

# 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. Is our Identity system adaptable to new security threats and evolving compliance requirements?
2. Does our Customer Identity system provide the data we need to detect fraudulent behavior and provide end-to-end security?
3. Are we able to enhance security while reducing user friction?
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**



**End-to-end  
Security**



**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 But done right, Identity is a business enabler—freeing you from the problems caused by outdated tech.

#### Problems with an outdated solution

Generally cobbled together with open-source tools that aren't built to scale



Doesn't enable you to meet compliance requirements easily



Often abandoned by IAM providers for a host of reasons— M&A, a pivot in the company's offering, etc.



Difficult to maintain without experienced staff



#### How it's hurting you




Slows down your time-to-market and overall innovation, which puts you at a competitive disadvantage

Makes expanding into new markets more complicated, slowing you down and stifling your growth

Opens you up to avoidable security vulnerabilities and puts your company's data at risk

Puts extra strain on your development team to keep your IAM intact, stealing valuable time and effort from innovation

## Okta Customer Identity brings your IAM into the present

 <b>Reduced Risks</b>	 <b>Accelerated Revenues</b>	 <b>Increase Team Efficiency</b>
Strengthen security posture and adherence to data protection requirements with increased security controls, automated threat protection, and compliance with legal regulations.	Enable frictionless, consistent omnichannel user experiences and boost engagement to drive higher revenues.	Optimize operational procedures, reducing complexities so the team can focus on core product development and customer engagement.

**"Okta is the go-forward strategy for all authentication, and will be the single standard that we use. It will have a huge impact on everything we build going forward."**

**- Barry Libenson, CIO, Experian**

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

### About Okta

Okta is The World's Identity Company™. We secure Identity, so everyone is free to safely use any technology. Our customer and workforce solutions empower businesses and developers to use the power of Identity to drive security, efficiencies, and success — all while protecting their users, employees, and partners. Learn why the world's leading brands trust Okta for authentication, authorization, and more at [okta.com](https://okta.com).