Okta Customer Identity Cloud

Solve identity challenges, win customers, and scale without friction.

© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient's Internal Use Only.

Meet the team

Salman Ladha

Senior Product Marketing Manager

As a Product Marketer at Okta, I'm focused on communicating the value of Customer Identity as part of the digital experience. Outside of work, I enjoy reading, working out and catching the latest Marvel movie.

Karim Dhanji

Senior Solutions Engineer

As a Solutions Engineer for Customer Identity, I work closely with our customers to ensure our solutions align to their technical requirements. Outside of work, I enjoy many hobbies but the two that take up the bulk of my time are photography and woodworking.

© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient's Internal Use Only.

Agenda

01	Why Customer Identity Matters
02	Build Vs. Buy
03	Demo of the Customer Identity Cloud Platform
04	Customer Story

© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient's Internal Use Only.

okta

okta

Workforce Identity Cloud

Employees • Contractors • Business Partners

FedEx jetBlue ENGIE

Customer Identity Cloud

Consumer Apps and Digital Experiences • SaaS Apps

Powered by auth0

headspace Jersey Mike's Subs DICK'S Sporting Goods

© Okta and/or its affiliates. All rights reserved.

okta

Building secure connections to your customers across every digital experience

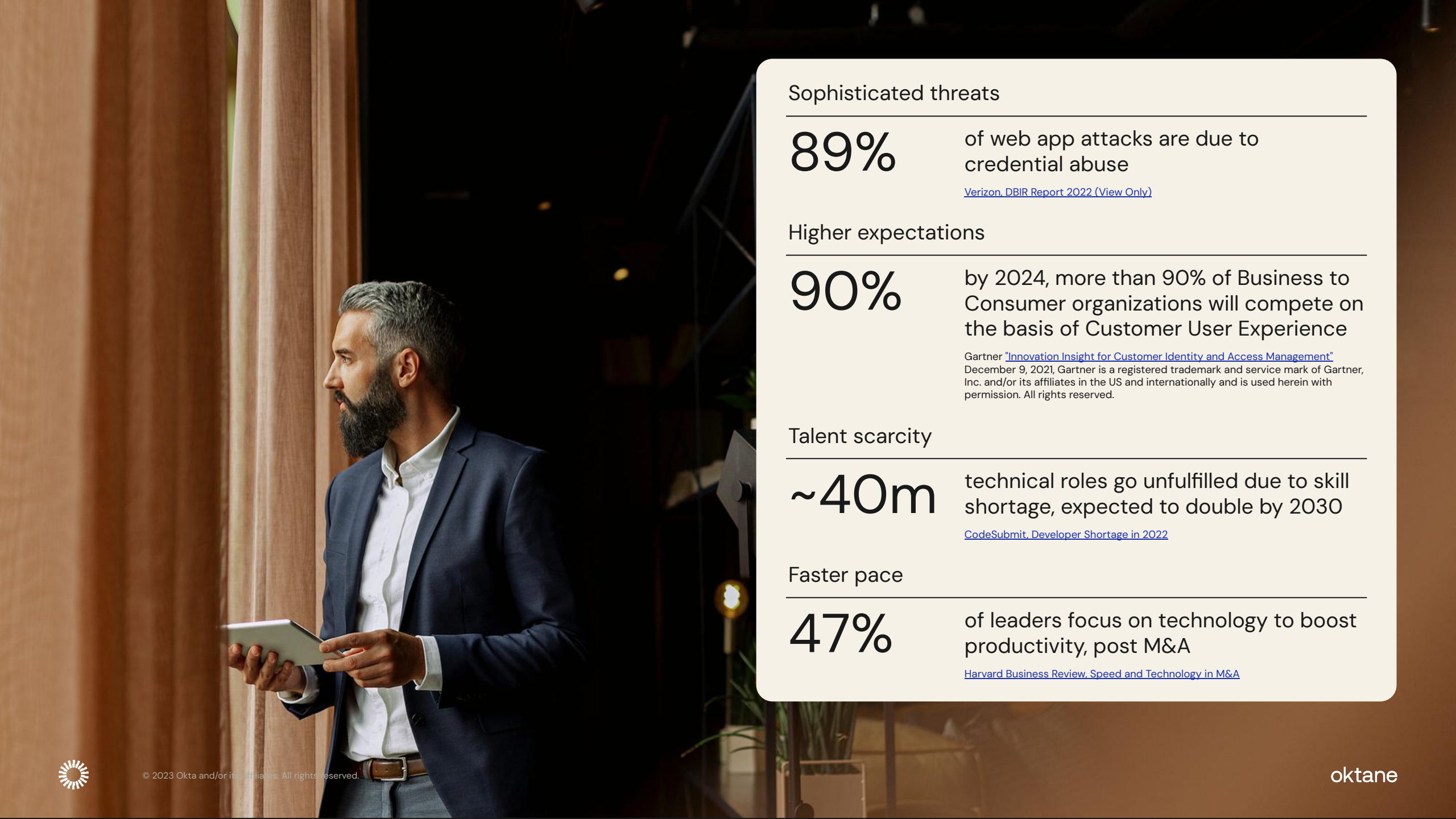
Customer Identity Cloud

Consumer Apps and Digital Experiences • SaaS Apps

Powered by auth0

© Okta and/or its affiliates. All rights reserved.

okta



Sophisticated threats

89%

of web app attacks are due to credential abuse

Verizon, DBIR Report 2022 (View Only)

Higher expectations

90%

by 2024, more than 90% of Business to Consumer organizations will compete on the basis of Customer User Experience

Gartner "Innovation Insight for Customer Identity and Access Management" December 9, 2021, Gartner is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the US and internationally and is used herein with permission. All rights reserved.

