

The Okta logo is displayed in a white, lowercase, sans-serif font. The letters are bold and rounded, with a consistent stroke width. The 'o' is a simple circle, the 'k' has a slightly curved stem, and the 'a' is a simple bowl shape. The logo is positioned on the left side of the slide, set against a solid blue background.

# okta

Overview

**Marcus Hartwig / PMM**

October 17, 2018

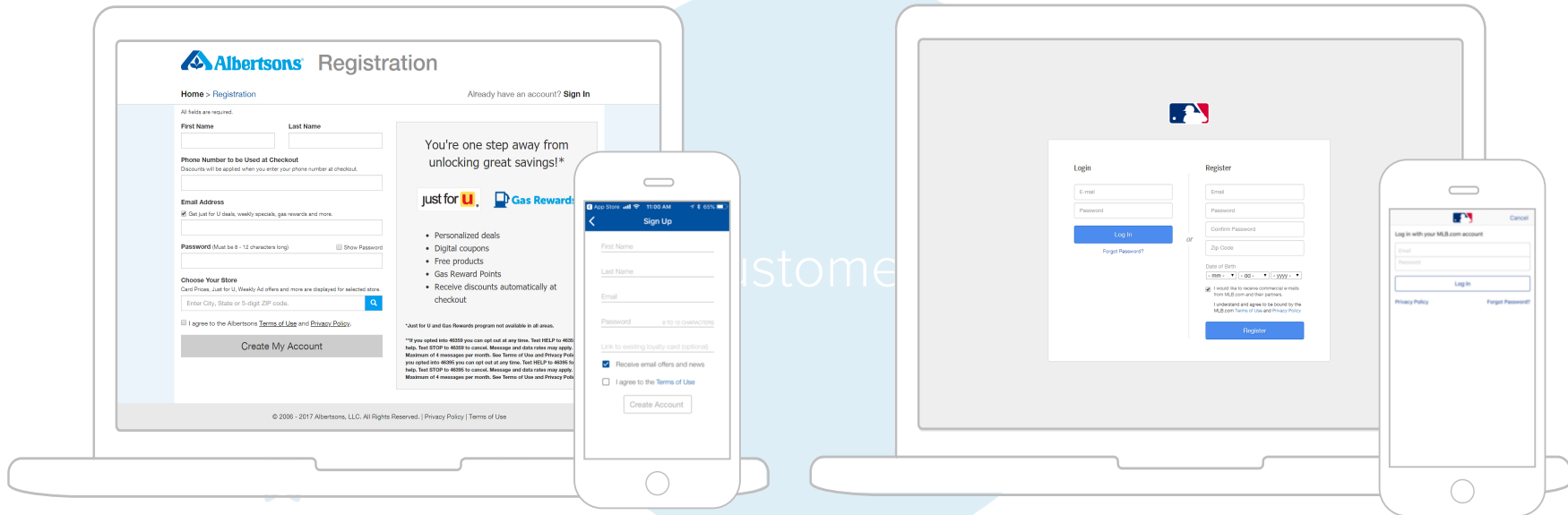
jetBlue



Customers



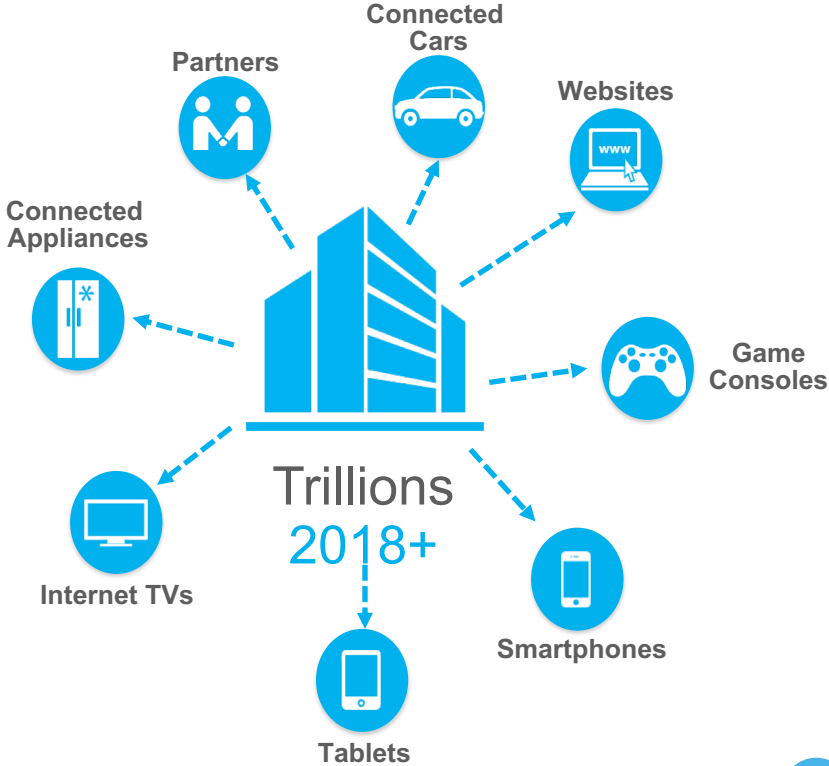
# jetBlue



# Customer



# Digital is becoming the largest business opportunity





# Customers





Speed



