

Okta enables your strategic priorities

Our Modern Identity Maturity
Model will show you how



okta

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Introduction

What are your most pressing strategic priorities — the ones that will make or break your company's bottom line?

What priorities will protect your most critical assets, such as your customer data? Which ones will drive revenue by connecting more meaningfully with your customers or galvanizing your operations and their effectiveness by intelligently doing more with less.

Is your company ready to deliver on these lofty initiatives or the objectives they will achieve and how to measure them? What competencies will you need to cultivate, what cross-functional coalition and governances will you need to build, or what business processes will you need to reconstruct?

These are the essential conversations to have before you make a technology decision because technology is a tool to enable business outcomes. Yet all too often, when organizations seek to launch their strategic priorities, evaluation centers exclusively on products and features and lacks a tie-in to a company's business outcomes and a path to measuring success.

So why do we start our conversations with technology?

At Okta, we are reframing the conversation around business outcomes and helping our customers understand that executing their strategic priorities is a personalized journey, likely a multi-year plan for sustained success where each customer has unique challenges and aspirations. On this journey, our customers learn the questions they need to ask to enable their top strategic priorities.

And more often than you may think, the answer is:

An Identity solution.

Identity offers profound capabilities to empower an agile workforce, connect more meaningfully with your customers, govern how access is granted to your users, ward off cybersecurity threats by protecting your most privileged assets, and fundamentally enable your users —not devices —to be the perimeter of your network. But these capabilities only have an impact if tied mindfully to the business outcomes they're meant to enable. And the blueprint for doing so is **Okta's Modern Identity Maturity Model**.

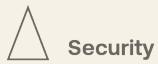
Modern Identity Maturity Model is core to digital transformation

This whitepaper will introduce how Okta’s Modern Identity Maturity Model can be meaningfully applied within your organization. Okta's Professional Services team uses the Modern Identity Maturity Model to help Identity-focused companies achieve their full potential through advisory and enablement services. These engagements result in a strategic roadmap of prioritized activities that enhance business outcomes.

Identity can transform how businesses interact with users, drive sales, protect customer information, and much more. To fully embrace all that Identity can enable for your organization, it is important to first understand the maturity of your landscape and processes and to align them to their digital strategies.

Modern Identity Maturity Model

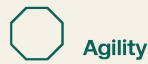
Business outcomes and success measures



Security

Reduce risks and compliance and security costs

- SOLUTIONS**
- Insights and controls
 - Contextual and adaptive security
 - Infrastructure hardening and enablement



Agility

Increase efficiencies and enable quicker resolutions

- SOLUTIONS**
- Centralized Identity provider
 - Connected Identity landscape
 - Frictionless user management



Experience

Accelerate revenue by increasing customer conversion and experience

- SOLUTIONS**
- Unified, tailored experience
 - Seamless registration and login
 - Ubiquitous identities universal

Each solution goes through its own maturity journey

Stage 1: **Fundamental**

Challenges exceed value

Stage 2: **Scaling**

Challenges mitigated

Stage 3: **Advanced**

Value realized

Stage 4: **Strategic**

Value optimized

The maturity journey is supported by adopting key tools



Workflows



Directories



Integrations



Insights



Identity engine



Devices

Our model starts by focusing on the business outcomes organizations aim to achieve and their underlying success measures. These business outcomes and success measures are categorized as enabling security, agility, or experience goals. Pairing business outcomes with success measures is essential; organizations often set goals without clearly capturing how they will materially drive benefit. And without defining appropriate measures, evaluating the impact of any technology implementation or digital transformation would be impossible.

Once this is articulated, we can explore how technology enables those success measures and business outcomes. We've developed our model through a thorough examination of Identity designs and implementations and considered a range of business segments, models, and sizes. The result was a comprehensive inventory of technology-agnostic, Identity capabilities (inclusive of workforce, customer, privileged access, Identity governance, and Zero Trust). We've organized these Identity capabilities into themes: Identity solutions.

This bank of Identity capabilities allows us to translate a large initiative into a pragmatic analysis, fostering meaningful conversations that organically lead to a clear roadmap for progress. Such an undertaking is a transformation requiring deliberate design. Our model gives organizations the framework for approaching their transformations to minimize disruption, deliver results intelligently, and finish critical business initiatives sooner.

Leveraging our Modern Identity Maturity Model, Okta Professional Services can:

- Empower our customers to mitigate business challenges resulting from fragmented Identity capabilities by improving maturity and optimizing the impact of their Okta investment
- Drive transformative organizational change by leveraging an outcome-centric framework that categorizes and facilitates conversations across security, agility, and experience business outcomes
- Accelerate the realization of business outcomes by charting our customers' digital journey against their Identity maturity, to better define future focus areas and a roadmap to achieving strategic priorities

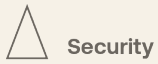
Identity Solutions

Let's explore our Modern Identity Maturity Model's Identity Solutions by providing examples of a capability maturity assessment for each security, agility, and experience business outcome.

