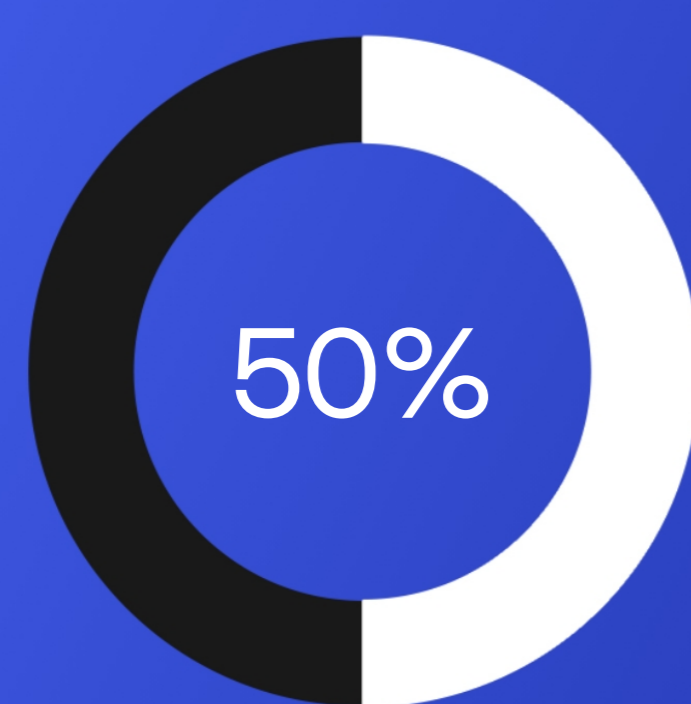


Stop wasting your developers' time: seven ways Identity fast-tracks innovation

Your developers want to focus on building amazing products, not Identity. Here are seven ways today's Customer Identity solutions liberate your teams to innovate at pace, without compromising security.



50% of 18-29 year olds prefer biometric as an authentication method

Source: [Okta Customer Identity Trends Report, 2023](#)

1. Add Identity effortlessly

Get apps to market faster with out-of-the-box authentication capabilities that are quick and easy to deploy, like prebuilt user flows – such as password resets – social login, Multi-Factor Authentication (MFA) and adaptive MFA.

2. Easily customise with low code

Extend for more complex Identity cases with low-code or even no-code customisation, without having to write a heap of custom code.



“Improving business performance through software development comes down to empowering developers, creating the right environment for them to innovate, and removing points of friction.”

Source: [McKinsey, Developer Velocity: How Software Excellence Fuels Business Performance](#)

3. Hook it up to the best tech

Solve for a variety of Identity challenges by quickly integrating your vendor-neutral platform with the best tools on the market – like bot detection, API gateways and customer data integrators.

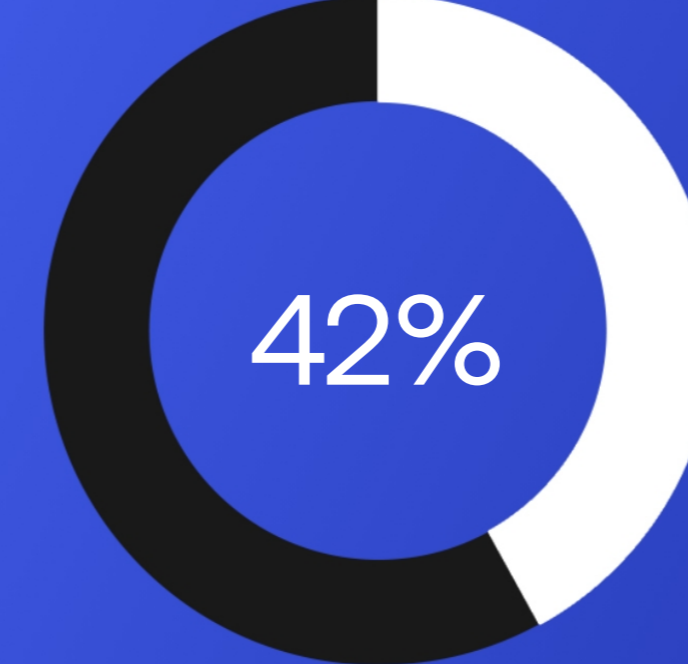
4. Use insights to inform your next build

Gain a wealth of usage insights across your digital apps and services with a centralised, trustworthy source of Identity data, which you can feed into marketing analytics systems and use to enhance your next product release.



5. Protect APIs with ease

Grow your API-driven business by controlling and securing access to your APIs, so that bad actors can't exploit vulnerabilities or gain unauthorised access to connected applications.

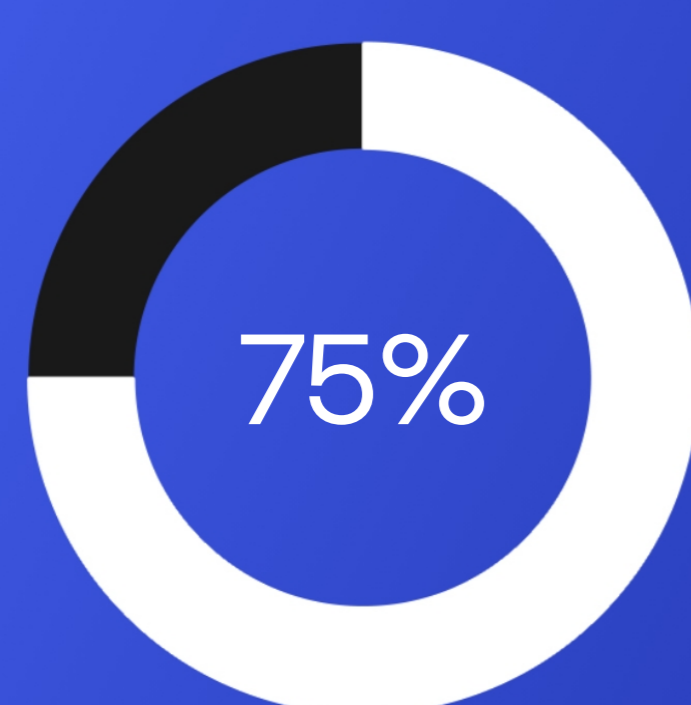


42% of developers' time is spent debugging bad legacy code, rather than building new apps

