



I am invisible,  
who am I?



okta

# Philip Hoyer

Field CTO EMEA, Okta



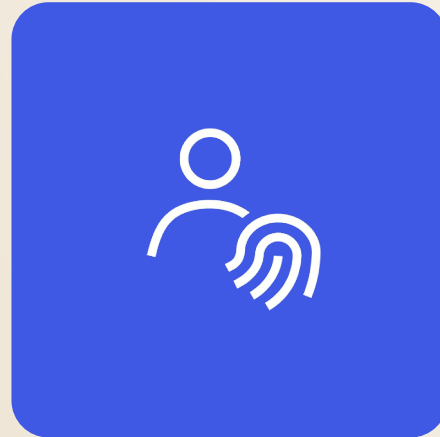
# The Invisible Man Paradox



# Your Invisible Man is seeking experiences that are...



Consistent and  
seamless



Curated and personal

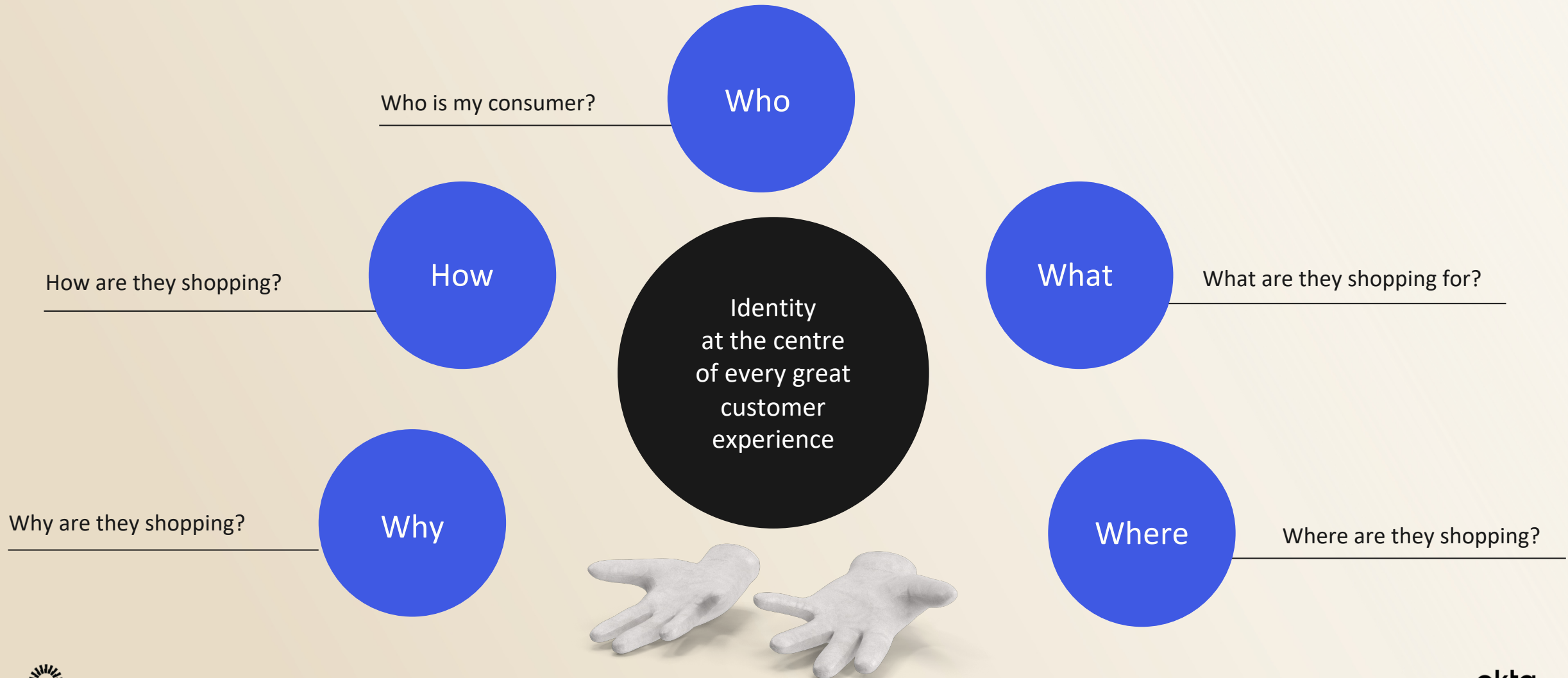


Safe

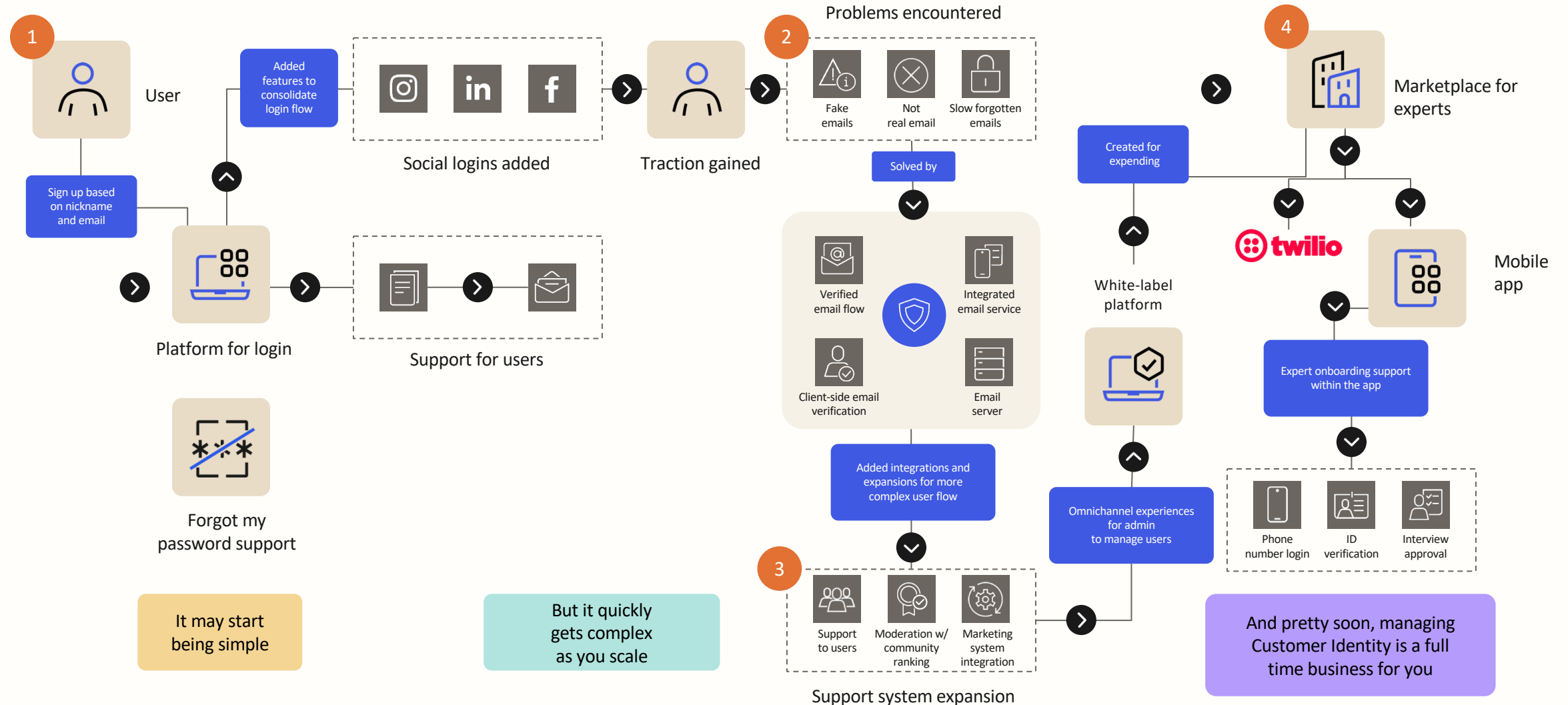




# Every trusted customer experience starts with Identity



# But getting Identity right is hard...



# Navigate the subtleties of ‘first or repeat impressions’

Streamline



Registration is the first hurdle for any acquisition

We've just met. Do you really need all this information right now?

Login is the doorway to customer retention or abandonment

I would prefer to log in in Spanish

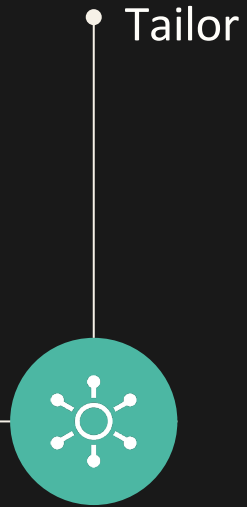
Is it a real human signing into the account?

Do I remember my username & password?

Sign In Form



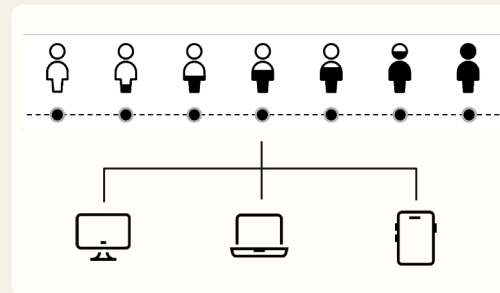
# Tailor the experience with the right questions at the right time



Build brand loyalty and get a 360° view of your consumer

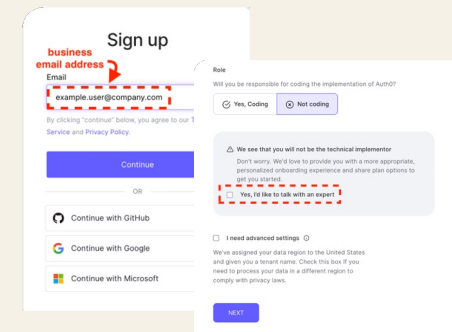
Logic and intelligence built into the customer journey

## Progressive profiling



Customisable, Okta  
- #2 global organic ranking

## Web personalisation



With consent





# Getting Customer Identity right sets you up for success

## The true value of starting with Identity

Build great customer experiences faster

Launch apps and connected experiences in weeks, not months or years

Personalise to accelerate revenue and customer satisfaction

Focus on building great relationships that are personalised.

Reduce risks

Prevent malicious login attempts with real-time anomaly detection





“As a retailer, we want to concentrate on providing a world-class customer experience rather than getting authentication right, especially when we can hand it over to the experts at Okta.”

Dan Lak

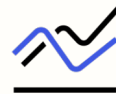
Engineering Director, Gymshark

## Gymshark centralises UX for 500k monthly users



### Faster time to market

Gymshark was able to easily launch the new authentication experience and migrate its customers in just a six-week time period.



### Accelerate revenue and business outcomes

Gymshark estimates savings of £900,000 per year while improving user community experience



### Reduce risks

Centralises UX for 250k monthly users with Customer Identity Cloud



# Resolving the paradox – making the invisible, visible



# Thank you!

