

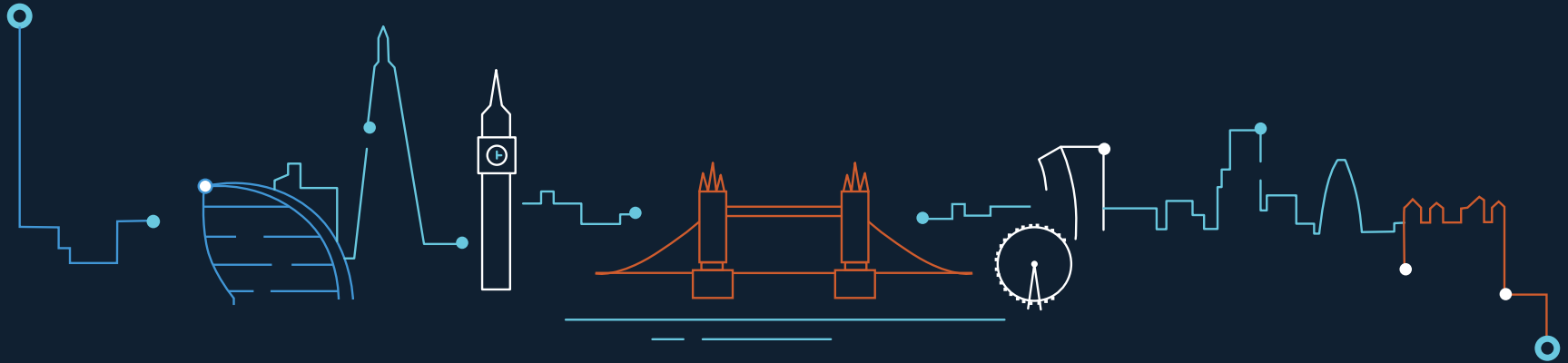
okta

FORUM

Transform the Customer Experience: Customer Identity Today and Tomorrow

JIONG LIU – GROUP PRODUCT MARKETING MANAGER, OKTA

EDWIN POSTMA - LEAD ENTERPRISE ARCHITECT, ENECO



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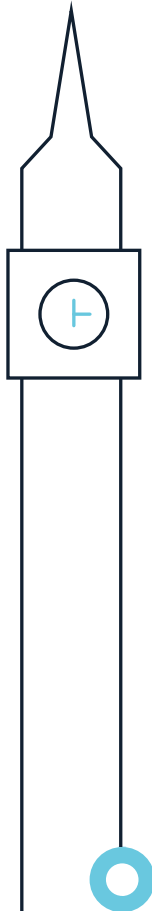
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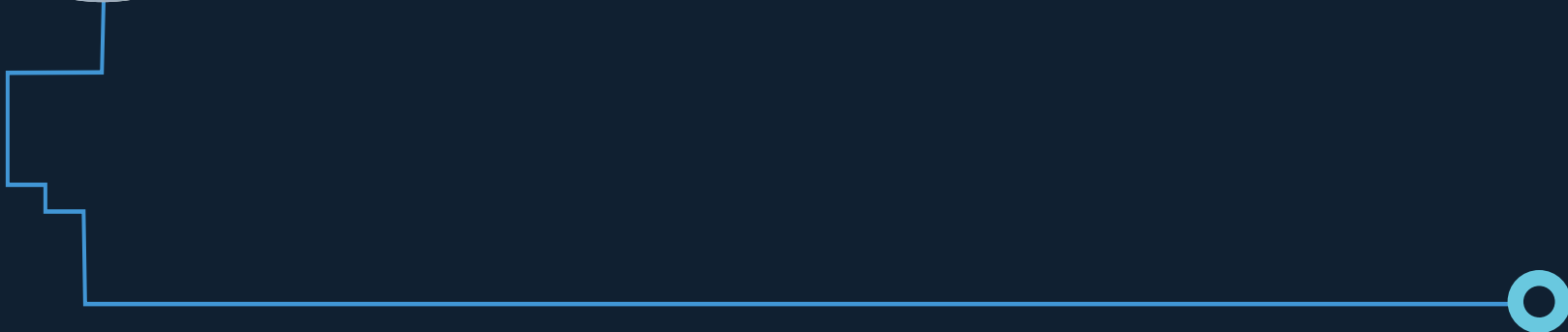
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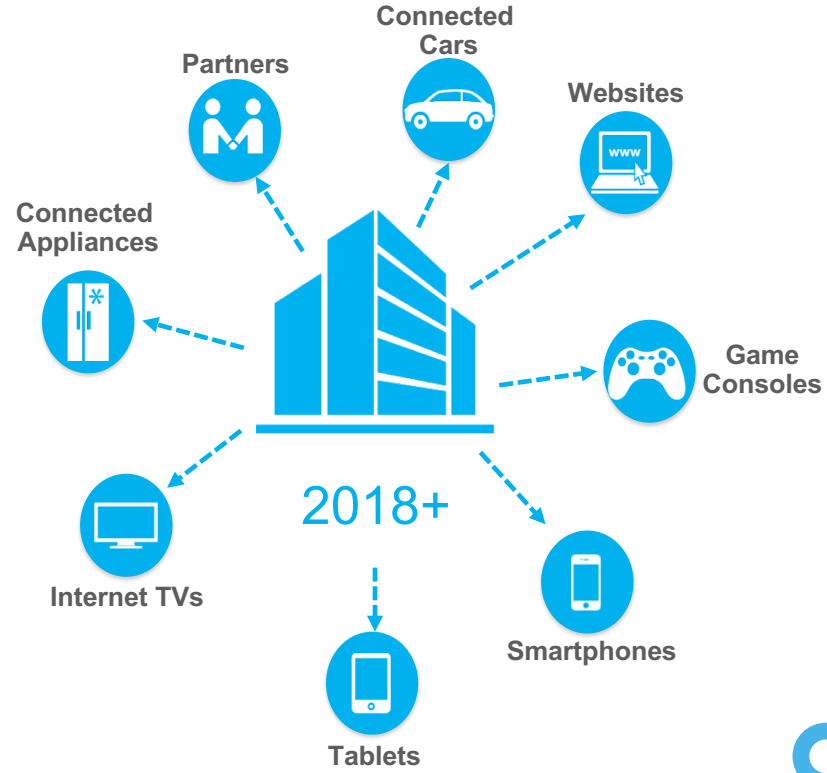


