

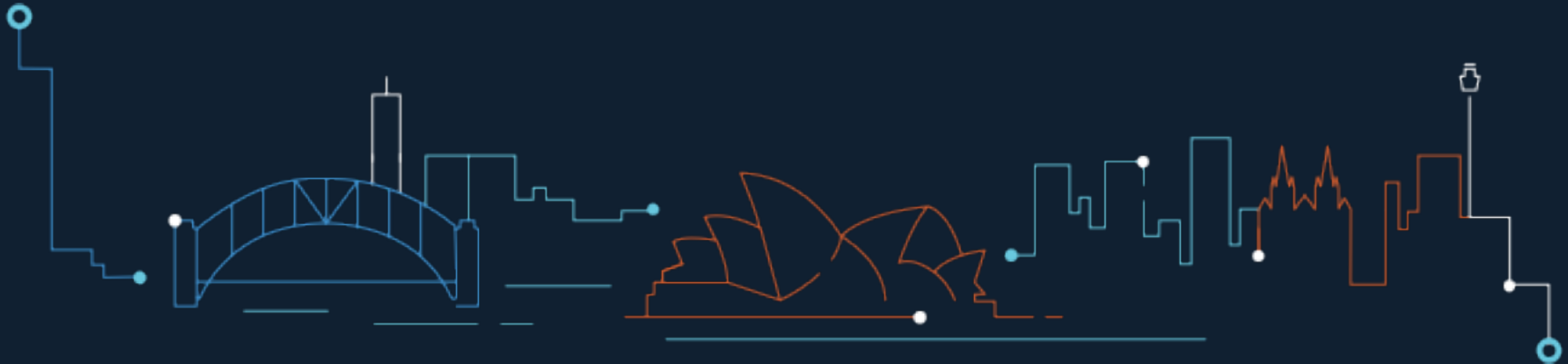
okta

FORUM

# Using Identity to Build Frictionless Applications

KEVIN SHEU

DIRECTOR, PRODUCT MARKETING



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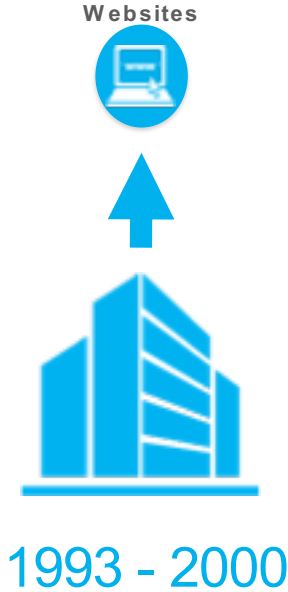
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# Businesses are in middle of transforming



# Requirements have never been more demanding



Frictionless  
customer  
experiences

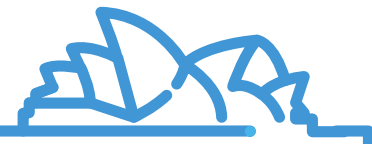
Speed-to-  
market

Centralized  
identity  
management

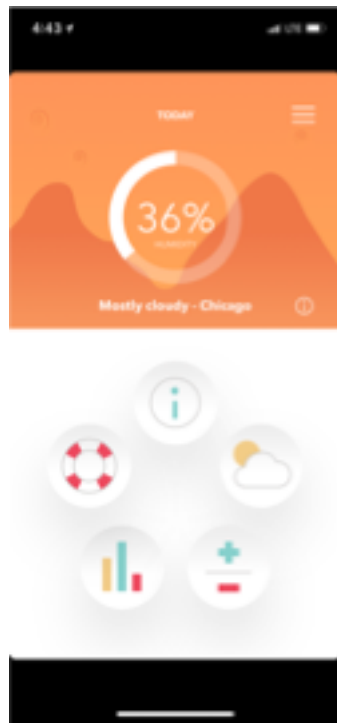
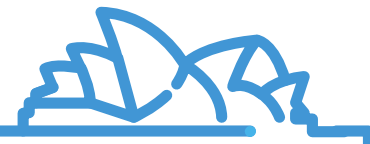
Enterprise-  
grade  
security