Skills



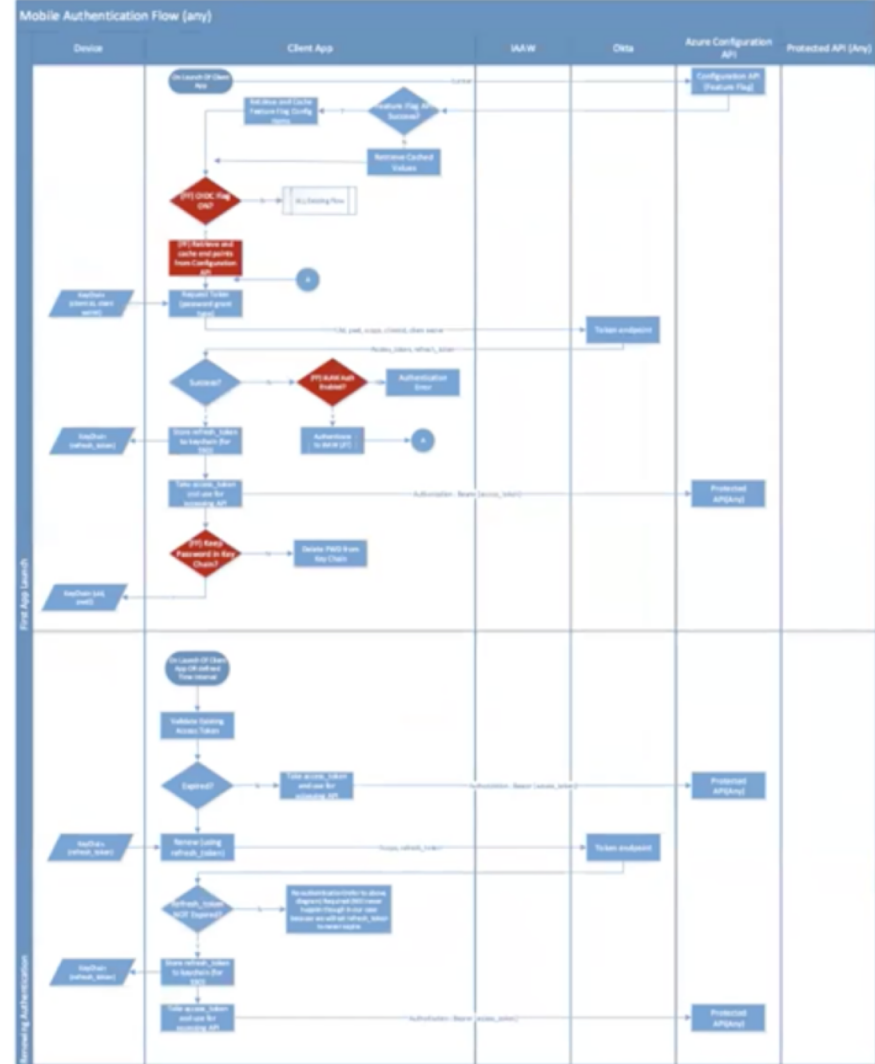
Scale



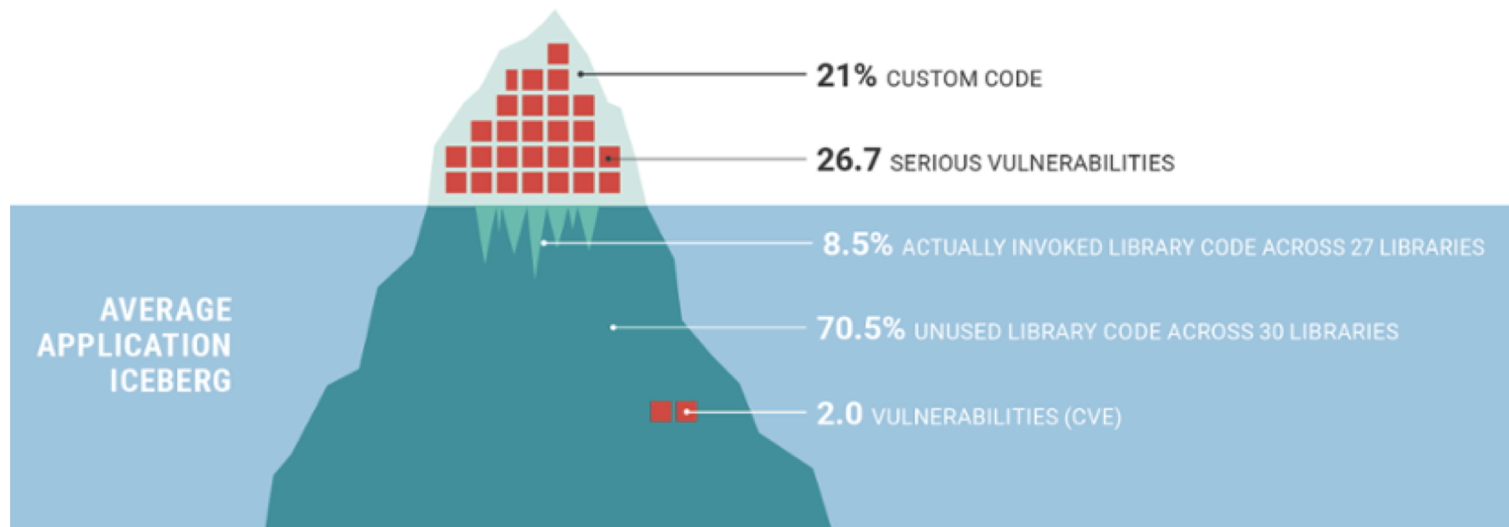
# Building Auth is hard

## What you need to consider:

- Login with pw, passwordless
  - Login with Facebook
  - Login with Facebook and discover you have an existing account
  - Password management
  - Session management
  - Forgot your password
  - Account recovery
  - Terminate SSL
  - Sign up
  - Sign up with social
  - Sign up with passwordless
  - Enroll MFA
  - Verify your email address