JIONG LIU

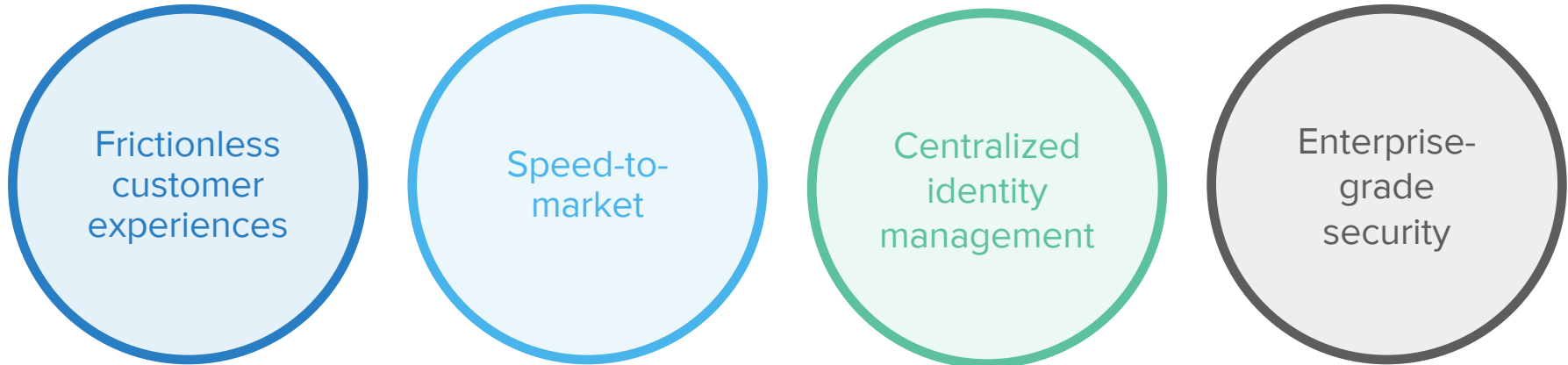
Group Product Marketing Manager, Okta



Businesses are transforming



Requirements have never been more demanding



Identity is the critical control point for
building customer applications



Getting this right...