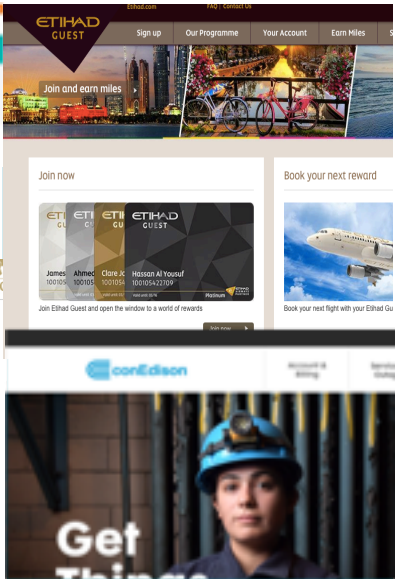
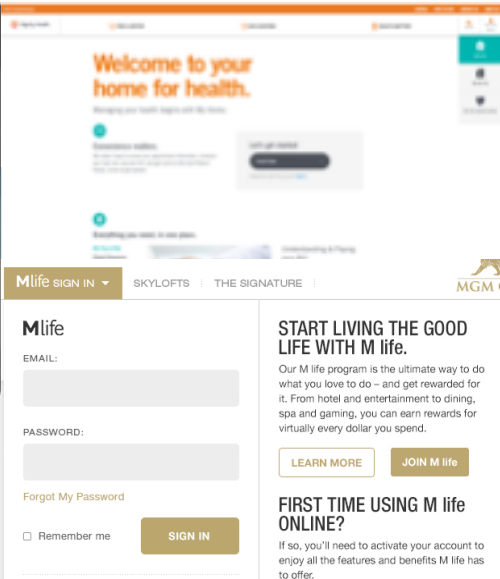
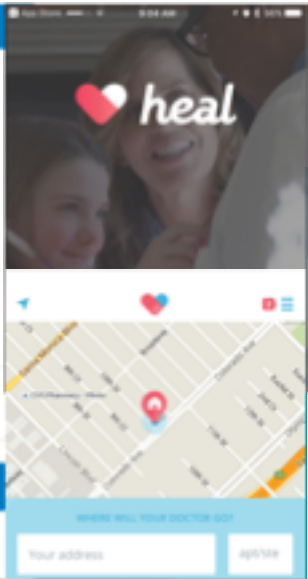
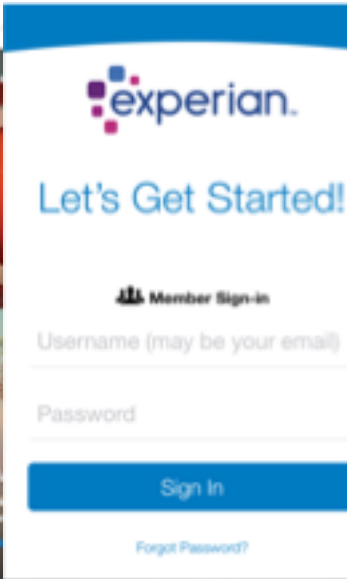
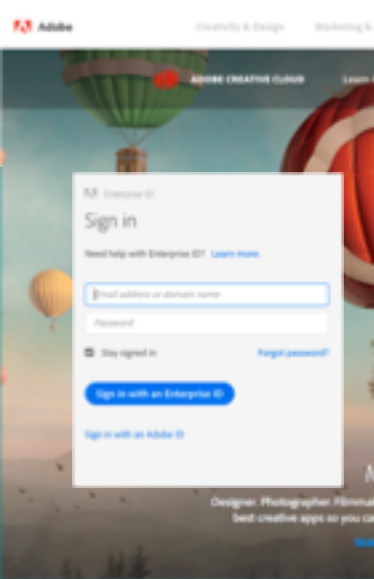
# Success Story: Adobe



