

Investing in Digital Excellence for the Public Sector

How Okta expands the digital capabilities of Login.gov

With their always-on, robust digital platforms, private sector businesses have always led the way for the best digital experiences. However, the public sector is progressing towards a journey-centric approach, delivering digital products that strive to meet user expectations. This includes investments in shared products, services, and standards.

One example of the US government embracing a shared infrastructure is digital Identity. As well as verifying identities, this technology is integrated into critical access, support, and eligibility decisions that impact Americans daily. When implemented as an end-to-end service, digital Identity not only streamlines service delivery but also helps manage the public's expectations, building trust in the government.

One account, one experience



Government agencies can offer secure access to digital benefits, services, and applications with a single account for the public. By offering a “borderless” experience, there’s no more resubmitting information to different agencies or missing out on relief—all of it is accessible from one place. Users can also benefit from customized resources and tools accessible from home on their own devices.



Federal, state, and local governments can automatically verify, grant, and manage access to critical services online. With new self-service tools, in-person and paper processes can be minimized, allowing more time and efficiency for users. Identity-centric management also allows customized role management and authorization, fraud detection, and monitoring, all from one central location.

	Login.gov	Okta	Together
Single Sign-on (SSO)	Yes	Yes	<p>Okta provides a secure pathway between Login.gov and a modern digital experience. Used together, the American public gains the ultimate flexibility and choice when interacting with government services. As an independent and neutral Identity platform, Okta also seamlessly integrates with new and legacy customer products and services, on-premises or in the cloud through standard and secure API integration protocols with minimal coding. All of this minimizes modernization costs and facilitates interoperability for present and future use cases.</p>
Multi-factor Authentication (MFA)	Yes—Standard	Yes—Adaptive and passwordless	
Identity Proofing	Yes	Yes—Via industry partners	
User Directory		Yes	
Lifecycle Management		Yes—Including mastering, delegating, provisioning, and reporting	
API Access Management		Yes—Breach protection	
Pre-Built App Integrations		Yes—7,000+ apps supported via Okta Integration Network	
Workflows		Yes—No-code orchestration	
Account Takeover Protection		Yes—Okta ThreatInsight	

For more information on this integration, follow the steps in our [Using Login.gov as a Custom Identity Verification and Authentication Service in Okta](#) blog post, then [download the free trial](#).

Get the funding, provide the experience

Okta is dedicated to teaming up with agencies to provide a safe, adaptable, and digital-centric government experience for members of the public. If you're looking for ways to enhance your agency's customer experience (CX), here are three ways to get started:



Start exploring our customer Identity and access management solution, described above.



Check out the [Technology Modernization Fund](#) page to learn about CX funding and use their [template](#) to start the process.



To argue your case, work through the proposal questions and answers below.

1. What is the problem to be solved?

Solution tip: Include specific information explaining the scale of the problem.

To improve people's interactions with the government, agencies must account for their preferences. Studies show that 70% of frequent government service users want to increase their digital interactions with the government. At the same time, only 5% feel confident enough to complete a public service process using multiple channels without starting over.

Fortunately, there's a solution: Identity-as-a-Service (IDaaS) platforms. With an IDaaS platform, agencies can create seamless omnichannel experiences for customers. These platforms create one global customer identity from any number of sources and allow for secure SSO to any downstream app.

IDaaS platforms also provide flexible sign-in options, branded APIs, and a registration widget. This widget uses various frameworks and platforms to deliver a consistent end-user experience. Moreover, users can register multiple devices with an IDaaS platform

that offers device context combined with app-level policies and assurance levels, producing a secure, passwordless experience.

By leveraging an IDaaS platform, agencies can deliver the experiences that their customers desire while ensuring efficient and secure government processes.

2. What happens if this problem isn't solved in the next 2-3 years?

Solution tip: Provide a summary of users who will be directly impacted and what will change for them as a result.

Without a customer Identity solution providing secure, privacy-preserving, and consent-based access, agencies leave themselves at risk. There's no better example than the unprecedented fallout from the fraud and breakdown of federal-state relief programs generated during the last pandemic. Static Identity verification systems pose a challenge and don't consider adaptive authentication policies and access requests for government-sensitive public-facing applications.

But an IDaaS platform with MFA provides an additional layer of security by considering user behavior patterns and context (e.g., IP address, Country, Device ID, etc.) during login attempts. When login patterns deviate from the norm, government admins and customer care representatives can request MFA step-up authentication.

Using an IDaaS platform's API and developer toolkits, a developer can easily address consent requirements (e.g., legal agreements, marketing, and basic profile consent) in an application. They can store consent information and add or delete attributes based on consent status, all with unprecedented ease.

3. What are the outcome metrics to determine if the project was successful?

Solution tip:

Reference the [seven indicators for measuring customer experience](#).

Public-facing digital services must excel in quality, ease, efficiency, equity, and employee helpfulness. However, achieving these outcomes require multiple tools. Thus, procurement of a vendor-neutral platform is highly recommended, as it integrates with best-of-breed technologies.

By building on an IDaaS platform, agencies gain the flexibility to address present and future demands while picking the right technologies. The platform equips them with built-in capabilities, inbound federation functionality, and pre-built integrations with customer-centric supporting applications.

These integrations, such as Customer Relationship Management (CRM), call center and helpdesk support, and consent management applications, offer a relationship-oriented experience. It personalizes customer interaction and automates case management, feedback, and service quality.

For even more ways to include Okta in an in-depth proposal and business case, contact us at federal@okta.com.

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