Difficult

Slows down projects

Requires more engineers



OKTA API PRODUCTS



Universal
Directory



Lifecycle
Management



Single
Sign-On



Adaptive
MFA



API Access
Management





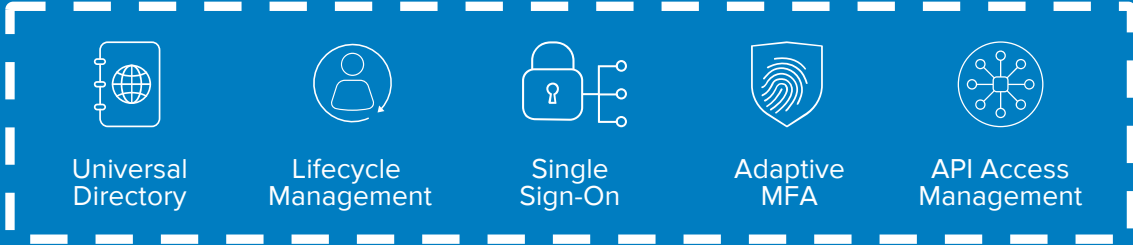
User Management



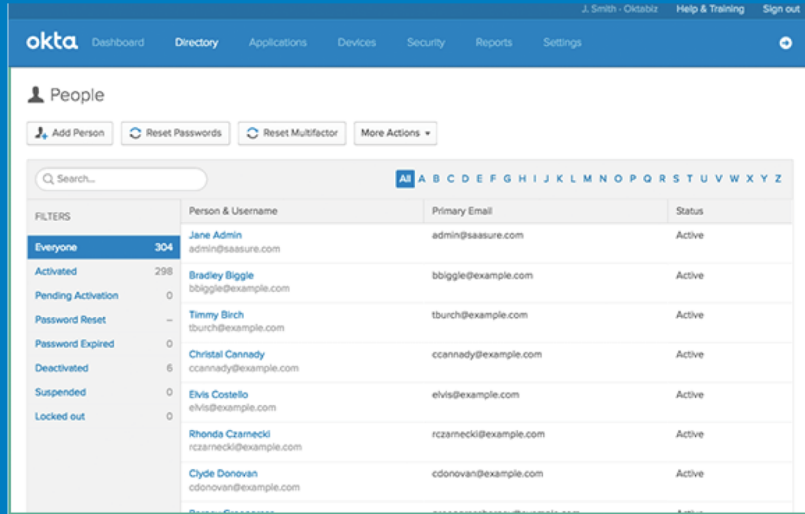
Authentication



Authorization

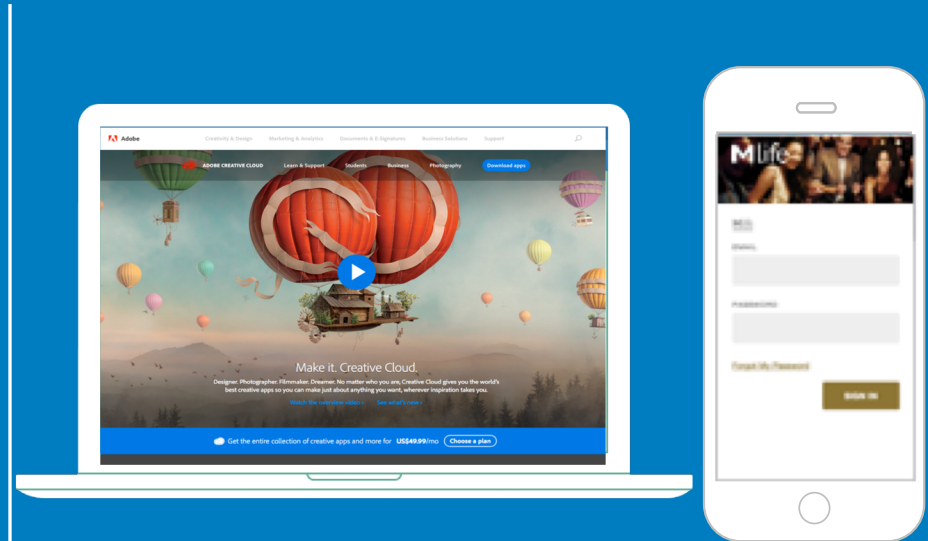


Enable frictionless experience: Understand the user



The screenshot shows the Okta People management interface. At the top, there's a navigation bar with 'Okta', 'Dashboard', 'Directory', 'Applications', 'Devices', 'Security', 'Reports', and 'Settings'. Below this, the 'People' section is active, showing a search bar, a filter dropdown set to 'Everyone' (304), and a list of users. The list has columns for 'Person & Username', 'Primary Email', and 'Status'. A 'FILTERS' sidebar on the left lists various user states and their counts.

FILTERS	Person & Username	Primary Email	Status
Everyone	Jane Admin	admin@saasure.com	Active
Activated	Bradley Biggle	bbiggie@example.com	Active
Pending Activation	Timmy Birch	tburch@example.com	Active
Password Reset	Christal Cannady	ccannady@example.com	Active
Password Expired	Elvis Costello	evis@example.com	Active
Deactivated	Rhonda Czarnecki	rczarnecki@example.com	Active
Suspended	Clyde Donovan	cdonovan@example.com	Active
Locked out			



Add modern identity to any app in under 15 minutes



The screenshot shows a web application interface with a sign-in form and a code editor. The sign-in form includes fields for Username and Password, a Remember me checkbox, and a Sign In button. The code editor shows the following JavaScript configuration:

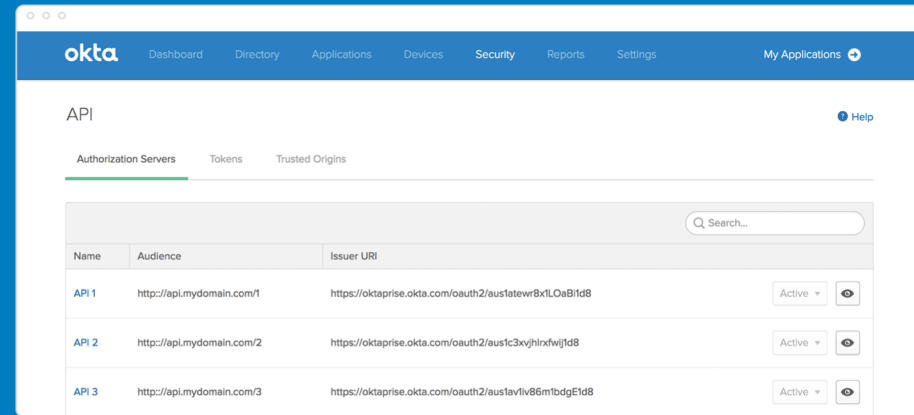
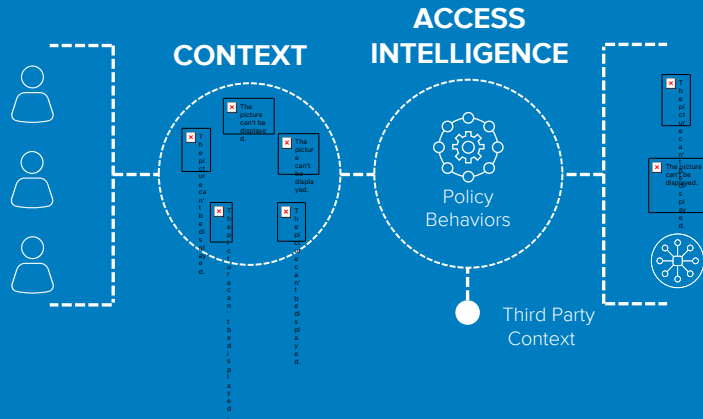
```
1 signInWidgetConfig = { // Caution editing this
2   baseUrl: 'https://live-widget.oktapreview.
3   clientId: '00aexo9c530ZUVu0j0h7',
4   redirectUri: 'https://developer.okta.com/l
5   authParams: {
6     issuer: 'https://live-widget.oktaprevi
7     responseType: ['id_token', 'token'],
8     scopes: ['openid', 'email', 'profile']
9   },
10  // Enable or disable widget functionality
11  features: {
12    router: true,
13    registration: true,
14    rememberMe: true,
15    //multiOptionalFactorEnroll: true,
16    //selfServiceUnlock: true,
17    //smsRecovery: true,
18    //callRecovery: true,
19  },
20  // Look and feel changes
21  logo: '//logo.clearbit.com/okta.com',
22  language: 'en',
```



Centralize access control decisions organization-wide

CUSTOMERS

EXPERIENCES



Customer-friendly security



Security question



Passwords



SMS, Voice, and Email OTP



Software OTP



Okta Verify Push



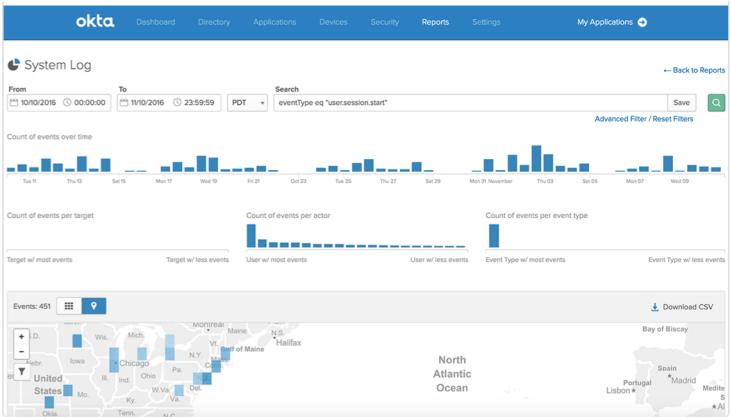
Physical and U2F Tokens



Biometrics-based



High assurance





EDWIN POSTMA

Lead Enterprise Architect

Eneco Group



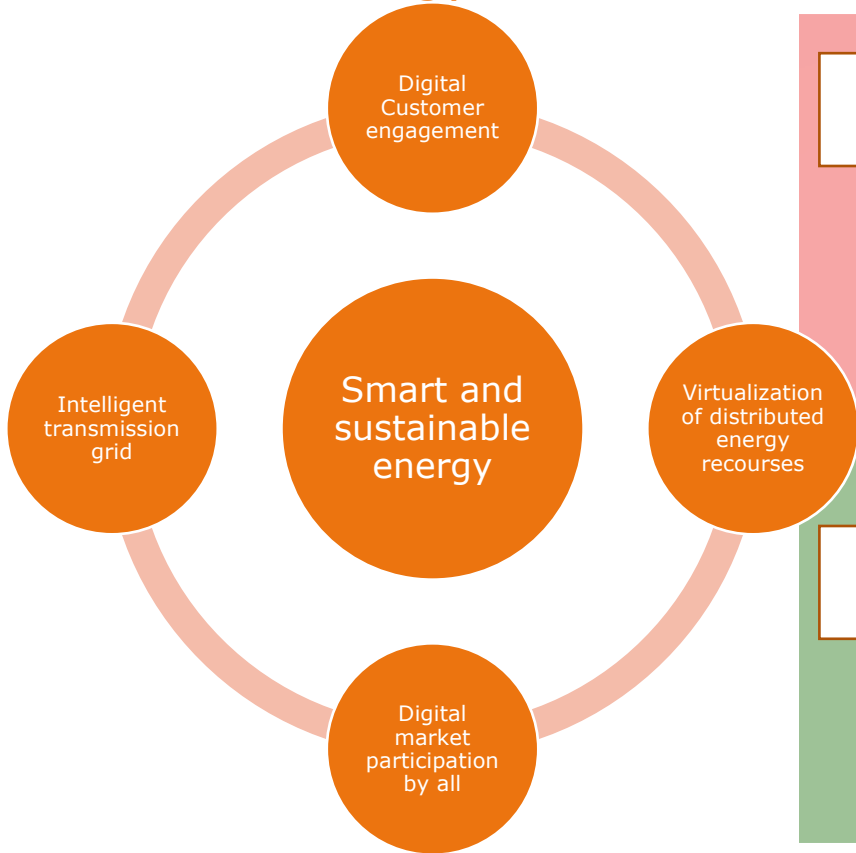
Identity and Access management for digital utility customers