# Success Story: Allergan



# Enabling seamless customer experiences



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



Universal  
Directory



Lifecycle  
Management



Single  
Sign-On



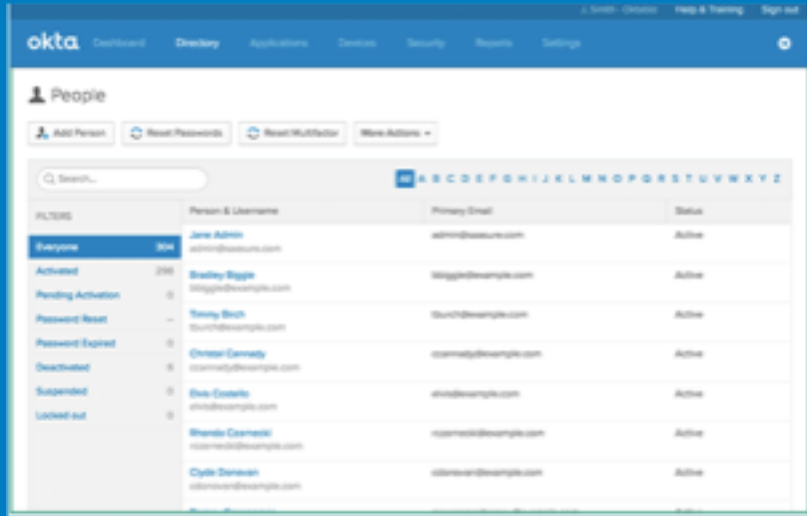
Adaptive  
MFA



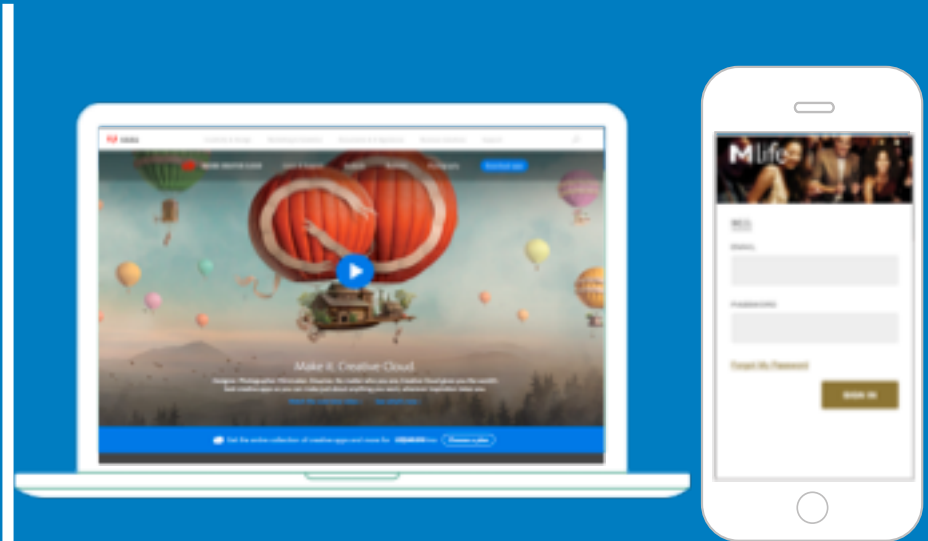
API Access  
Management



# Enable frictionless experience: Understand the User



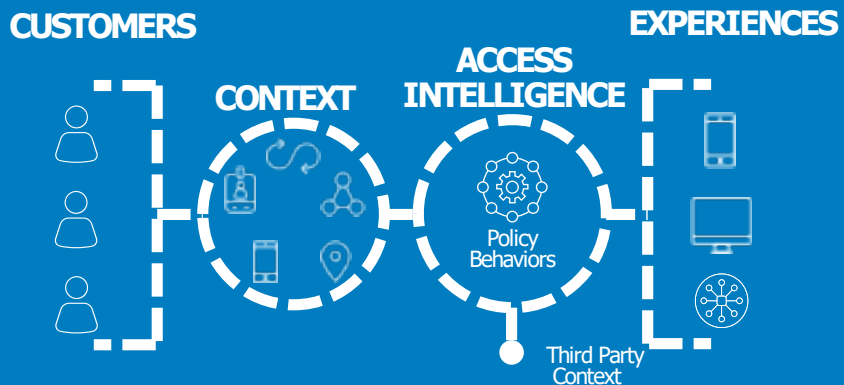
One purpose-built, scalable, secure place to store and manage all users



