



E-book

# Scale your business — securely — wherever it grows.

How Okta Customer Identity Cloud and AWS  
enable every application builder to become  
enterprise-ready and securely accelerate growth.



okta

aws

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## With the speed of digital change, getting Customer Identity right is critical.

Today's customers expect to engage with applications or services at any time, from any device, in a secure and safe manner. If the experience isn't convenient, consistent, and safe, companies run the risk of driving away business.

In most cases, it falls on developers to create these seamless experiences for customers. However, developers aren't always experts in security and Identity, even though these are critical elements of the modern, digital experience. They may lack the expertise, but they're still expected to build enterprise-grade Identity functionality into their applications.

Stop worrying about Identity and start doing what your business does best. Let Okta operate behind the scenes for all your Identity needs, and give your customers fast, secure, and seamless experiences.

### **How Okta and AWS can help ensure seamless security.**

[Okta](#) and [Amazon Web Services \(AWS\)](#) allow you to securely connect your customers with your online services without added friction — boosting acquisition and retention. With Okta, you can secure your entire organization's cloud-based and web-based software. And with [Okta + Auth0](#), you benefit from combined developer and enterprise expertise.

The [Okta Customer Identity Cloud \(CIC\)](#) for software-as-a-service (SaaS) applications enables every developer to become enterprise-ready and accelerate growth — without becoming an Identity expert.

Okta offers SaaS-specific capabilities out of the box, including enterprise federation, delegated administration, multifactor authentication (MFA), custom branding, and security features. Okta CIC powered by Auth0 empowers application builders, digital leaders, and security teams to accelerate time to market and grow the business.

With Okta and AWS, you can deliver secure and delightful online experiences that help convert customers. The drag-and-drop integrations that drive efficiency can save precious developer time. In addition, you can solve complex Identity challenges and use cases that can't be handled with basic solutions.

# Enable scalability with integrations and easy deployment.

## AWS services integrated with Okta

Okta features more than 7,000 pre-built integrations to a variety of applications and infrastructure, including many AWS technologies.

Amazon Relational Database Service (Amazon RDS)

Amazon Aurora

Amazon OpenSearch Service

Amazon Elastic Compute Cloud (Amazon EC2)

Amazon Elastic Kubernetes Service (Amazon EKS)

AWS Key Management Service (Amazon KMS)

Amazon CloudFront

Amazon Virtual Private Cloud (Amazon VPC)

Amazon Simple Storage Service (Amazon S3)

Amazon API Gateway

AWS Lambda

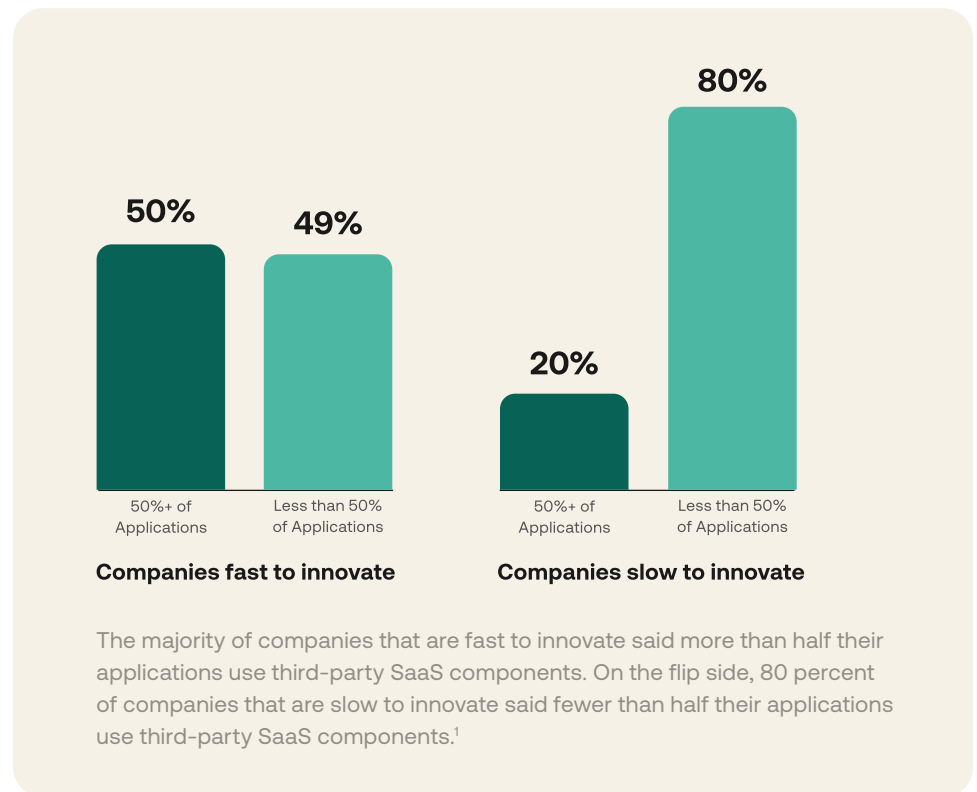
AWS Amplify

## Start learning today.

Read the whitepaper:  
Business Customer Identity  
for SaaS Apps — Simplified

Third-party offerings can help your developers release products, applications, and features faster. In fact, the number one reason teams use third-party SaaS components is to save time and gain agility.<sup>1</sup> Companies that offload some development operations to trusted SaaS platforms from third parties can free up their development teams to innovate.