Eneco Groep

What is a digital utility?

Sustainable energy transformation requires a smart grid and a digital utility



Eneco becoming a digital utility taking the lead in the dutch energy transition

Vision:
Sustainability
by everyone

NR 1. in Holland
(2M customers)

3 main brands
several start-
ups

Eneco: Within
top 150
Websites of the
Netherlands

Oxxio brand:
80% of the
customers is
app user

400.000 users
of IOT devices

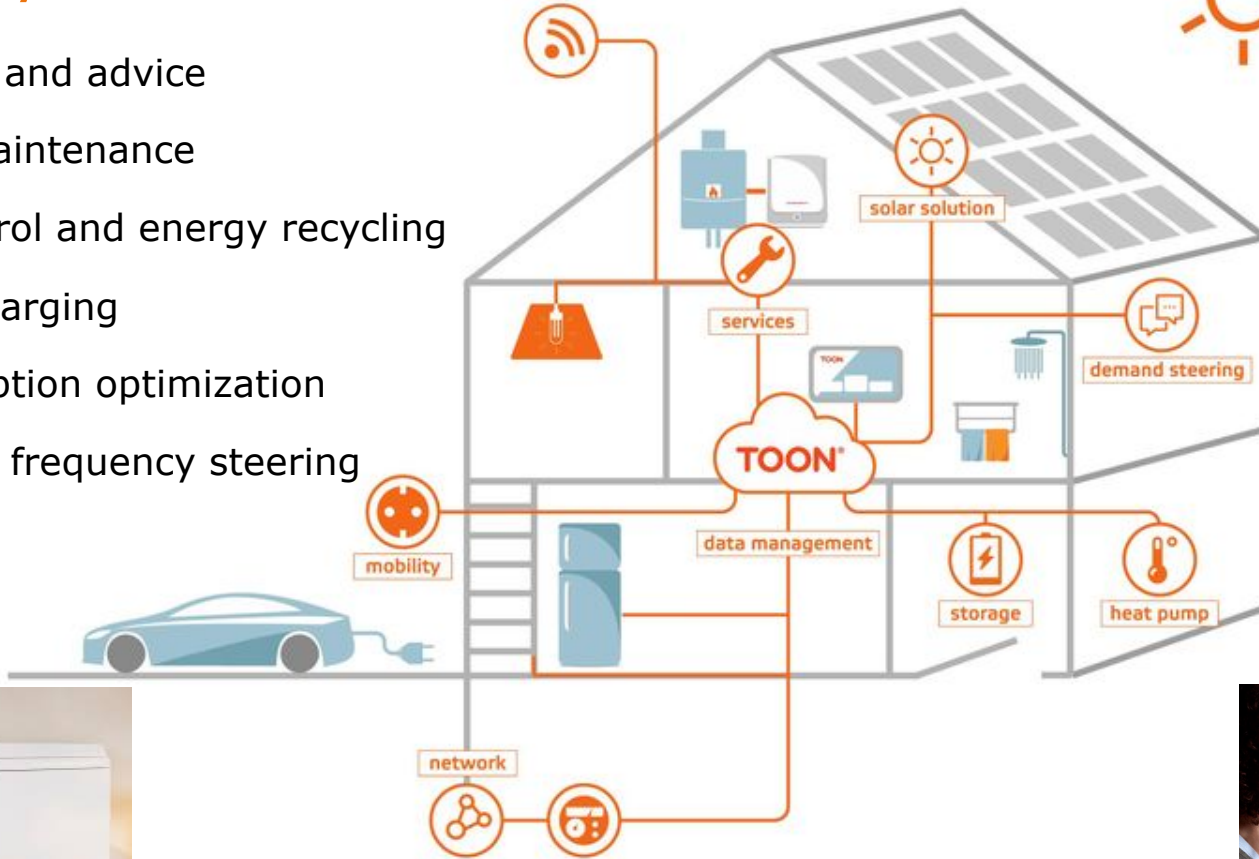
Agile IT: 17
scrum teams

Also in Belgium,
Germany and
Scotland



New business model: earning money on energy saving by smart services

- Smart home and advice
- Predictive maintenance
- Climate control and energy recycling
- Smart car charging
- Self consumption optimization
- Demand and frequency steering



Why did we implement Okta for our customers?

