

The image is a full-page background with a blue tint. It shows a modern office interior with large glass windows. Four people are visible: a man in a striped shirt on the left, a woman in sunglasses in the center-left, a man in a suit sitting at a table in the center-right, and another man in a suit standing on the right. The windows look out onto a city skyline. The word 'okta' is centered in white lowercase letters. There are also several large, semi-transparent blue circles overlaid on the image.

okta



# Secure, Seamless Customer Experiences.

## Identity is the foundation.

Your goal is to delight your customers without compromising on top-notch security. You want to build awesome digital experiences that engage prospects, enable personalized marketing, and let customers engage with greater convenience.

Modern applications for mobile, web, and IoT are now necessary to attract new customers and retain current ones. Not only do you need the best applications, you must also confidently protect your customers' sensitive data by minimizing the risk of data breaches and complying with privacy regulations. With all of this data, you need a way to centralize it enterprise-wide to maximize insight for upsells and cross-sells.

Identity is the foundation for secure, seamless customer experience but it has been difficult to build complex authentication into modern applications. Secure personal information by enhancing authentication without adding needless complexity and sacrificing usability. Build a richer picture of your customers so you can offer them more targeted campaigns with higher conversion rates and drive return on marketing investment.

Read how **TAL, Heal, Pitney Bowes, MGM Resorts International, Mazars, Advent, Adobe, and Experian** centralized identity allowing them to protect customer information, increase marketing effectiveness, and built a modern customer experience.





## Adobe uses Okta to connect thousands of creatives and employees to the cloud.



20,500

Adobe employees using Okta for SSO into 300 enterprise apps



Thousands

of companies using Okta to access Adobe Creative Cloud for enterprise



9 months

to deliver enterprise-ready authentication, fully integrated into Creative Cloud



Using Okta at Adobe has allowed my organization to focus on the key differentiators in our product, building value for our customers and investing our time and efforts in the things that make our customers successful.

—Director Product Management,  
Digital Media, Adobe

### Creative revolution

Adobe, the global leader in digital marketing and digital media solutions, undertakes a monumental business and technological shift, turning Creative Suite into Creative Cloud.

### Identity challenges

Adobe recognizes the need to scale how they create federated connections between Creative Cloud and their enterprise customers' identity systems. Okta's Enterprise Edition enables internal single sign-on for 20,500 employees worldwide.

### A meeting of minds

Building on the success of Okta-enabled enterprise SSO, Adobe engages Okta to deliver a comprehensive authentication layer across Adobe Creative Cloud for enterprise.

### Expansion

After the Adobe Creative Cloud hits the 5.3 million subscriber mark, they extend the Okta authentication layer to Adobe Marketing Cloud and Document Cloud. The connected solution secures Adobe Cloud apps allowing users to access Adobe's innovative tools with their existing corporate credentials—safely, quickly, and cost-effectively.



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# TAL

## Okta powers TAL's digital transformation for customer self-service.



One

time password system requirement



Six

weeks to deploy



Six

self-service customer-facing channels



The primary reason for choosing to work with Okta was to bring our customer portal to market faster.

—Richard Mountstephens  
Lead Enterprise Architect, TAL



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## Cloud journey

TAL embarked on a journey to broaden its business model beyond traditional financial adviser and superannuation fund based distribution channels by extending its offering directly to consumers. The business looked to the cloud for a seamless customer experience to win new customers.

## Poor customer experience

The business found that most customers could not remember their login details. The majority of users regularly required self-service password resets or calls to customer service, which would put strain on the IT department and create a poor customer experience.

## Self-service

As part of making the transition towards the cloud, the TAL IT department was looking for a partner that would be able to power SSO along with a self-service portal for customers to manage their insurance proactively, while maintaining security.

## Speed is critical

TAL selected Okta Identity Cloud for identity and access management based on the speed with which the solution could be deployed and integrated with its existing platform.

## Simple sign-on

Okta provided a passwordless authentication solution to login with just an email address or mobile phone number to simplify access and reduce calls to IT support. TAL can now shift the focus away from identity and access management, to providing an even more comprehensive insurance service for the future, knowing Okta has their security covered.