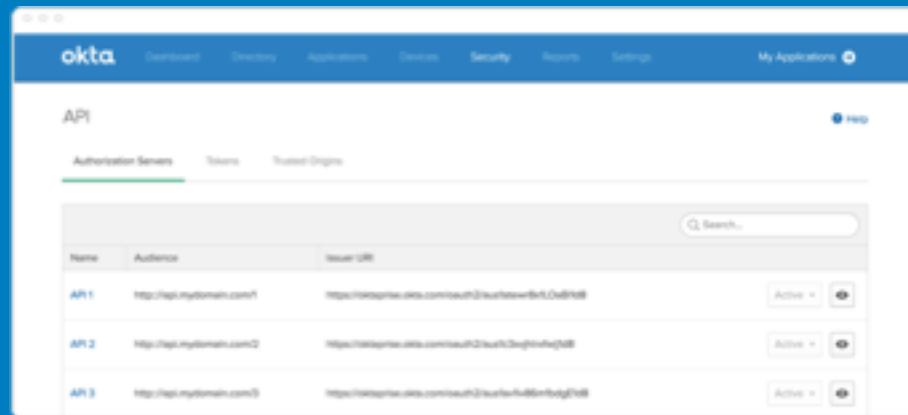
Fully customizable experience on any device



# Centralize access control decisions organization-wide



Grant access to the right person, with the right permissions



Central admin console to manage all authentication, authorization and user management



# Customer-friendly security



Real-time visibility and anomalous behavior reports



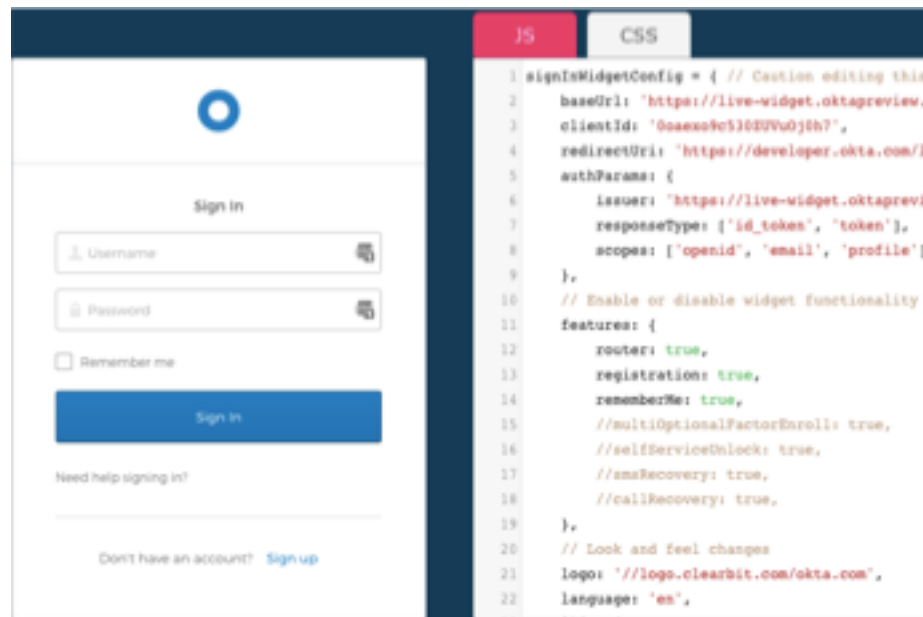
The industry's most reliable and secure platform



# Add modern identity to any app in under 15 minutes



SDKs for modern development environments  
and full protocol support



Extensive documentation, wizards, quick start  
guides and widgets for developer productivity