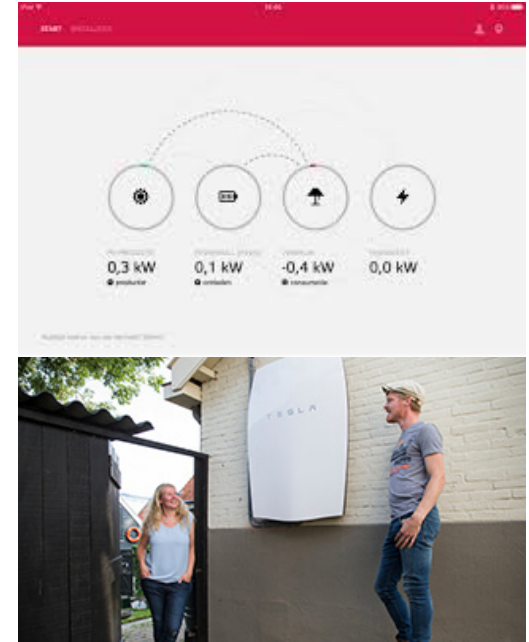
Our customers change their behavior

Used to

- Have little contact with us (6 minutes a year)
- Used to do this for issues only
- Mainly about the energy bill

Nowadays

- Daily visits for managing their house (thermostat)
- Get energy advice (based on disaggregation)
- Discussion fora



Our vision is based on ease of use and Omnichannel

Ease of use

- Password forgotten is still one of the obvious reasons to step over towards human contact
- Especially for non recurring customers

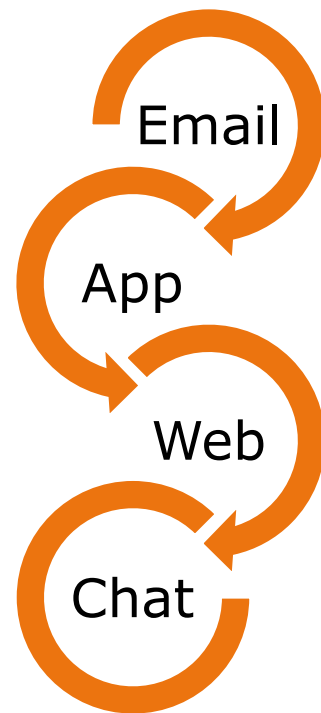
Omnichannel

- Digital Omnichannel Contact requires an IT that can deliver functionality on any channel without compromising usability and security
- This means an API centric approach

1 digital identity for all channels during the whole customer lifecycle is a prerequisite

Ease of use

Bring your own identity	Social login; Trust with partners
Single sign on	Ability to switch between channels without login if you are already logged in
Passwordless	Ability to link towards online transactions for e.g email without login. Log-in via safelink or QR code
Omnichannel	Following the customer through different contact channels
Personal	Being relevant to the customer during the whole touchpoint, journey and even lifecycle
Contextual	QR code on a document or on a meter/device tells us the need



Omnichannel and agility

API Centric

Access to API's based on your identity, location etc

Ready for product differentiation

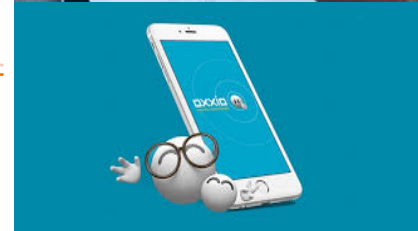
Access to API's based on your contract type

Self governance

From person to family with different access rights

IOT

Installing and activation of IOT devices



Some lessons

Digital architect/ information management:

- Most requirements were met “in the box”

Productowner:

- Transition to Okta without impacting the customer was possible, but we should have done a faster implementation
- Social log in works, but not for all customer types

Security:


- What we do today can't be done with building yourself


UI experience and Developers:


- Integration and SDK are fine
- Session management and control by Okta is really nice

Step by step Roadmap: Until now Okta delivers what we need against an affordable price