- Verify your phone number
  - Discover that your email is managed by a 3rd party IDP
  - Migrate your account to Okta behind the scenes
  - Update/change your password
  - Get app specific information at time of login to that app
  - Re-authenticate if you change info (financial info, etc)
  - User permissions
  - Mobile version of your app
  - Securing APIs
  - TOS and Privacy consent
  - Verify identity
  - ....



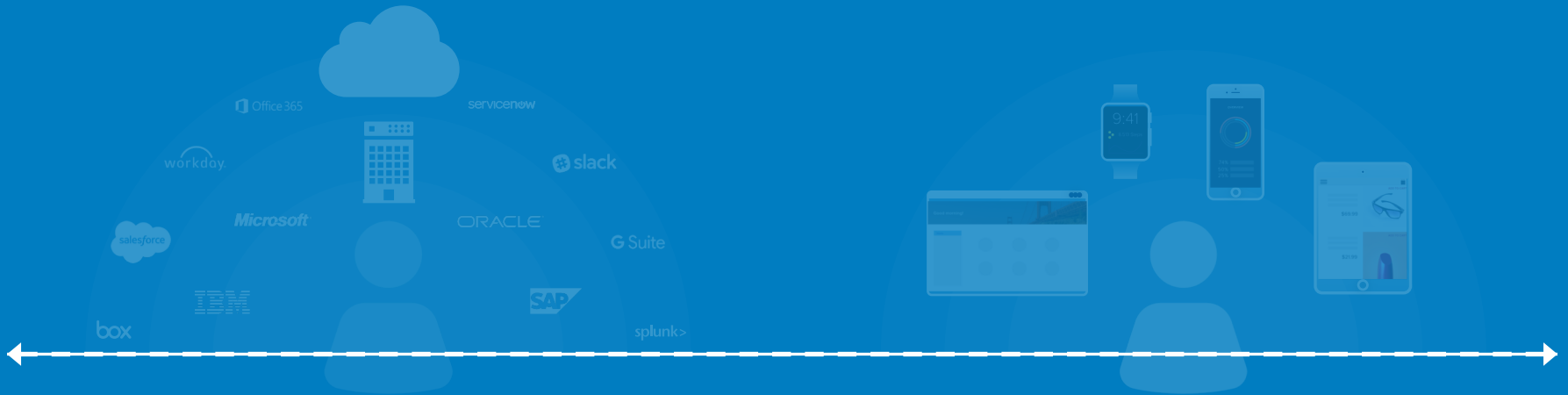
# Writing custom code to handle auth can introduce serious security vulnerabilities