Source: [The Developer Coefficient, Stripe.com](#)

6. Bye-bye, legacy infrastructure maintenance

Leave behind legacy Identity infrastructure, with its costly and time-consuming maintenance tasks, and embrace the agility and scalability of cloud services for your application development.



75% of customers rate control over their data as very or somewhat important

Source: [Okta Customer Identity Trends Report, 2023](#)

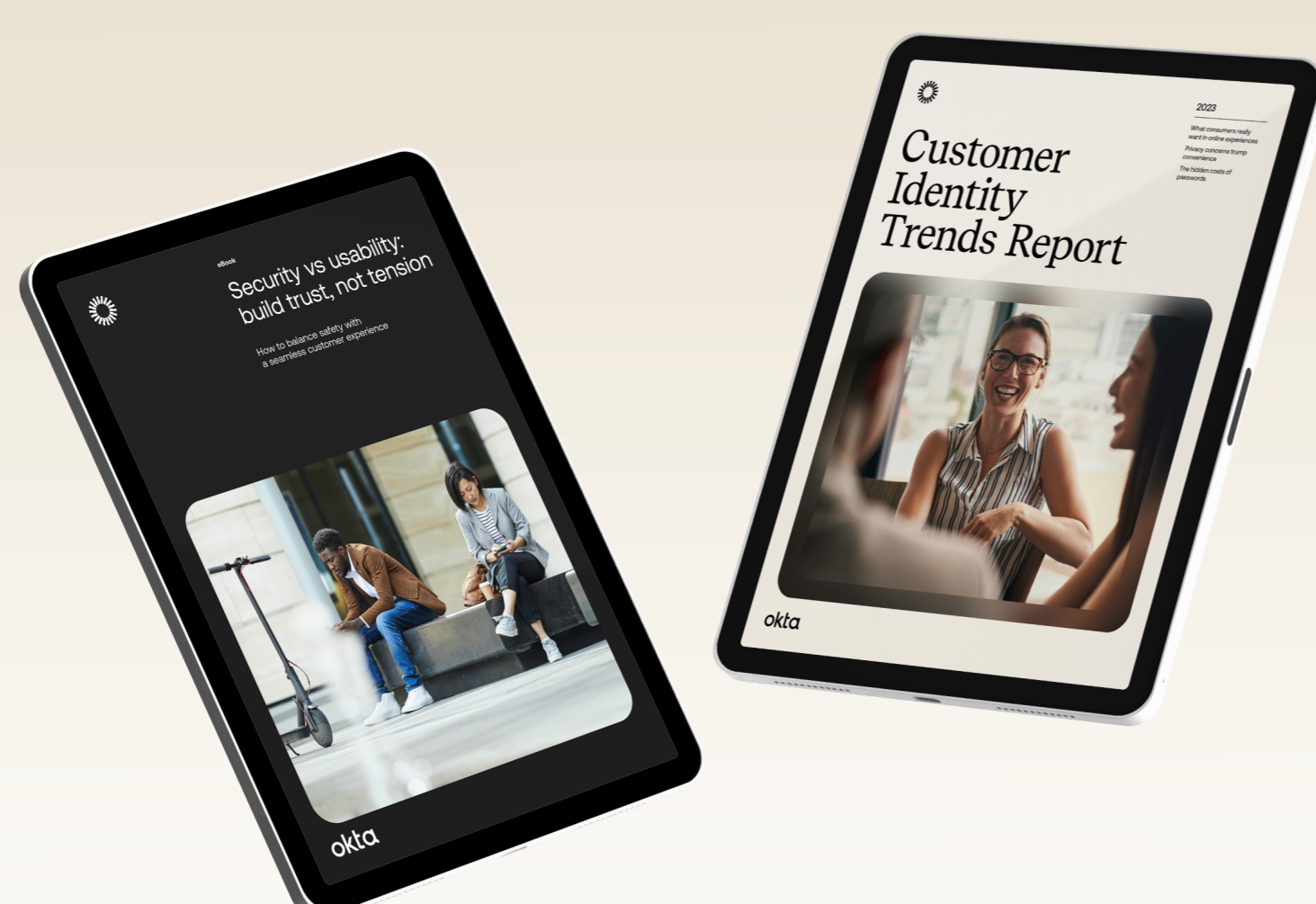
7. Don't sweat over security and compliance

Stay ahead of ever-evolving security and privacy requirements with a unified Customer Identity system that makes it easy to process, store, share and remove people's personal data compliantly.



Lush delivers smoother experiences with Customer Identity

Customer Identity is driving growth for cosmetic giant Lush by powering features like Single Sign-On and guest checkout, as well as the centralisation of the point-of-sale system for the entire business — all while ensuring the pace of transformation doesn't compromise customer privacy or system security.



Dive deeper

To learn more about how Customer Identity can protect your customers' data, eliminate friction, and win trust with every digital interaction, read the **[Security vs usability: build trust, not tension](#)** eBook.

To discover the top trends driving Customer Identity adoption, such as changing customer expectations and regulatory requirements, see the **[Okta Customer Identity Trends Report 2023](#)**.