## As Heal revolutionizes healthcare, Okta takes care of identity management.



One

identity management partner for employees, customers, partners, and devices



40,000

house calls in the first three years



Two

weeks to transition from Stormpath to Okta



When our doctors walk in, they already have access to all of your prior healthcare information, it's sitting on their iPad, securely inside a provider tool. They don't have to make you sign multiple forms or ask you for consent. All they are doing when they are in your home is providing care."

—CTO, Heal

### A better way to see a doctor

Heal is founded on the premise that healthcare should be more patient-friendly. The company develops the On Call application to facilitate its on-demand service, sending doctors to people's homes within two hours.

### A mobile HIPAA-compliant customer app

To comply with HIPAA in its mobile, 100% cloud environment, identity management is critical. Rather than build authorization for On Call themselves, the company used Stormpath APIs. When Stormpath and Okta unite, transition to Okta is seamless.

### Unified identity across the network

With a single identity partner for partners, customers, and devices, connecting patients and providers through mobile devices becomes efficient and secure. The result: Radically improved healthcare for thousands of patients in a growing number of markets.

### Partner for a mobile future

Heal expands its reach through enterprise partners with Okta leading the way. As new platforms, authentication, and authorization methods develop, Heal can focus on growing its business.



[Read the full case study](#)

## With Okta, Identity is at the forefront of the Pitney Bowes Commerce Cloud strategy.



1.5M

small businesses



90%

of the Fortune 500



35

customer-facing apps  
connected through SAML



The journey's been about harvesting the technology we've developed and acquired over the past few years, delivering it to the cloud, securing it, wrapping it in APIs, and building new solutions and a great user experience on top of it.

—James Fairweather

Senior Vice President E-commerce  
and Technology, Pitney Bowes

## Bridge to the next century

Pitney Bowes launches its Commerce Cloud, tying physical and digital capabilities together to solve commerce problems in an increasingly complex world.

## Identity at the center

The company partners with Okta to meet the identity requirements of the Pitney Bowes Commerce Cloud, recognizing the essential role that identity plays in connecting customers, applications, data, and machines.

## Improved customer access

Okta connects important milestones throughout the process from Identify, Locate, Communicate, Ship and Pay—giving the company a more simplified, reliable, and resilient approach to identity, and putting a single record in place for each customer.

## An API ecosystem

Pairing Okta API Access Management and Apigee, an API management platform, Pitney Bowes begins securely creating and delivering new digital solutions, and developing a vibrant partner ecosystem.

## Connect everything

Looking ahead, Pitney Bowes plans to use Okta to enable secure connections between the millions of devices its customers use today and Commerce Cloud's digital services.



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## Personalization and identity: Building blocks for the ultimate guest experience.



62,000

MGM Resorts employees using Okta to log into enterprise apps



Millions

of M life members connected securely through Okta



7 hours

of restful sleep every night for MGM Resorts' CISO



[Okta] is one of the things that I can put in my toolkit to say, 'Hey, we're gonna move faster because we have this identity component nailed.'

—Scott Howitt  
CISO, MGM Resorts International



[Read the full case study](#)

## HR moves to the cloud

Over the years, MGM Resorts built a complex IT environment that included corporate machines, personal devices, kiosks, and home-grown and purchased applications—all housed in a large on-prem infrastructure. Heading into this decade, MGM Resorts began adding cloud services, such as Workday, Cornerstone OnDemand, and NeoCase, to the mix.

## A security cornerstone

MGM was starting to understand something else, as well: They could build an entire security strategy around identity and access management. Connecting all their devices and the applications that reside on them to a single, cloud-based identity platform.

## Extending the platform to patrons

After securing its 62,000 employees with Okta, MGM Resorts turns its focus to the millions of patrons in its loyalty program, M life. Providing customized service from the moment patrons walk through the door in a simple, secure way was a must.

## A strategy to cover millions

The loyalty program presents a security challenge MGM was eager to solve. With Okta on the job, they have a way to protect sensitive patron data, keep loyalty points secure, and scale to meet the demands of millions of users.



## Mazars Netherlands delights customers with Okta.



240,000

customer logins  
via the Mazars  
Signal Platform



86

countries enabled  
with Okta



80-90%

decrease in helpdesk  
tickets after Okta



We chose Okta for its open platform with an API stack we could tap into. This makes it very simple for our customers to log on and do their own password resets. We could add our own look-and-feel, and customize our provisioning process. The other two competitors we looked at weren't capable of doing that.