Talent scarcity

~40m

technical roles go unfulfilled due to skill shortage, expected to double by 2030

CodeSubmit, Developer Shortage in 2022

Faster pace

47%

of leaders focus on technology to boost productivity, post M&A

Harvard Business Review, Speed and Technology in M&A

© 2023 Okta and/or its affiliates. All rights reserved.

oktane

Every C-suite leader uses identity

CMO, CDO, digital teams

Conversion

Frictionless onboarding

CEO

Business acceleration

CTO, app dev teams

Unifying identity

User management

Identity

CPO, product team

Engagement

Omnichannel access

CFO

Revenue growth

CIO, CISO, IT, security teams

Creating trust

Security and privacy

© Okta and/or its affiliates. All rights reserved.

Building it yourself starts off easy
…but quickly turns into an engineering nightmare

© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient's Internal Use Only.

We take care of identity so that you don't have to

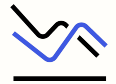
A developer-friendly identity platform that delivers tangible results

Faster time to market

- Actions
- Marketplace Integrations
- API Authorization
- Extensibility
- 60+ SDK & Quickstarts
- Public and Private Cloud Deployments

Accelerate revenue

- Universal Login
- Social Connections & SSO
- Passwordless
- Progressive Profiling
- Web Personalization
- Branding



Reduce risks

- Adaptive MFA
- Breached Password Detection
- Bot Protection
- Brute Force Protection
- Step-up Authentication
- Suspicious IP Throttling

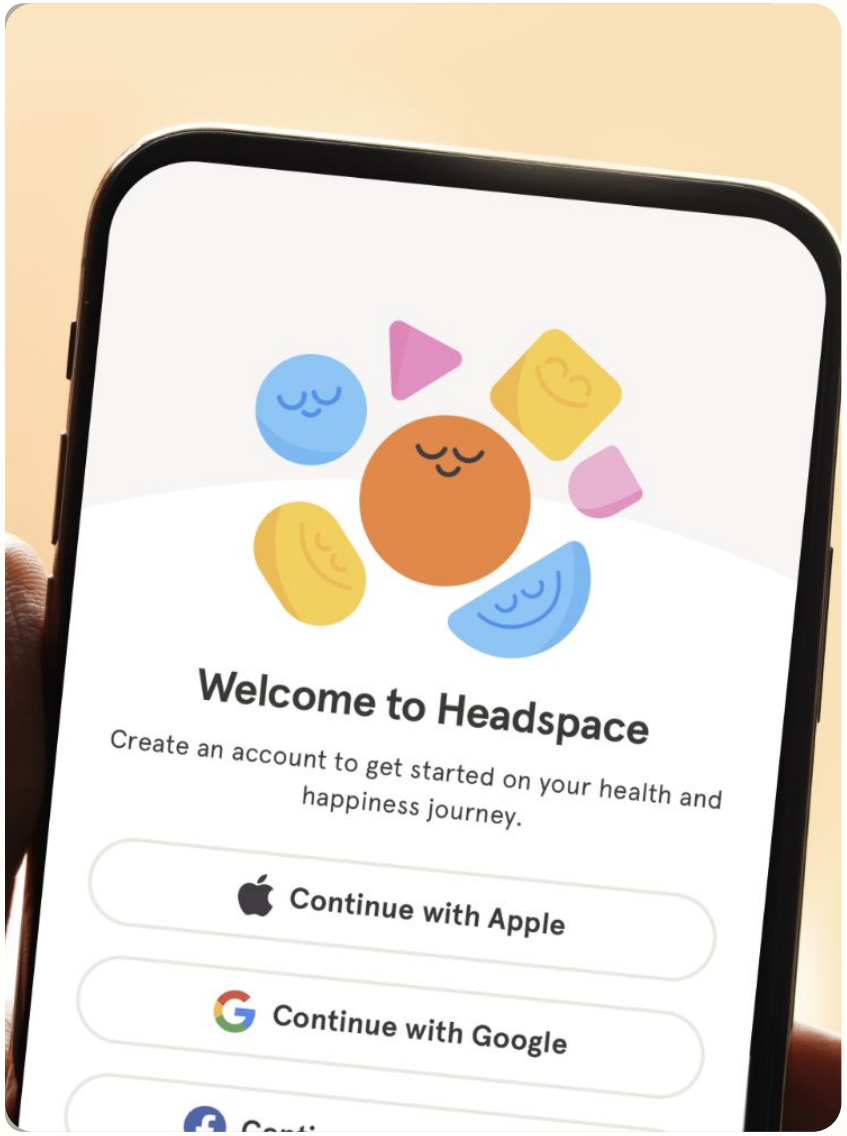
© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient's Internal Use Only.

okta

Enough talking, it’s demo time!

© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient’s Internal Use Only.

okta



Headspace finds new growth opportunities with Customer Identity

Faster Time to Market

Fully implemented Okta within two months and eventually offloaded the identity of 70 million global users to us in two months.

Accelerate Revenue

Open doors to previously out-of-reach partnerships for the team, including healthcare and B2B partnerships

Reduce Risks

Scale identity systems by utilizing Customer Identity Clouds extensibility engine and SDKs while improving their security posture.

© Okta and/or its affiliates. All rights reserved. Confidential Information of Okta – For Recipient's Internal Use Only.

okta