and effort devoted to managing it is seen as 'stolen' from the core business features

### 3 Limited CIAM expertise

- Most companies have sparse CIAM knowledge, experience and skills within their organisation
- Much energy and time is spent reinventing the identity wheel when industry-led tools, standards and patterns are already available

### 4 Security is perceived as a blocker

- Many companies believe they must make a trade-off between security and providing a stellar customer experience
- Security enhancements are also often perceived as a blocker to release velocity and scale



**49%** of consumers are more likely to sign up to a service if they can use Multi-factor Authentication

## What is CIAM maturity?

If these pain points feel familiar, you may want to consider your organisation's CIAM maturity – that is, the effectiveness of your existing solution and its ability to shift and scale in response to new business requirements and shifting customer demand.

CIAM maturity means having a fully functional, centralised customer authentication solution in place, so users can access your platform swiftly and securely whenever they need to. To reach it, you must:

- Evaluate your current state with expert input
- Create a plan to address deficiencies in your CIAM infrastructure
- Foster a culture of continuous improvement

**Here are some questions to ask your team to help you understand your CIAM maturity level.**

- What systems do you rely on to authenticate identity and authorise access for your customers?
- Does your CIAM solution ensure fast, convenient access, or do customers get frustrated with a clumsy login or checkout process?
- Is your CIAM solution capable of protecting customers' private information and securing the login box against malicious intrusion like credential stuffing attacks?

## How the Okta CIAM Maturity Framework can help

Okta has combined our expertise in solving identity challenges with our clients' collective knowledge and experience to establish a set of best practices and expert advice called the Okta CIAM Maturity Framework. It's a tool we use to measure and quantify the effectiveness of your CIAM solution across your organisation.

We understand which CIAM models work for particular business needs and goals, and we've used this understanding to create a framework that can help companies assess where they are now in terms of CIAM, where they need to be, and what specific steps they should take to get there. Reaching a greater degree of customer identity maturity in partnership with Okta allows you to align business goals across your organisation, so you can deliver more value to your customers.



**44%** of businesses attribute abandonments to the sign-up process

## Business outcomes

Achieving CIAM maturity unlocks six capabilities for your business:

- **Customer experience:** the ability to provide easy, useful and desirable experiences to customers
- **Developer experience:** the ability to provide ready-to-go code, software development kits and easy-to-use documentation for app developers
- **Administrator experience:** the ability to provide intuitive, comprehensive, and elegant tools for managing customer identity
- **Strategy:** the ability to plan holistically and intelligently to deliver value
- **Operability:** the ability to provide technology services that operate effectively
- **Security:** the ability to mitigate security risk and recover promptly when incidents do occur

## Phases of the CIAM Maturity Framework

If you're ready to start the process of evaluating and improving your CIAM solution, please [reach out](#) to schedule a consultation.

After an initial conversation, we'll work together through the four phases of the framework.

### Framework phases

#### 1 Understand proof of value

In this introductory phase, we'll explain:

- Our benchmark for what solid CIAM looks like
- How to implement or improve your CIAM solution
- How other organisations have leveraged the framework to create additional value

#### 2 Discover your current state

In this phase, we'll complete an assessment to document and understand how your current CIAM solution is performing. We'll identify gaps that are creating frustration, delay and other pain for your customers, and show you what's working well.

#### 3 Create a plan to improve CIAM

In phase three, we will leverage our insights from phase two to help you develop a plan for enabling secure, convenient CIAM across your digital platforms.

#### 4 Commit to continuous improvement

As you make progress with your plan, we'll assess on an ongoing basis how your CIAM investment is delivering value. We'll also suggest actions you can take to continue improving your identity infrastructure as your journey progresses.

**92%** of consumers expect companies to keep their personal information safe

## Ready to get on the path to CIAM maturity?

Participation in the Okta Customer Identity Maturity Framework is not limited to Okta customers. If your company is facing customer identity challenges, please **reach out** and schedule a consultation.

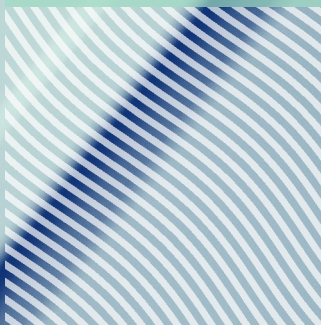


## Okta

Okta is the leading independent identity provider. The Okta Identity Cloud enables organisations to securely connect the right people to the right technologies at the right time. With more than 7,000 pre-built integrations to applications and infrastructure providers, Okta provides simple and secure access to people and organisations everywhere, giving them the confidence to reach their full potential. More than 14,000 organisations trust Okta to help protect the identities of their workforces and customers. Visit [okta.com/uk](https://okta.com/uk) for more information.



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