—Frank Keessen  
IT Director, Mazars Netherlands



[Read the full case study](#)

## A complicated login process

Before Okta, customers of Mazars Netherlands, an organization that specializes in accountancy, tax and consultancy, had to navigate four different web apps to access all their Mazars services. Each app required separate usernames and passwords without self-service password recovery features.

## Bridging the gaps

Between a frustrating customer experience and increased workload for the IT department, Mazars decided to revamp the experience with the new customer-facing platform called Mazars Signals.

## Streamlining the customer experience

The platform would gather all its customers' information under one umbrella, easing the sign-on process and improving visibility. It would also help Mazars provide customers with customized information and simplify the application process.

## Choosing the right vendor

After looking at three different vendors, Mazars chose Okta for its open platform and APIs. These features allowed Mazars to fully customize the portal to reflect its brand, set up its own provisioning rules, and increase the flexibility and scalability of its technology infrastructure.

## A successful transition

Thanks to Single Sign-On, Mazars' customers were finally able to easily access all their information in one place—and reset their own passwords. Helpdesk calls dropped by 80 to 90%, significantly reducing IT's workload and costs. Ultimately, Mazars has provided their customers with an experience that's both convenient and secure.





**ADVENT**

## Advent builds a secure online community using the Okta API.



**4 months**

hyperspeed rollout time



**4,500**

finance wizards on Advent Direct™



**50**

countries from which Advent Direct™ users log in



The Okta platform provides Advent with a complete identity management platform that enables us to quickly provide secure access for our clients to our cloud applications.

—Director of Global Solutions Development, Advent Software



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## Shifting to the cloud

Advent elects to build social community capabilities into Advent Direct™ Community, its first cloud-based client and partner portal. They encounter the business challenge of enabling single sign-on and user management across cloud solutions, legacy on-prem software, and third-party components, as they build out a new cloud product and community.

## Identity platform: build or buy?

To stay focused on core product value, they search for an extensible identity platform to integrate into the portal. Ultimately, Advent selects Okta for its scalability, reliability, and security.

## All in on Okta

They use Okta APIs to build SSO, provisioning, password administration, and policy management into the Advent Direct™ product—with a fully Advent-branded experience.

## Rapid development

In just four months, they open the Advent Direct™ Community to 4,500 clients and thousands of their users. Advent is continuing to build on top of the Okta platform, providing new features to their clients and also expanding the reach into additional applications.

## Ongoing evolution

As the Advent Direct™ Community continues to evolve, it's crucial to have a partner that can grow with you. Following the successful first year, Advent adds MFA capability to strengthen security.



## Experian employees, consumers, partners: Diverse experiences. One identity standard.



16,000

employees connected  
to Okta, along with all  
their applications



<1 year

to company-wide  
implementation for  
employees, customers,  
and partners



Six

disparate identity  
management  
technologies replaced  
by Okta



Okta is the go-forward strategy for all authentication, and will be the single standard that we use. It will have a huge impact on everything we build going forward.

—Barry Libenson  
CIO, Experian

### A standout consumer app

Experian Consumer Services' Credit Tracker app becomes a huge hit with customers for its unprecedented access to credit management tools. Okta provides the identity component.

### Standardized identity management

Experian's IT leaders recognize the need for a single identity platform. It had to be flexible enough to handle Experian's broad mix of internal productivity applications, as well as the growing number of customer and partner-facing applications.

### Unified authentication, company-wide

In less than a year, the company brings all employees, customers, and partners onto Okta. Thanks to Okta, that authentication process is even more simple, secure, and reliable today for Experian business clients and their customers.

### Enabling the API economy

Experian begins building an API services environment that allows customers to interface with Experian data sources programmatically. They envision a world where consumers take unprecedented control of their financial accounts and data. Okta's integration with Apigee makes it possible.



[Read the full case study](#)



The image features the word "okta" in a bold, blue, sans-serif font, centered on a white background. Two large, solid blue curved shapes are positioned in the top-right and bottom-left corners, framing the central text.

okta