Getting this right slows time-to-market







**IDENTITY  
ENABLES  
MODERN IT**

**IDENTITY  
SECURES THE  
BUSINESS**

**IDENTITY  
IS REQUIRED  
BY EVERY APP**



A new  
approach  
to identity



# CUSTOMER IDENTITY

## YESTERDAY



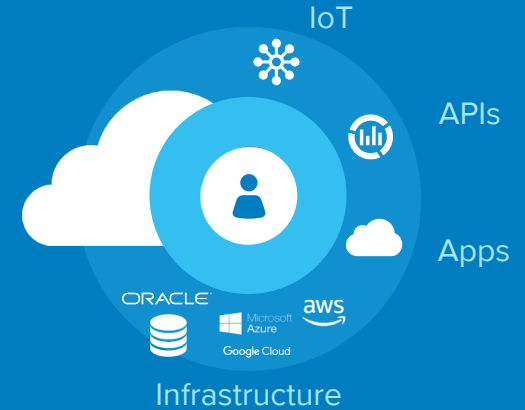
Build it yourself

## TODAY



Identity as a microservice

## TOMORROW



Identity as a universal standard



# SECURITY

## YESTERDAY

Network as the perimeter

*Firewall, VPN*

## TODAY

People are the perimeter

*Identity-driven security*

## TOMORROW

People are the only perimeter

*Zero Trust, Privacy*





An independent and neutral platform for **workforce identity**



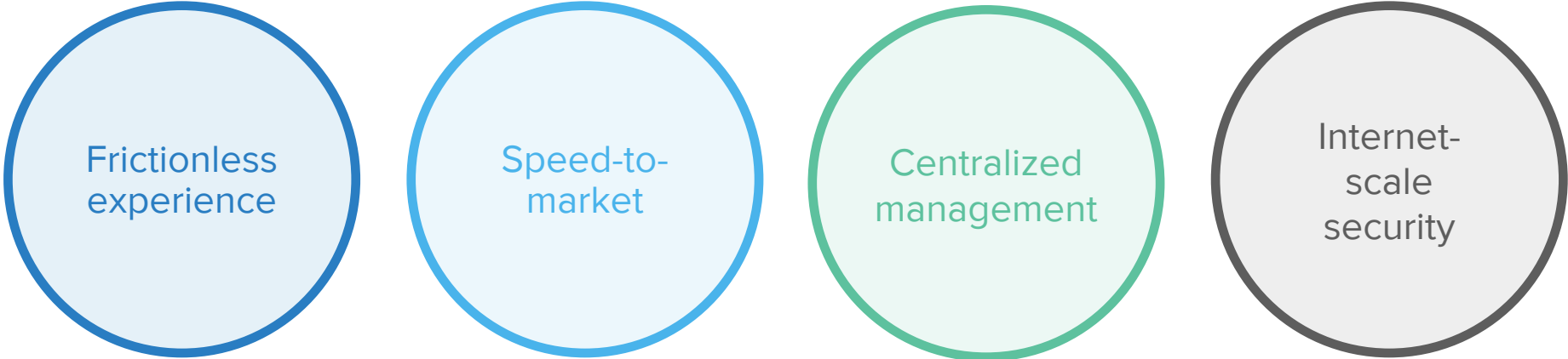
A scalable and secure **customer identity** layer for any application



An identity-centric approach to **Zero Trust Security**



# A modern identity layer unlocks digital innovation



Frictionless  
experience

Speed-to-  
market

Centralized  
management

Internet-  
scale  
security



# Okta's Value Propositions

## **Frictionless Experience**

Modern authentication and registration  
Federation SP and IDP, and directory integration

## **Speed-to-Market**

Developer-friendly toolkits, documentation and code snippets  
Built-in protocol, factor and policy support

## **Centralized Management**

Secure, scalable user store; built-in provisioning  
Central access control with real-time visibility and response

## **Internet-scale Security**

High performance system log with SIEM integration  
Secure, audited, compliant infrastructure