**End User  
Experiences**



Security & Privacy  
by Default



Extensibility &  
Integration

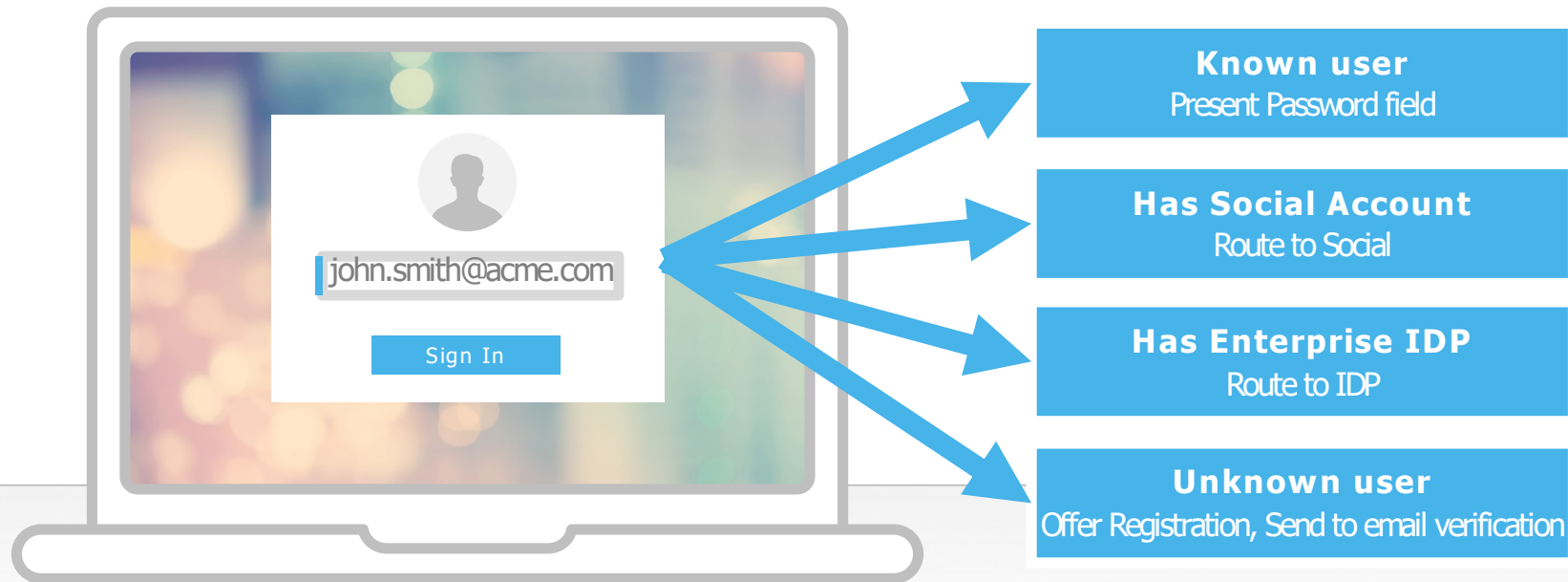
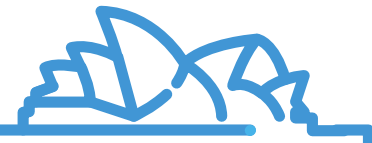


