



The state of CIAM in 2022

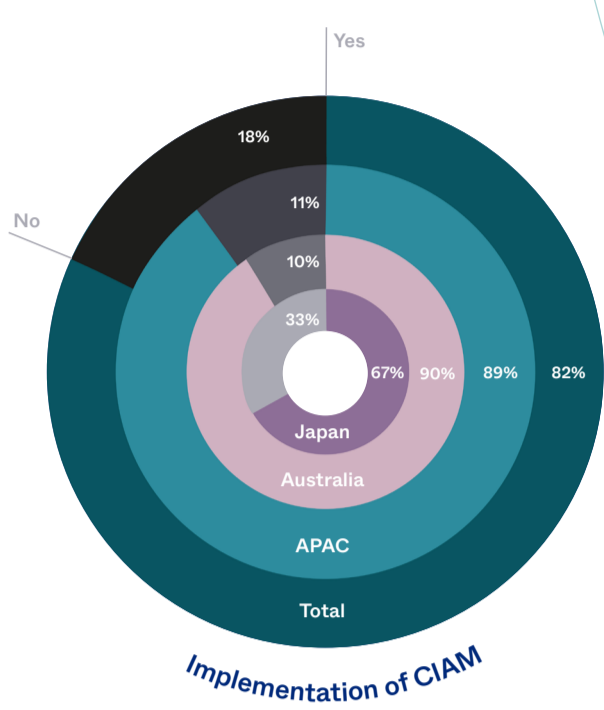
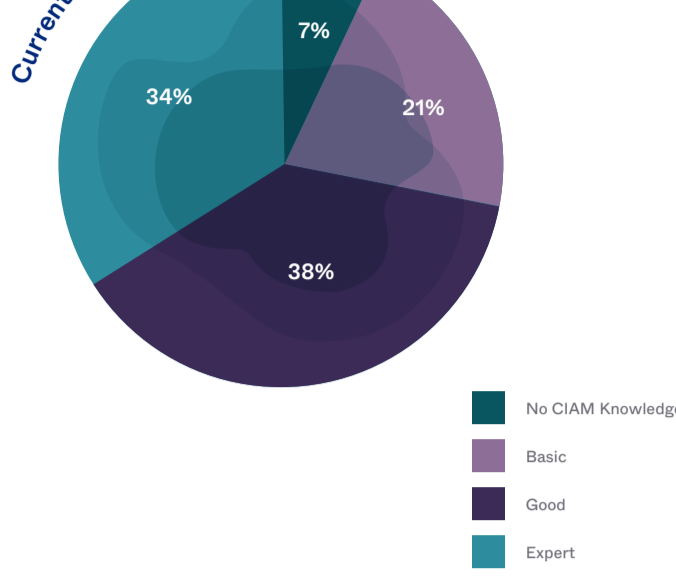
As businesses seek to deliver better digital services to their consumers, the popularity of customer identity & access management (CIAM) is rising. Our research* set out to uncover the extent of CIAM adoption in Asia-Pacific, the factors driving businesses to implement it, and the challenges they face in managing customer identity today.

CIAM is becoming a business imperative

Awareness and adoption of CIAM is rising among businesses in Asia-Pacific as consumer demand for secure, effortless experiences grows.

Nearly **3/4** state they have a good or expert understanding of CIAM

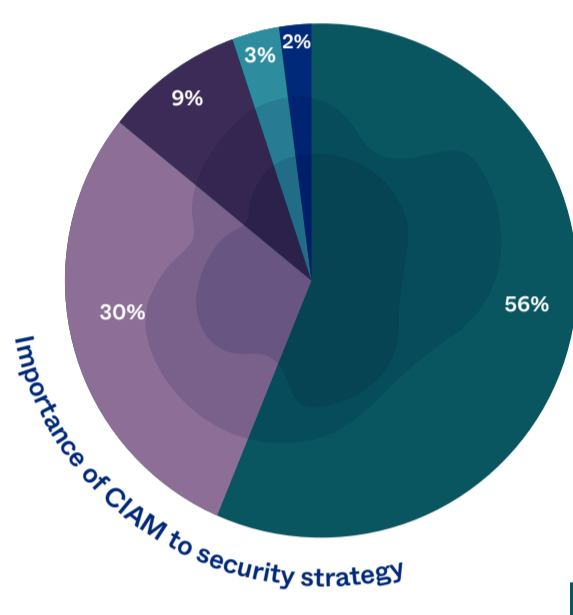
Current knowledge of CIAM



Nearly **8 in 10** have already implemented a CIAM solution, whether in-house or outsourced

Security is driving adoption

With cyberthreats rising globally, it's no surprise that security is the main driver of CIAM adoption.

