



E-book

Secure access anywhere, seamless experience everywhere.

Workforce and Customer Identity
solutions powered by Okta and AWS.



okta

aws

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A digital world demands digital Identity.

In today's digital world, everything starts with Identity. Identity — done right — can create great user experiences, increase customer sign-ups, improve employee productivity, and get applications to market faster.

But while the benefits of developing a modern, robust approach to Identity management are many, so are the challenges.

- A work-from-anywhere world renders the old security paradigm of a “trusted network” based on a physical perimeter obsolete.
- Identity sprawl — identities scattered across silos, on-premises, and in the cloud — increases the complexity of Identity management, especially when applications aren't integrated with existing directories or current legacy infrastructure doesn't work with cloud-based tools. The resulting lack of visibility and scalability makes it difficult to effectively manage the user Identity lifecycle and ensure secure access to applications, devices, and resources.
- Build vs. buy debates for Customer Identity solutions often end on the side of developing bespoke, in-house systems that struggle to scale, integrate, remain compliant, and provide good ROI. Too often, an organization's best developers spend their time building and maintaining Identity management and authentication systems instead of core business applications and new features customers value.

4 reasons to level up your Workforce and Customer Identity platform

1. Make the most of limited developer resources and talent.
2. Build agile systems that match the speed of change.
3. Meet growing customer and employee expectations.
4. Secure an exponentially expanding attack surface.

Okta and Amazon Web Services (AWS) are building a world where employees and customers can safely and seamlessly use any technology, powered by Identity. Whether you're looking to secure your workforce and boost productivity, drive end-user growth and a better customer experience, or both, we have Identity solutions to help.

Okta + AWS: Delivering secure employee and customer access from anywhere.

Okta provides an integrated Identity-as-a-service solution that enables organizations to quickly deploy modern experiences to all stakeholders — employees, contractors, external partners, and customers — and across any application, device, or location. Okta's Workforce Identity Cloud and Customer Identity Cloud are built from the ground up on AWS, the world's most comprehensive and broadly adopted cloud platform, and are available in a number of AWS global regions. Okta's solutions take advantage of the market-leading cloud infrastructure and platform services on AWS, as well as the largest community of customers and partners. In addition, Okta's offerings complement security services from AWS that provide additional layers of protection. Together, Okta and AWS help protect employees without compromising productivity and enable consumers to connect securely with an organization's online services.

Okta: A proven industry leader.

Recognized as 2022 Gartner Peer Insights Customer's Choice in Access Management

Named a Leader in the 2022 Gartner Magic Quadrant for Access Management for the sixth consecutive year

Chosen as an exclusive launch partner at AWS re: Invent 2022 for two AWS services: AWS Verified Access and Amazon Security Lake



Okta and AWS: Better together.

As an AWS Security Competency Partner, Okta is a trusted Identity services provider, offering 20+ integrations across different AWS services to enable seamless and secure user and customer experiences.

The Okta and AWS integrations allow enterprises to safely accelerate their cloud migration by establishing an Identity-based Zero Trust security foundation and centralizing and automating access control and administration over AWS resources. Other benefits of the AWS and Okta collaboration include:

- Higher availability: Okta runs in the always-on AWS Cloud.
- Lower costs: Okta orders contribute to the AWS Enterprise Discount Program (EDP).
- Faster procurement: Customers can buy Okta directly through the AWS Marketplace.
- Simpler contract management: Okta invoicing can be managed the same way as AWS invoicing.
- Frictionless end-user experience: Okta's simple and secure access keeps end users happy.

Start learning today.

Read the case study: [OkCupid Simplifies Multi-account Management Using AWS Partner Okta](#)

Check out the whitepaper: [Accelerate Your Cloud Migration \(At Any Scale\) with Okta and AWS](#)

Watch the webinar: [Okta and AWS: How Customers Integrate with Their Tech Stack of Choice](#)



Empower agile workforces and high-performing teams: Okta Workforce Identity Cloud.