Developer  
Agility

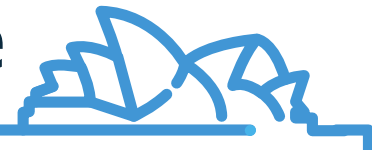




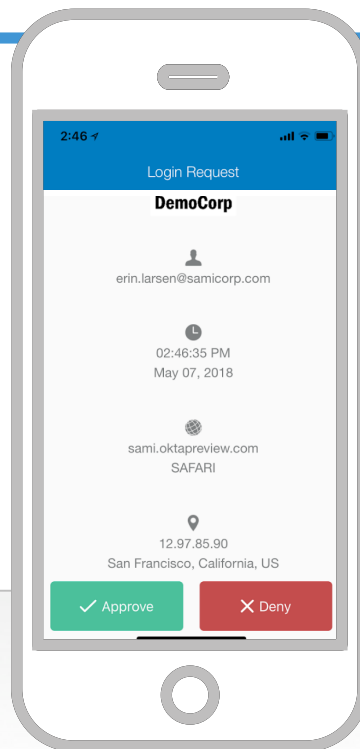
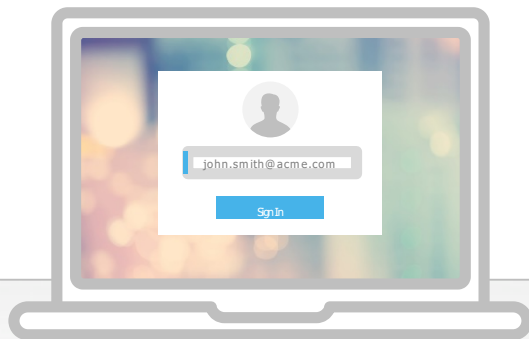
# Identifier First Flow



