

Okta Customer Identity Passkeys: The Future of Authentication

Tired of Password Problems?

Passwords are a major source of friction and security risks. Customers face the hassle of remembering complex passwords, while organizations deal with high support costs and the threat of phishing and data breaches. Traditional MFA methods like SMS and email OTPs are a step up, but are still vulnerable and can create a confusing user experience. It's time for a better way.

Introducing Passkeys: Simple, Secure, Passwordless

Passkeys are a modern replacement for passwords, using public key cryptography to deliver a phishing-resistant, user-friendly, and always-available authentication experience.

- **Effortless User Experience:** Passkeys lead to a 4x higher login success rate and 2x faster login times¹ compared to passwords. Users simply authenticate with a familiar biometric unlock like Face ID or Touch ID.
- **Unmatched Security:** Passkeys are inherently phishing-resistant. They use asymmetric cryptography, which means a compromised credential on one device won't affect others, and they are designed to be privacy-preserving.

- **Organizational Benefits:** A better user experience reduces login abandonment and lowers support costs associated with password resets².

Why Choose Okta for Passkeys?

Okta simplifies the implementation of passkeys for your customer-facing applications. Whether for e-commerce, digital banking, telemedicine, or citizen portals, our solution is specifically designed to meet the needs of customer identity:

- **Cross-Device Continuity:** Our platform supports synced passkeys, which provide convenience across devices with recovery. This means your customers can register a passkey on their phone and use it to log in on their laptop or other devices.
- **Simplified Integration:** Whether your customers are using a mobile app or logging in via a web browser, Okta facilitates a seamless and consistent experience.
- **Future-Proof Authentication:** By implementing Okta's passkeys solution, you are adopting a modern, standards-based approach (WebAuthn, FIDO2) that is supported by major platforms like Apple, Google, and Microsoft.

Ready to boost conversion and customer satisfaction? Contact us today to learn how Okta can help you enable passkeys for your customers.

About Okta

Okta is the World's Identity Company. As the leading independent Identity partner, we free everyone to safely use any technology—anywhere, on any device or app. The most trusted brands trust Okta to enable secure access, authentication, and automation. With flexibility and neutrality at the core of our Okta Workforce Identity and Customer Identity Clouds, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and more than 7,000 pre-built integrations. We're building a world where Identity belongs to you. Learn more at okta.com.

[1] <https://security.googleblog.com/2023/05/making-authentication-faster-than-ever.html>

[2] <https://www.passkeycentral.org/identify-your-needs/costs-and-benefits>