Value-driven business outcomes

A charted Identity + security landscape will realize transformative business value

Business outcomes and success measures



Security

Enhance security posture by reducing

- Attack surface area
- Compliance and security costs
- Security risks and incidents



Agility

Create a world-class Ops model by:

- Increasing employee and IT efficiency
- Increasing app dev capacity
- Enabling quicker helpdesk resolutions
- Enabling faster time to market



Experience

Accelerate revenue by increasing customer:

- Registrations
- Conversions
- Adoption and tailoring
- Experience scores

Identity solutions



Insights & controls
Prevent threats with proactive insights and essential controls



Centralized Identity provider
Create one source of Identity truth



Unified, tailored experience
Delight customers at all stages of their journey



Contextual & adaptive security
Combat threats with contextual and adaptive capabilities



Connected Identity landscape
Streamline all apps and resources



Seamless registration & login
Make registering and accessing the digital experience seamless



Infrastructure hardening & enablement
Fundamentally secure all access and modernize authentication



Frictionless user management
Make it easy to provision, manage and maintain users



Ubiquitous Identities
Enable a single Identity to drive the digital experience

Security

Security solutions focus on enhancing an organization's security posture by lowering the probability of security risks and incidents, minimizing the attack surface area, and ultimately reducing associated security and compliance costs.

Security Identity solution #1: Insights and controls

Right-fit policy configuration and use of insights, notifications, and monitoring tools

Insights and controls involve an organization's ability to create Identity policies. Consider role-based access control (RBAC) policies as an example. Well-defined RBAC policies enable end users to access what they need to do their specific role or job function. As a result, your organization may mitigate risks associated with security, compliance, and user management. An organization may have varying maturity levels, ranging from basic (no policy exists) to strategic (a fully operational Security Center of Excellence to govern policy creation, enforcement, and periodic updates).

Identity capability: Access management

Outcome: Reduce the probability of a security breach



Stage 1: Fundamental

Limited number of policies that apply to large groups of users. Policies are static and only change as a result of a critical event or failed audit.

Challenges exceed value



Stage 2: Scaling

Department-level policy groups enforced at the global session. Limited consistency across organization.

Challenges mitigated



Stage 3: Advanced

Functional groups augment departmental-level policy groups. Dynamic rules for group membership. Policies also consider device, location, or time.

Value realized



Stage 4: Strategic

Security Center of Excellence governs policy update framework. Data used for proactive risk detection and attack prevention.

Value optimized



Insights and controls



Security

Security Identity solution #2: Contextual and adaptive security**Multi-factor authentication with device and user context to assess authentication risk factors**

This solution focuses on an organization's ability to combat threats with contextual and adaptive capabilities. Knowing who (employee, partner, customer, etc.) is trying to access resources or applications with previously provided authentication factors is important. It's best to understand if those are acceptable under your organization's security protocols and, if not, present other options. As a result, your security teams can programmatically mitigate risk and improve compliance and user experience. This solution set extends broadly across what authenticators a customer uses, for what type of employee, what policies they use to enroll users' authenticators, and other factors to create the most secure and insightful authentication experience available.

Security Identity solution #3: Infrastructure hardening and enablement**Fundamentally secure all access and modernize authentication**

Access to all of a company's resources should be protected, whether it's hosted on on-premise infrastructure or remote (cloud) infrastructure and services. A best practice is to protect resources with a centralized or connected Identity provider using modern authentication methods such as OAuth 2.0 and OpenID connect. Whether human users logging in or systems leveraging APIs to those resources, you should govern connections via proper multi-factor authentication (MFA) and, where applicable, properly scope OAuth Grants. Modern practices are important to apply to aging infrastructure and potentially outdated processes.

Agility

Our agility solutions focus on enhancing operational efficiencies and reducing costs across the organization, from improved employee and IT productivity, to greater application development capacity, quicker helpdesk and customer support resolutions, and faster time to market with new innovations.

Agility Identity solution #1: Centralized Identity provider

Create one source of Identity truth

Businesses routinely run into issues when using multiple disparate Identity providers and user stores for reasons stemming from mergers and acquisitions to disparate product teams creating homegrown systems. Consolidating those Identity providers allows agility in the form of a unified customer/employee experience and reduced infrastructure overhead. When looking at the maturity of a centralized Identity provider, we consider the number of directories and user stores and the ability to leverage standards such as SAML and OAuth 2.0 to create an authoritative source of user Identity information. Looking at the broader Identity provider landscape, we can detail one capability for user directories and evaluate the organization against industry standards and best practices for Identity. Your organization can benefit from consolidated directories to harness customer or employee information and efficiently drive all other applications.

Identity capability: User directory

Outcome: Increased business application development capacity



Stage 1: Fundamental

Use of disjointed and disconnected legacy and on-premise tools. User could have multiple identities across systems.

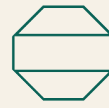
Challenges exceed value



Stage 2: Scaling

Major directories are synchronized across the enterprise. Some outlying directories or custom products remain.

Challenges mitigated



Stage 3: Advanced

All user data is fully synchronized. Use of consolidated, commercial products with modern standards.

Value realized



Stage 4: Strategic

All users and attributes are consolidated in a single modern directory. Allows complete view of users for all applications.