# Secure Passwordless Experience

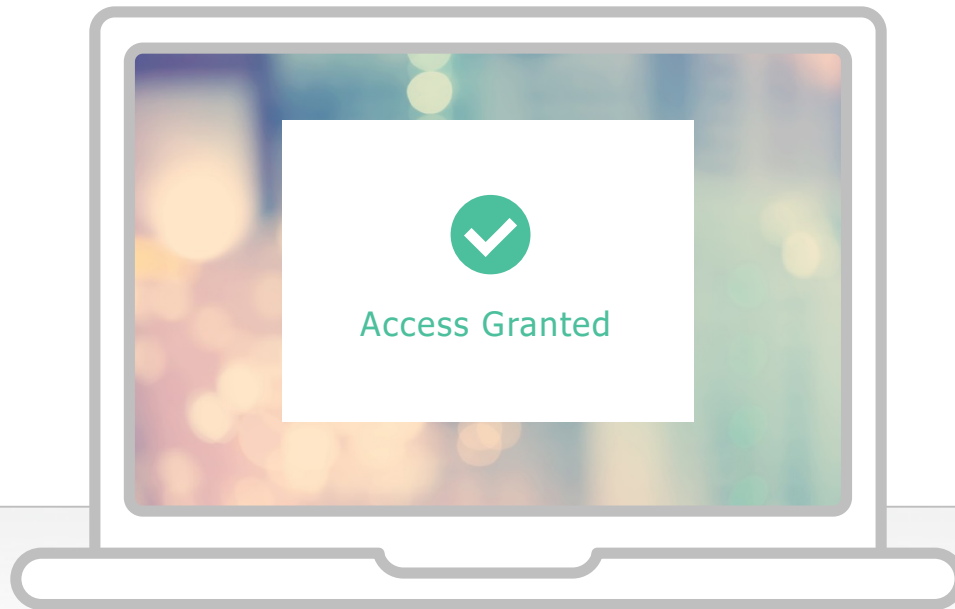


# Secure Passwordless Experience



Okta Verify  
Push

# Secure Passwordless Experience





End User  
Experiences



**Security &  
Privacy by  
Default**



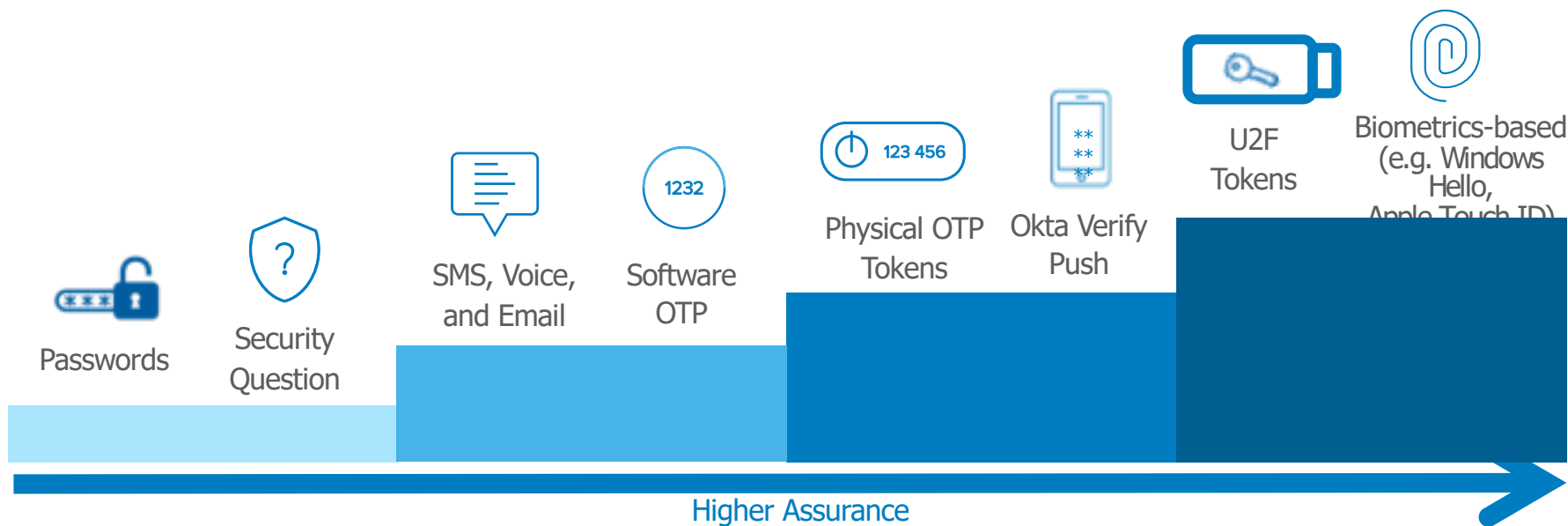
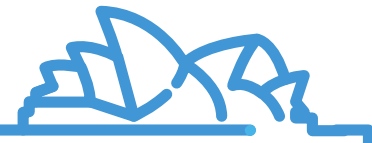
Extensibility &  
Integration



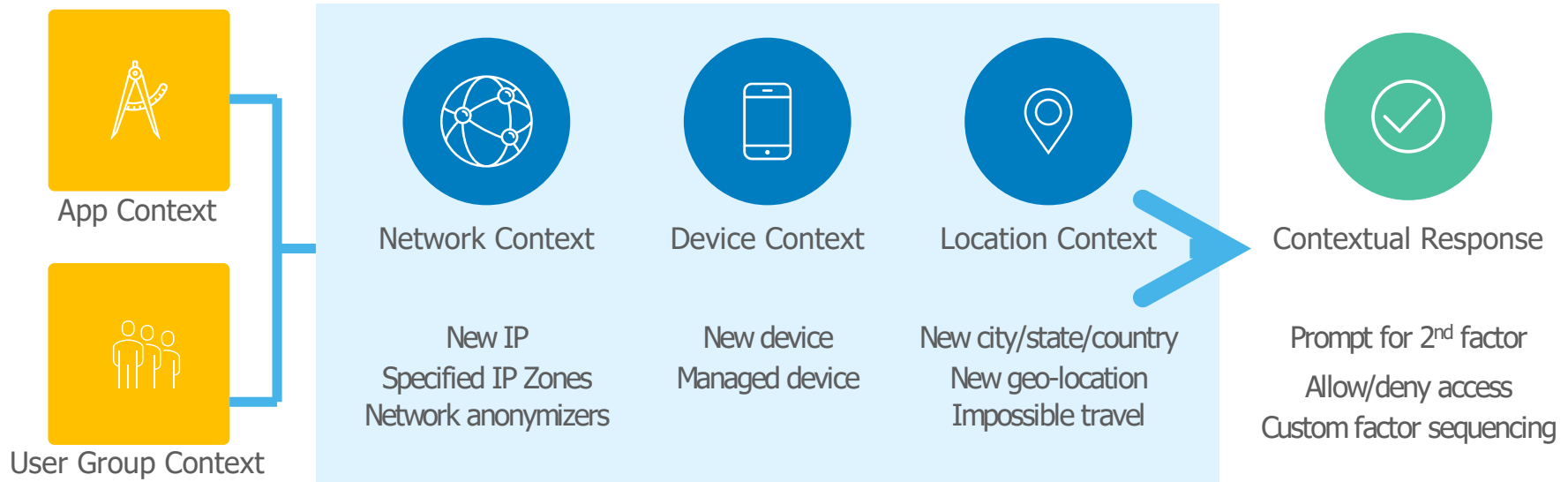
Developer  
Agility



# Organizations Must Balance Security with Usability



# Okta Contextual Access Management



**Risk Context:** Okta ThreatInsight, Risk Scoring



# Future Roadmap: Approval Steps During Registration



- Email whitelists
- Approvals for Registration
- Extensibility and callouts to support verification