 ALSO ON OKTA ROADMAP

 NOW IN IMPLEMENTATION

 Okta fits for Eneco

EnecoGroep

Customer Identity Tomorrow: Roadmap



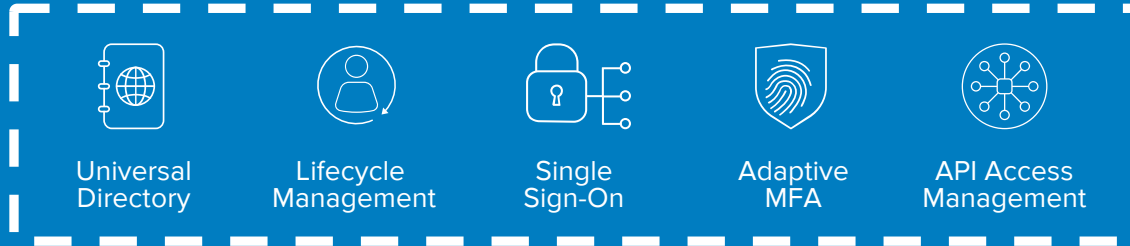
User Management



Authentication



Authorization





**End User
Experiences**



**Security & Privacy
by Default**



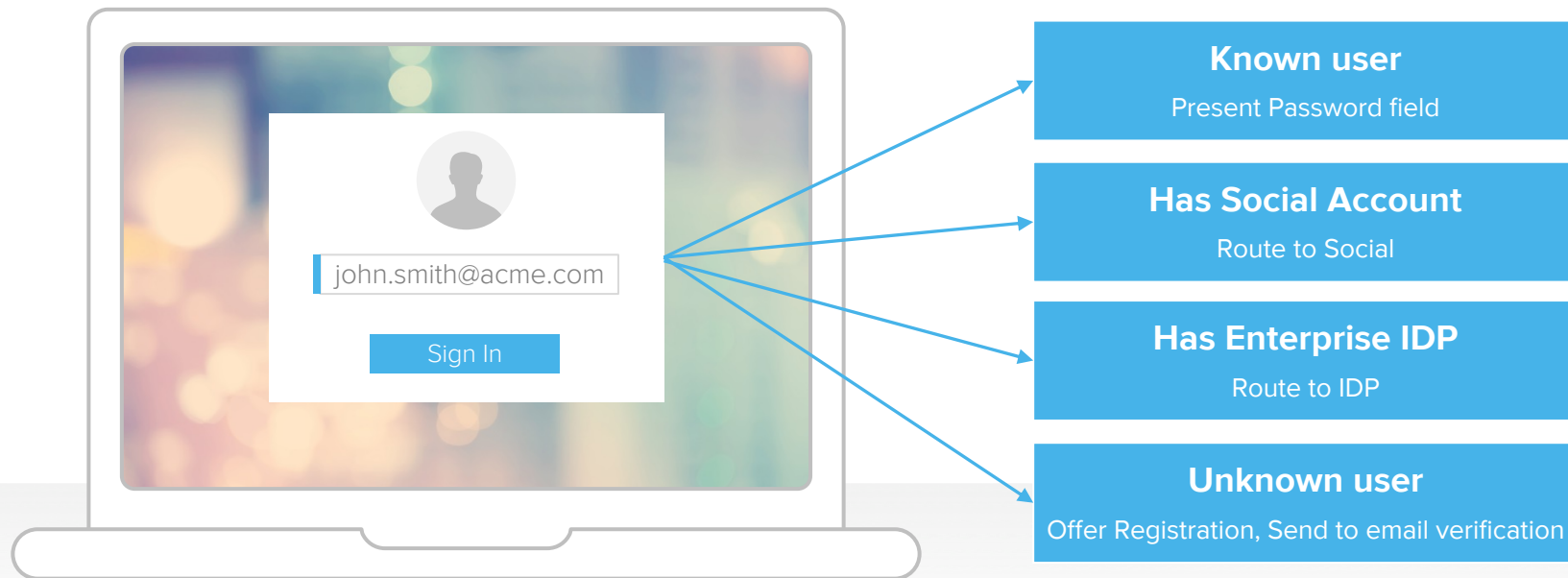
**Extensibility &
Integration**



**Developer
Agility**



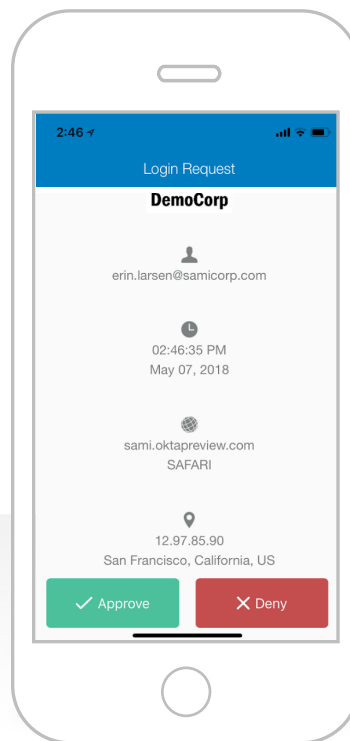
Identifier First Flow



Secure Passwordless Experience



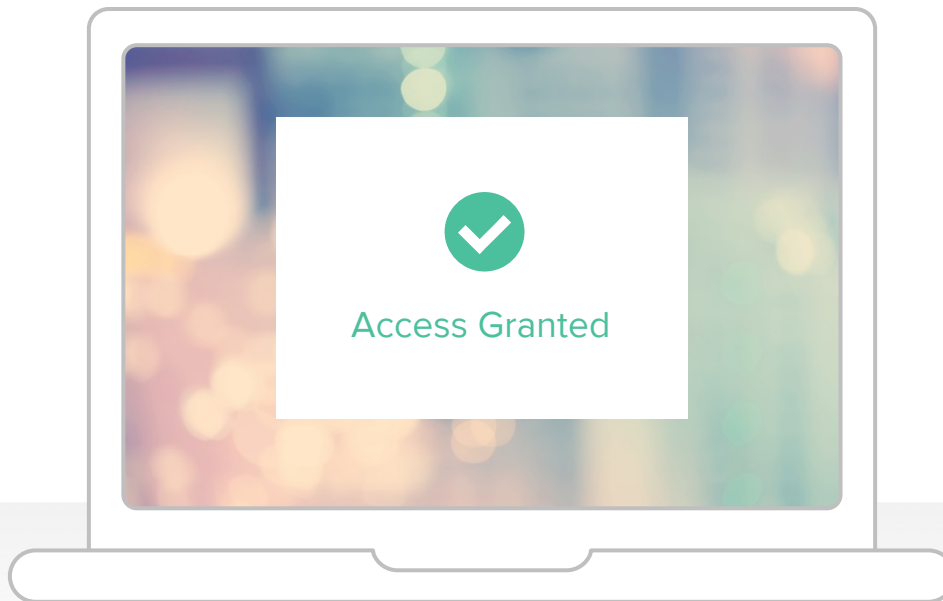
Secure Passwordless Experience

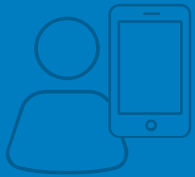


Okta Verify
Push



Secure Passwordless Experience





End User
