How Identity Management Can Accelerate Digital Transformation

Deploy new digital business initiatives while protecting the enterprise by enlisting Identity as a Service

IDG

Enterprises are moving to better enable their employees and deliver enhanced user experience to customers while at the same time struggling with managing apps and controlling security. These challenges are delaying efforts to innovate.

In the majority of companies, the CIO is the lead force in addressing issues surrounding digital transformation and also sees the big picture. In a recent IDG research Services study commissioned by Okta, IT leaders were asked to identify key issues relating to their efforts to enable digital transformation. The respondents — the majority from large enterprises — rated the areas they see as most important to their companies' efforts and the challenges they face implementing identity and access management (IAM).

Top of mind initiatives
A majority of respondents (76%) said that introducing new customer experiences was either critical or a very important priority. However only 24% indicated they had actually implemented these new experiences. This contrasts with the significantly higher rate (36%) of respondents that said they have fully implemented either improvements to their employee experience or migrated core business systems to the cloud.

The higher level of implementation for internal functions indicates the complexity and higher risks involved with projects that involve customers. The issue includes the complexity of managing identities as they access different systems.

"Customer-facing projects often drive our enterprise customers to take action around transformation, and modernizing identity management systems," says Ed Sawma, Director of Product Marketing at Okta.

"However, once they realize how quickly IDaaS can be used for a cloud app deployment, they usually get that done first, and start planning the customer-facing project in parallel."
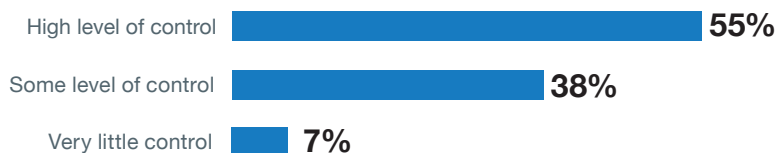
Moving toward a digital business
An important factor affecting digital transformation is the fact that the responsibility for digital business initiatives rests with the CIO. A full 93% of respondents indicate that CIOs have a high level of control (55%) or some level of control (38%). This level of influence puts the CIO in position to identify which initiatives are best suited to have positive effects on enterprise digital initiatives and to make decisions regarding the best technologies to use in their pursuit.

More than one-third have migrated a core business system to the cloud and another third have improved the employee experience by providing easy application access.

The success rate of these internally focused efforts is indicative of the fact that more of these organizations have implemented Identity as a Service (IDaaS), which has allowed them to focus on application deployment. They have enlisted an IDaaS service provider to manage the details of their IAM so that the CIO can focus on maximizing internal resources to achieve the company's digital business goals.
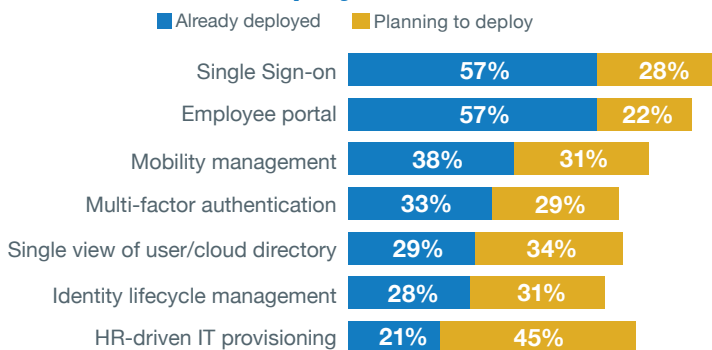
IDaaS Solutions
Identity management has become a priority for enterprises that want to decrease the amount of time they spend deploying and managing cyber security systems. Cloud-based applications now

CIO Control Level over Digital Business Initiatives

High level of control	55%
Some level of control	38%
Very little control	7%

Source: IDG Research

Areas Deployed to IDaaS

■ Already deployed   ■ Planning to deploy

Single Sign-on	57%	28%
Employee portal	57%	22%
Mobility management	38%	31%
Multi-factor authentication	33%	29%
Single view of user/cloud directory	29%	34%
Identity lifecycle management	28%	31%
HR-driven IT provisioning	21%	45%

Source: IDG Research

house critical and proprietary data. That means security needs to shift from concentrating on the enterprise perimeter to protecting the data contained in applications resident outside the confines of the company network. User access to this diverse set of applications and their data need to be centrally managed for both efficiency and security.

Fifty-seven percent of respondents reported they had already deployed IDaaS for both single sign-on and employee portals with more than one-third also reporting IDaaS in use for mobility management and multi-factor authentication.

This level of IDaaS adoption indicates a high rate of success as those companies concentrate on enhancing the interaction of their employees and customers.

Priorities

Introducing new customer experiences tops the list of priorities for digital business initiatives as 76% of respondents say it is either critical or very important, and larger enterprises with more than 5,000 employees see these as more important than do smaller organizations.

Improving the employee experience and partner/employee collaboration fall only slightly lower in importance though most identify these as "very important" rather than "critical." Efficiently migrating core business systems like email, HR, ERP, and CRM ranks only slightly lower in importance at 69%. All these initiatives depend heavily

on IAM to both deliver an efficient environment while protecting company assets.

Challenges to Digital Initiatives

IAM is a high priority for companies as they enable business initiatives, and three-fourths of respondents identified security, legacy infrastructure, and maintaining high availability as top challenges that are addressed by IAM. Respondents indicated extending security to cloud applications coupled with legacy infrastructure concerns as their top challenges, followed by what they see as unpredictable and complex user environments that need to be available at all times. Security and high availability are key to successfully implementing digital business initiatives, and successful IAM efforts are mandatory.

IDaaS is the answer

Identity management is key for deployment of enterprise digital business initiatives ranging from employee enablement, new customer initiatives, and application migration to cloud infrastructures. Businesses recognize they need to advance on every front to stay competitive. At the same time, they must keep digital assets secure but easily available to the right users.

IAM is the answer to meeting these objectives, but deploying and maintaining the technology requires specific and deep expertise. Enterprises need to identify and enlist the help of a reliable partner with dedicated expertise in the implementation and maintenance of identity management through IDaaS.

Once the tasks associated with managing IAM are entrusted to their IDaaS provider, enterprises can devote valuable resources to those top priorities.

Next steps

Successful implementation of IAM is critical to growing the business through digital experiences. Explore IDaaS now as a secure and reliable way to keep your IAM efforts in place and achieve the goals of digital business with Okta's IDaaS offerings. ■

For additional resources and information on IDaaS and IAM, go to **www.okta.com**