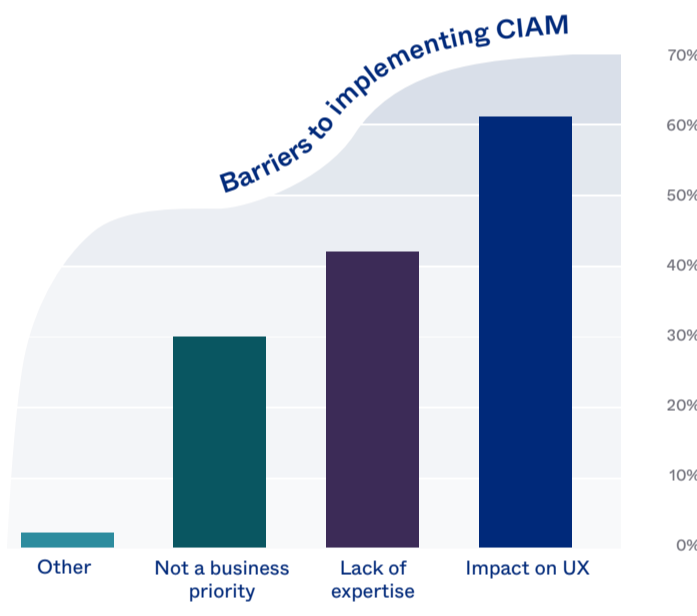


Nearly **9 in 10** say CIAM is very important or important to their security strategy

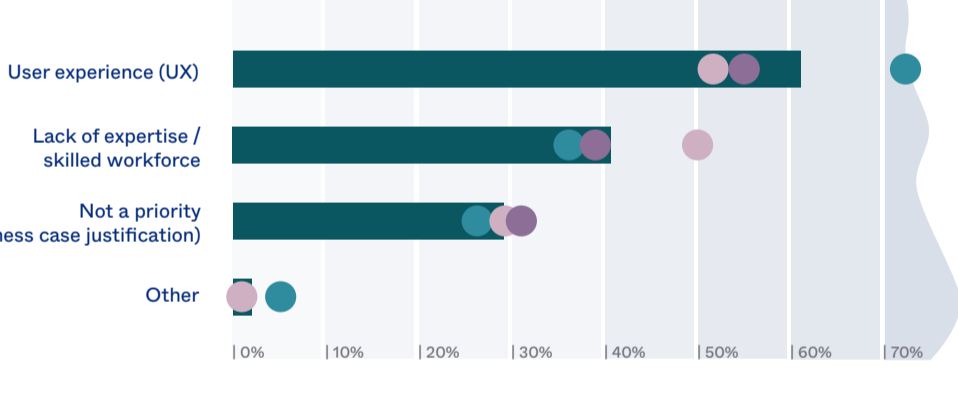
But managing CIAM is no easy feat

Businesses are concerned about the effect of CIAM on their user experience and the need to keep improving their security posture.

61% say adversely impacting UX is a barrier to implementing CIAM



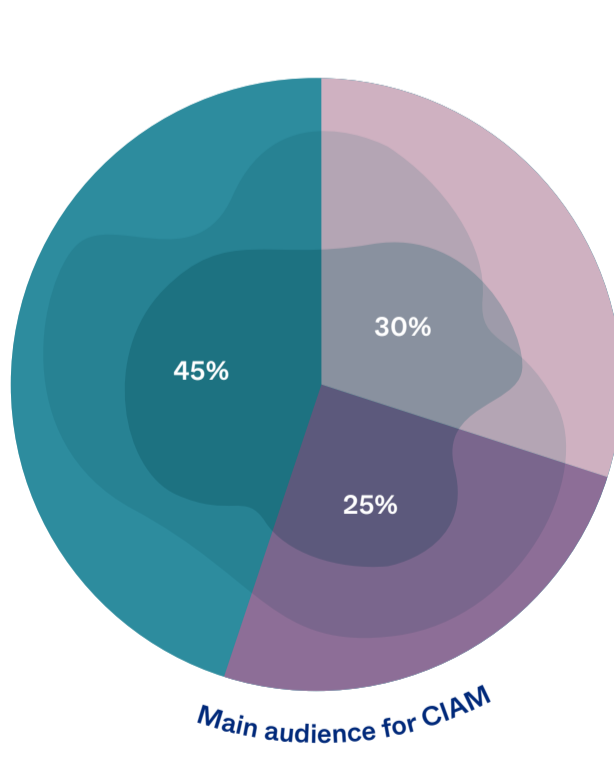
Barriers in managing customer identity



60% say their main barrier to managing customer identity is needing to improve their security posture

CIAM is powering collaboration with partners

CIAM's relevance extends beyond consumers. Businesses are using it to provide third parties like partners, suppliers and contractors with secure access to corporate systems.



45% of businesses use their CIAM solution to connect partners and suppliers as well as consumers

CIAM is a digital differentiator

Organisations that win in the future will be those that put customer identity front and centre of their digital transformation strategy. A modern CIAM solution helps to eliminate security gaps, reduce product development time and deliver seamless experiences that build loyalty and trust.

For more insights about CIAM, [visit our website](#)



Let customer identity flow with Okta

Delight your customers with secure, fluent digital experiences. Accelerate revenue, maximise the impact of developers and engineers, and reduce your security and compliance risk with Okta's suite of CIAM solutions. To learn more, [talk to us](#)

*Based on a survey of 320 employees in South Korea, Hong Kong, Singapore, Philippines, Australia and Japan.