Value optimized



Centralized Identity Provider



Agility

Agility Identity solution #2: Connected Identity landscape
SSO with modern application authorization protocols via configuration, customization, or integration

The ability to quickly and seamlessly integrate applications for workforce users or customers depends on a customer's ability to leverage modern authentication protocols, specifically with the adoption of cloud-native applications and services. Everything, from a customer's email provider to HR systems to infrastructure, is hosted in the cloud. This cloud-native system necessitates modern authentication protocols to securely connect to them as the traditional corporate perimeter disappears and Identity becomes the new perimeter. Increasing underlying design can accelerate your organization's ability to respond quickly to an evolving business application marketplace.

Agility Identity solution #3: Frictionless user management
Make it easy to provision, manage, and maintain users

Joiner, Mover, Leaver flows with app-sourced provisioning and unified app access policies help provide workforce employees with the right resources at the right time to do their jobs. Your organization's ability to achieve that end-state depends on the maturity of your user lifecycle management and governance. Well-connected resources with well-defined access policies help reduce internal service desk volume and increase individual productivity.

Experience

Our experience solutions help customers accelerate business revenues and growth by improving key customer-centric metrics, including registrations and conversions, adoption and engagement rates, as well as customer experience scores.

Experience Identity solution #1: Unified, tailored experience
Delight customers at all stages of their journey

Customizable banners, branding, communication templates, and URLs allow users to get personalized brand experiences, regardless of where they enter our customer's product ecosystem. Such personalization allows natural and efficient reuse of usernames, passwords, and authenticators, tailored to the type of customer action they are attempting. This experience will increase trust and confidence in your application landscape, making users less hesitant to log in.

Experience Identity solution #2: Seamless registration and login

Make it easy to register and access all things digital

Dynamic login features (third-party, social), custom registration, and progressive profiling. Creating a low-friction registration experience will help reduce abandonment rates by allowing customers to re-use logins or social credentials and only prompting them for information or data needed to conduct specific transactions. The resulting increase in adoption and usage will impact productivity and influence revenue depending on the purpose of the service providers in your landscape.

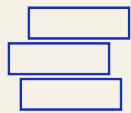
Experience Identity solution #3: Ubiquitous Identities

Enable a single Identity to drive the digital experience

User stores and backend customer service or marketing technologies are all feeding off a single Identity, allowing for an optimized orchestration of business process rules and user life-cycle events. Encourage customers to interact with multiple brands across a conglomerate, using a single Identity to accelerate revenue across brands. As an organization becomes more mature, it departs from creating multiple unique logins across braids to integrating technology stacks that allow them to optimize cross-brand targeting and revenue opportunities. This improved experience will influence topline revenue with the added benefit of reduced overhead.

Identity capability: Connected Identity data

Outcome: Loyalty program revenue acceleration



Stage 1: Fundamental

No continuity between brands. Significant revenue opportunity loss for cross-brand targeting

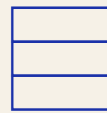
Challenges exceed value



Stage 2: Scaling

Some centralization drive limited cross-brand benefits – most still decentralized creating significant opportunity revenue loss

Challenges mitigated



Stage 3: Advanced

“Identity first” approach enables a motion toward a central brand Identity that provide insights to engagement systems

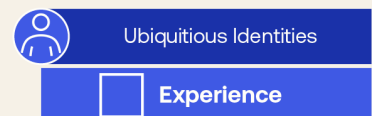
Value realized



Stage 4: Strategic

Centralized user stores seamlessly feed engagement systems to optimize cross-brand targeting and revenue opportunities

Value optimized



Conclusion

Okta's Modern Identity Maturity Model is a way to chart how Identity enables our customers' strategic priorities. We do this through an agnostic process to objectively assess the maturity of an organization's Identity capabilities. This is how we chart Identity outcomes. Doing so enables an organization to sequence program demands, prioritize the work, and invest with confidence to enable strategic initiatives. And all these activities lead to a prioritized roadmap that delivers a prescribed plan to our customers on how to achieve the full value of their Okta investment.

You can use this roadmap for executive stakeholder alignment and overall program monitoring against your objectives. A strategic, multiyear roadmap tied to business outcomes and success measures can help enable change adoption and maintain forward progress on critical multiyear journeys. This added depth to our Modern Identity Maturity Model which facilitates actionable, transformative, organizational change builds on our comprehensive guides to [Workforce](#) and [Customer](#) Identity Maturity journeys.

If you are interested in learning more about Okta's Enablement & Advisory Services and our use of our Modern Identity Maturity Model, visit [Okta's Professional Services for Global Enterprise](#) and contact us.

About Okta

Okta is the World's Identity Company. As the leading independent Identity partner, we free everyone to safely use any technology—anywhere, on any device or app. The most trusted brands trust Okta to enable secure access, authentication, and automation. With flexibility and neutrality at the core of our Okta Workforce Identity and Customer Identity Clouds, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and more than 7,000 pre-built integrations. We're building a world where Identity belongs to you. Learn more at okta.com.