Experiences



**Security & Privacy
by Default**



Extensibility &
Integration



Developer
Agility



Okta Contextual Access Management





End User
Experiences



Security & Privacy
by Default



**Extensibility &
Integration**



Developer
Agility



Drive Extensibility Across Okta



Events (Async)

- Push to CRM
- Log to Data warehouse
- Create Ticket

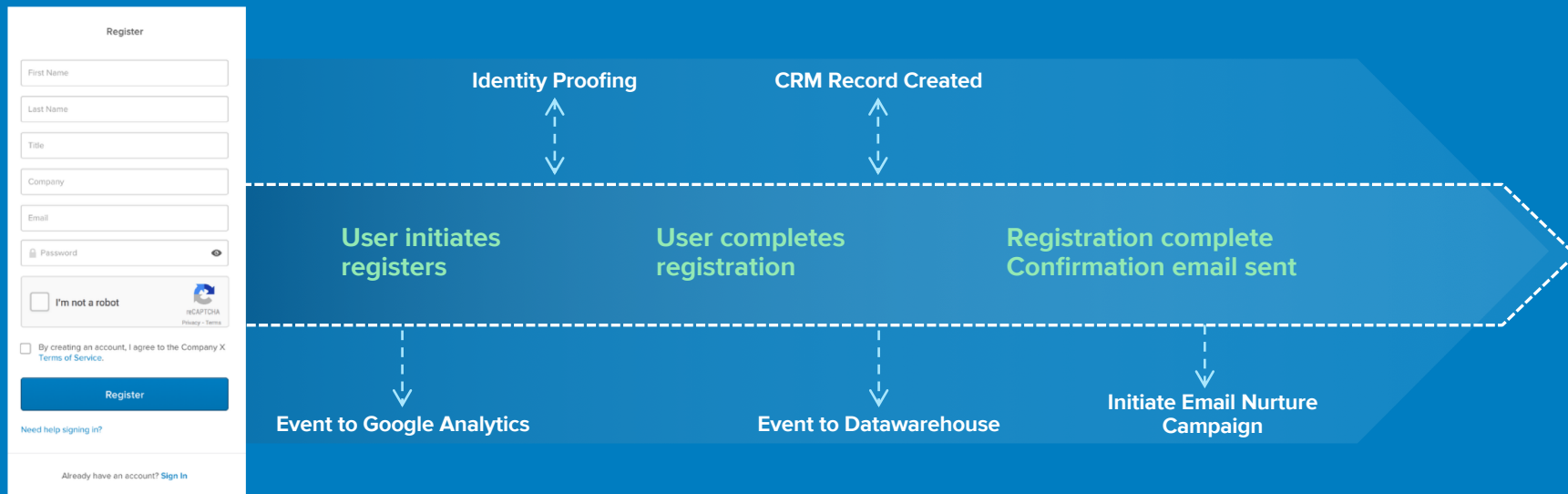


Flows (Sync)

- Progressive Migration
- Account Linking
- Identity Proofing



Example Extensible Registration Workflow



Registration Widget





End User
Experiences



Security & Privacy
by Default



Extensibility &
Integration



**Developer
Agility**





Thank You