# OKTA CUSTOMER IDENTITY SOLUTIONS



Embed auth  
and user  
management in  
any app



Unify experience  
and centralize  
policy across  
multiple apps



Modernize  
AppDev and  
retire legacy  
infrastructure



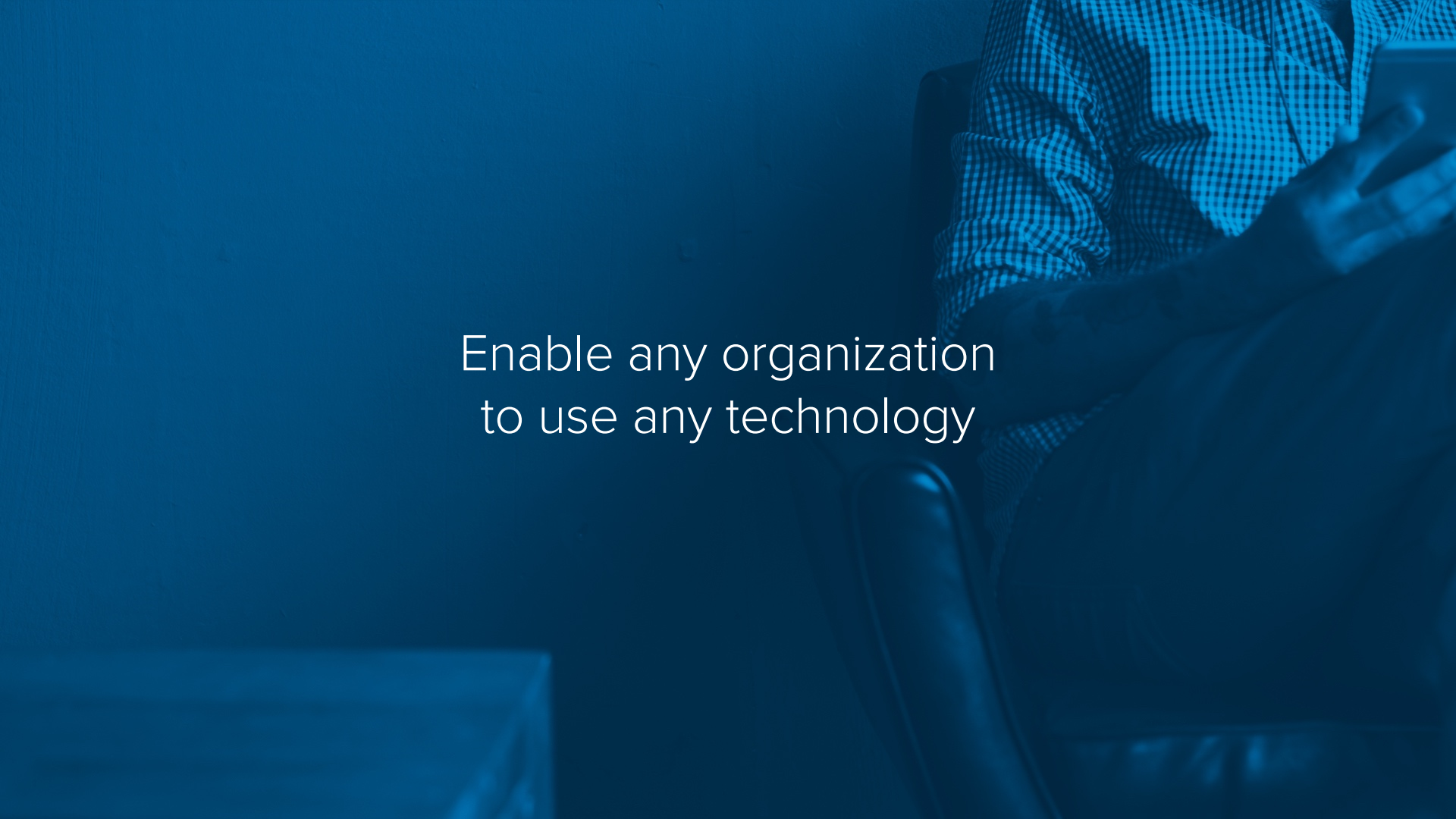
Protect APIs to  
offer and  
monetize a  
secure platform

OKTA CUSTOMER IDENTITY PRODUCTS

OKTA INTEGRATION NETWORK





A person wearing a checkered shirt is sitting in a chair, looking at a smartphone. The entire image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

Enable any organization  
to use any technology

okta

Thank You