## Third-party SaaS solutions help drive innovation.



## How AWS and Okta can help you scale globally.

Growth depends upon scaling. Okta and AWS can help you scale the reach of your technology and user experience (UX) with global availability, regional coverage, and flexible deployment wherever you need to be. Okta CIC works to ensure security with any cloud type, including public, hybrid, or private. In fact, Okta CIC supports 6,000 requests per second (RPS) on a private cloud, secured by design.

Okta CIC helps companies scale with secure Identity. It offers features such as multi-cloud deployment, faster onboarding for businesses, and the ability to process more users quickly.

[1] Auth0 How Development Teams Purchase SaaS October 2020

# Grow revenue and capabilities without sacrificing security and trust.

## Okta CIC balances security and UX with features like:

[Universal login](#)

[Social login](#)

[Enterprise login](#)

[Progressive profiling](#)

[MFA](#)

[Adaptive MFA](#)

[Customized MFA](#)

Attackers aren't hacking in — they're logging in. They can compromise your customers' credentials and bypass MFA. But Okta CIC on AWS improves the customer experience by making secure MFA as easy and seamless as the click of a button.

Okta CIC offers a balance between privacy, security, and user experience, which are often conflicting goals. At some companies, higher security may result in lower rates of abuse and fraudulent activity that could impact end-user conversion. The right tradeoff is different for every company. With Okta, you get out-of-the-box features that make the experience frictionless, plus one-click activation helps improve time to value. Easily keep your applications secure with features like [bot detection](#), [credential guard](#), [brute force protection](#), and [suspicious IP throttling](#).

For ISVs building multi-tenant SaaS solutions on AWS, Okta CIC simplifies implementation by creating a structure that represents the tenants of your service. By encapsulating your tenants in a construct, it's an easier process to bind users to tenants, federate identities together, and create resources needed for onboarding tenants.

Okta CIC makes it easier to implement and enable MFA as part of the user authentication flow in any of your applications. Using [AWS Amplify](#) — a solution that lets front-end web and mobile developers easily build, ship, and host full-stack applications on AWS — your developers can put their applications in the cloud in record time.

### Start learning today.

#### [Nutmeg case study](#)

How Nutmeg Tightened Security and Time to Market with Auth0

#### [A Cloud Guru case study](#)

A Cloud Guru Saves Over \$550K AUD Annually using Auth0

#### [AWS blog](#)

Building a Secure SaaS Application with Amazon API Gateway and Auth0 by Okta





# Nutmeg.

“With Okta CIC powered by Auth0, our team didn’t have to focus on managing authentication. They were able to put the majority of their capacity behind launching a new product.”

Neel Vadgama, Director of Engineering



## Ensure business continuity and a seamless customer experience.

Okta and AWS keep your business on track so you can deliver consistent online customer experiences — no matter where they're located.

AWS runs the foundational cloud stack and was built with the mindset of always on, secure by design, and built for scale. [AWS Global Infrastructure](#) helps ensure business continuity with automatic failover. If a server or database goes down, you are automatically switched to an immediately available replica. Always-on architecture means the platform won't go down or offline for maintenance at any point. The result: Your system is reliable, resilient, and highly available. You benefit from reliability through [Amazon VPC](#), multiple availability zones, and [Amazon S3](#). Okta also offers complete monitoring services so you can spot and respond to any potential issues in real time.

AWS and Okta [work together in various ways](#) depending on your unique needs. You get the best of two leaders in the cloud and customer security space. And with Okta CIC, you can enable seamless and secure user and customer experience across your organization.

### Start learning today.

[Headspace case study](#)  
Headspace Delivers Frictionless Security with Auth0 on AWS

[Gymshark case study](#)  
How Gymshark Centralizes UX for 250K Monthly Users with Auth0

# Secure digital experiences with one click.

Whether you are trying to optimize your application usage or expand your revenue and online presence, Okta and AWS have you covered. Okta CIC on AWS enables application developers, digital leaders, and security teams to focus on innovation — so you can go further and faster with Identity.

Your developer teams — and your customers — will thank you.

## **Start a free trial in AWS Marketplace.**

Buy Okta CIC through the AWS Marketplace with Enterprise Discount Program (EDP) credits to accelerate procurement and simplify billing

## **Check out AWS + Okta joint integrations.**

Enable seamless and secure user and customer experiences across any organization

**Explore more** in Okta CIC and Customer Identity and Access Management (CIAM):

- [AWS and Okta/Auth0 Partner page](#)
- [Learn more about Okta/Auth0 Customer Identity](#)
- [Watch the demo for Okta/Auth0 Customer Identity](#)
- [Learn how to implement MFA in React using Auth0 and AWS Amplify](#)
- [Watch the demo for Auth0 CIAM for public sector](#)

**Talk to us!** We're here to help.





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