An independent and neutral platform for Workforce Identity, the Okta Workforce Identity Cloud (WIC) connects and protects employees, contractors, and business partners with solutions that mitigate risk, centralize access, and increase productivity. With the WIC, you can stop worrying about security and start focusing on other strategic priorities, like cutting costs or doing more for your customers.

Turn Identity into a business advantage.

The Okta WIC integrates with [AWS IAM Identity Center](#) (formerly AWS Single Sign-On) to enable single sign-on capabilities for enterprises using multiple AWS accounts with AWS organizations, providing deep support for mutual Okta and AWS customers. This solution features System for Cross-domain Identity Management (SCIM) integration, which enables customers to leverage Okta as an external Identity provider/broker with automatic provision/deprovision of users and groups in AWS IAM Identity Center. Currently, more than 3,500 joint customers rely on this solution.

- Integrate Identity seamlessly across your security stack — no more trade-offs between delivering a great user experience and keeping users safe.
- Streamline the daily tasks that bog down your tech teams to drive efficiency and bottom-line benefit.
- Respond to a changing threat landscape with tools like multifactor authentication (MFA) and Device Assurance that give access to the right people at the right time.

“The reliability of Okta made it easy for our IT team to maintain and ultimately reduce their workload so they could focus on more strategic aspects of their jobs.”

zoom Harry Mosely, CIO, Zoom

In addition, the Okta WIC integration with [AWS Account Federation](#) lets customers use Okta to authenticate to one or more AWS accounts and gain access to specific roles using single sign-on (SSO) with Security Assertion Markup Language (SAML). An Okta admin can download roles from one or more AWS accounts into Okta and assign those accounts to users. Further, an Okta admin can set the duration of authenticated user sessions with Okta. When logging in to AWS, users choose a role from a list of AWS roles assigned to them in one or more AWS accounts. This role defines their permissions for the authenticated session. Currently, there are over 3,000 joint customers using this solution.



Start learning today.

[Watch the demo: How Okta Integrates with AWS IAM Identity Center](#)

[Read the blog: Okta + Amazon Web Services: Automate AWS IAM Identity Center with Okta Workflows](#)

Innovate without compromise: Okta Customer Identity Cloud.

The Okta Customer Identity Cloud (CIC) helps customers securely connect with your online services to reduce friction, boosting acquisition, retention, and conversion rates. With out-of-the box building blocks and customizable options for authentication and authorization, the Okta CIC empowers app developers, digital leaders, and security teams to accelerate time to market and grow the business.

Create optimized digital experiences from the first click.

- Deliver secure, delightful online experiences that help convert customers for life.
- Collect meaningful customer data that drives add-on sales and boosts brand reputation.
- Keep bad actors and fraudulent users out with fraud prevention solutions like bot detection and breached password detection.
- Free up precious developer time with drag-and-drop integrations that drive efficiency.
- Solve complex Identity challenges and use cases that can't be handled with more basic solutions.

“We needed a solution that could integrate with all our platforms, leverage our world-class design, and offload the immediate need of in-house Identity management expertise.”



headspace

George Torres, Director of Engineering,
HeadSpace

Start learning today.

[Watch the webinar: AWS + Auth0
Immersion Day Webinar](#)

[Read the case study: HeadSpace
Finds New Growth Opportunities
with Auth0](#)

It's time to
put Identity
first.

Whether you're enabling secure access for your workforce or delighting your customers, your new Identity solution is only a click away.

- Start a free trial in [AWS Marketplace](#). Buying through Marketplace with EDP credits accelerates procurement and simplifies billing.
- Check out [AWS + Okta joint integrations](#) that enable seamless and secure user and customer experiences across any organization.
- Learn about [Okta's 7,000+ integrations](#) that help you extract value from existing IT systems.
- [Talk to us!](#) We're here to help.



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