User Registers

1

Check email domain?

2

Verify relationship  
record

3

Approval Required

Active User





End User  
Experiences



Security & Privacy  
by Default



**Extensibility  
&  
Integration**



Developer  
Agility



# Drive Extensibility Across Okta



## Protocols



## Events (Async)

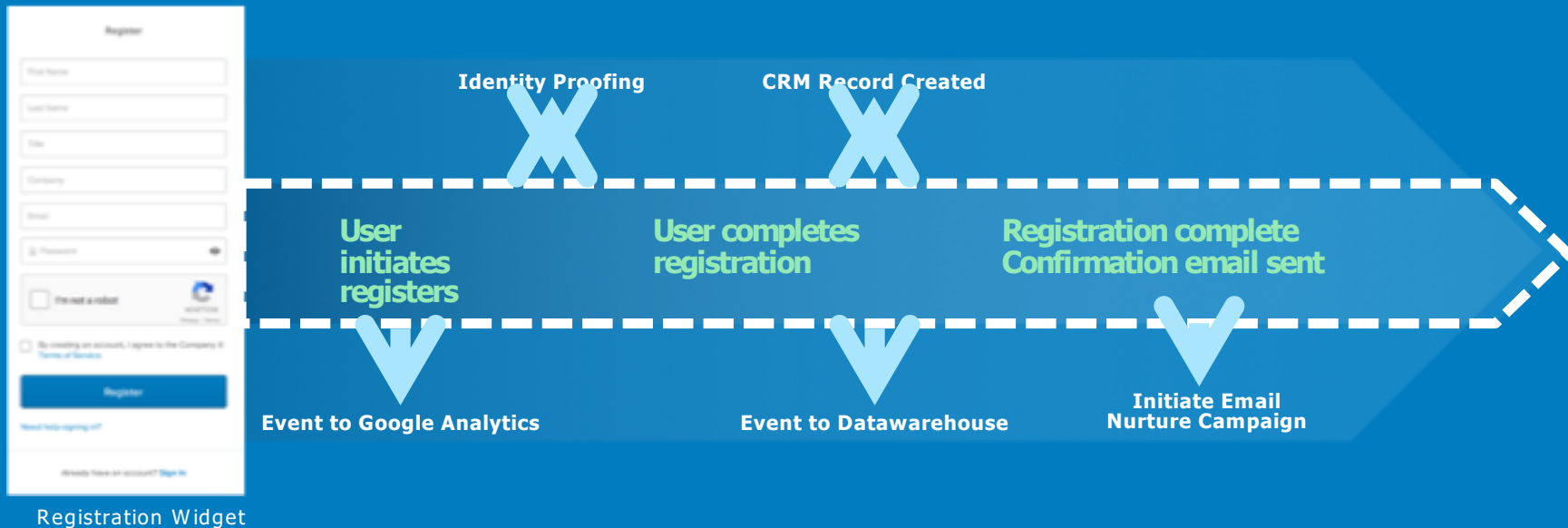
- Push to CRM
- Log to Data warehouse
- Create Ticket



## Flows (Sync)

- Progressive Migration
- Account Linking
- Identity Proofing





# Roadmap – Developer Agility



End User  
Experiences



Security & Privacy  
by Default



Extensibility &  
Integration



**Developer  
Agility**



# API Products



## Enterprise

Enterprise-wide deployment for unlimited applications and millions of users



## One App

Production deployment for one app for millions of users



## Developer

Pre-production deployment or small production projects





Thank You

