



# Accelerate growth with modern Customer Identity

You've done the hard work of implementing a Customer Identity system. Whether purchased through an IAM provider or built in-house, your team has established a strategy for managing customer access that doesn't interfere with your workforce access strategy. But now you're uncertain if it can keep up with your organization's changing needs—and you know increased complexity and growing demand are on the way.

Ask yourself the following tough questions to see if your Customer Identity system is ready for your next wave of business needs.

- 1 Does our Customer Identity system align with our digital transformation needs?
- 2 Does our Customer Identity system provide the data we need to create great customer experiences that drive revenue?
- 3 Can we streamline our compliance and audit needs?
- 4 How secure is our Customer Identity system?
- 5 Is our Customer Identity system increasing or decreasing costs and efficiency?

If you answered “No”— or an unconfident “I think so?”— to any of the above questions, it may be time for a change.

## Five key benefits you should expect from a modern Identity solution:

The five questions above map to five critical ways Identity can act as a business accelerator, pushing you toward your business goals.



Digital transformation



Customer experience



Compliance regulations



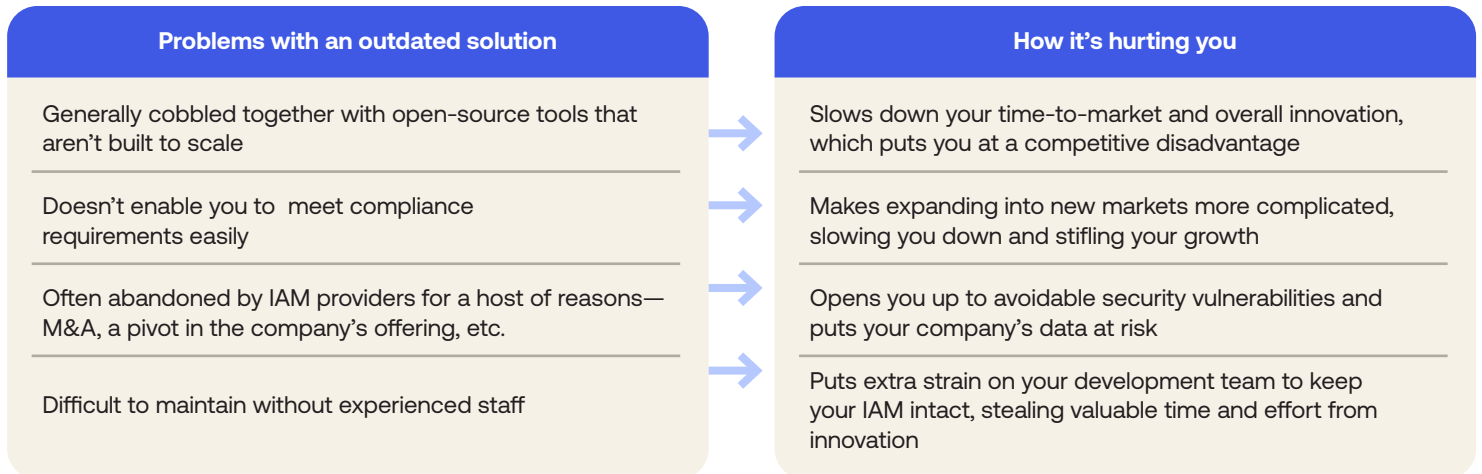
Fraud prevention






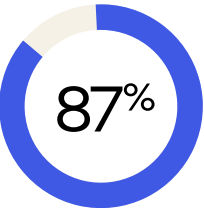
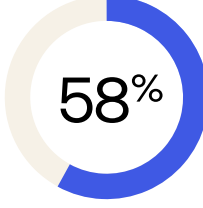
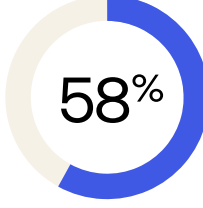
Cost reduction

## Legacy Customer Identity is slowing you down

Shifting from legacy tech to a modern solution may seem like a drain on resources. But done right, Identity is a business enabler—freeing you from the problems caused by outdated tech.



## Okta's Customer Identity Cloud brings your IAM into the present

 <b>Faster time-to-market</b>	 <b>Accelerated revenues</b>	 <b>Reduced risks</b>
Empower your engineering teams to focus on the high-value efforts that differentiate your offering and drive your business forward.	Enable frictionless, consistent omnichannel user experiences and boost engagement to drive higher revenues.	Strengthen security posture and adherence to data protection requirements with increased security controls, automated threat protection, and compliance with legal regulations.
 <p><b>87%</b> of organizations face skill gaps within their workforce</p> <p>Source: Okta How Dev Teams Purchase SaaS Report</p>	 <p><b>58%</b> of marketing leaders believe their sign-up processes led to a higher likelihood of cart abandonment</p> <p>Source: Okta Why Your Customers Aren't Converting</p>	 <p><b>58%</b> of all customer applications have experienced at least one attack using breached or leaked credentials</p> <p>Source: 2022 Okta State of Secure Identity Report</p>

“ Now that the log-in flow is so much faster, especially on mobile, people are more willing to log in again because now it's just a simple tap. ”

—Luca Cipriani, Chief Information Officer, Arduino

Want to learn more about how Okta Customer Identity Cloud can help your business grow? Get more info at [okta.com/customer-identity](https://okta.com/customer-identity)