Integrate Enterprise Identities

At a Glance

In today's expanding partner economy, it's important to maintain seamless interactions with your partners and customers. To meet these requirements, B2B organizations need to be able to integrate with other identity providers while still maintaining the security standards and user experience their customers have come to expect. With a goal of fostering strong B2B relationships, organizations should be able to integrate existing enterprise identities, eliminating the need for yet another set of credentials for employees and customers that already handle multiple logins.

There are a number of ways to integrate enterprise applications with partner and customer identities. For organizations focused on enhancing collaboration with their partners and providing frictionless user experiences, implementing a Federated ID could be the best approach. This allows for delegated administration of your user store, centralized lifecycle management that drives security, simplified integration of disparate identity systems, and flexible user models. By implementing a federated approach, you can simplify ID integration for both your developers and your partners, and focus on growing your business faster.

Automation and Security Matter

Managers and other decision makers need to focus on their core product, not divert time into building support for partner connections. Plus, the developers of your partner applications often lack the resources required to build connections each time a new partnership is created. Here are some of the main hurdles that managers are facing when taking the work on internally:

• The total cost, on average, of building and maintaining a B2B SAML integration in-house is $20k per integration.

• On average, an IT administrator spends over 300 hours annually maintaining disparate identity systems.

• Authorization is constantly changing, and the world is starting to adopt OAuth and OIDC.

• 93% of app vulnerabilities come from custom code. Having a powerful identity manager in your application stack alleviates this risk.

• Without delegated administration for customers, your IT teams are stuck managing user access for third parties, including on-boarding and off-boarding. You take on all of the responsibility, with none of the control.

The Challenges with B2B Collaboration

Enterprise collaboration and communication increasingly occurs between cloud-based applications, but building authorization and B2B connections is demanding and can delay a product time to market by at least six months. In addition to this:

• As customers adopt more applications and partner collaboration increases, IT admins are responsible for synchronizing user identities and maintaining access management policies across disparate user stores, adding hours of unnecessary burden.

• Additional sets of identities and credentials increase the likelihood of a breach. Thus, federation is a must-have—customers should look for it when adopting new software.

• Developers want to add users with the least amount of friction possible. This takes time and care, and inevitably takes resources away from the core product.

Advent: Automating the Identity Lifecycle

Advent International, a global private equity firm, launched a cloud-based collaboration application called Advent Direct™ in 2012. This was a complex process due to the composite nature of their system—each user would be tied to a specific client with unique levels of entitlement. Providing extra complication was the fact that Advent had 4,500 clients. Of course, security was paramount throughout.

When it came to deciding between building and buying, Advent opted to use Okta to solve these challenges and provide the secure, cloud-based solution they were looking for.

Together, Okta and Advent launched the first iteration of the identity management system powering the Advent Direct™ Community in just four months.

> *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.*
>
> — Ken Schaff, Director of Global Solutions Development, Advent Software

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How Okta Can Help

Okta Customer Identity products help reduce the administrative overhead that comes with integrating enterprise identities. It also allows for separation of partner and customer identities, enhancing security posterity.

Partners Tenant

1. Partner authenticates to their own identity system
2. Okta verifies identity via inbound federation
3. Access is granted to partner resources

Customers Tenant

1. Customers authenticate via branded login
2. Authentication to Okta occurs
3. Access is granted to Okta's protected application

Enable your end users to sign into your application using an existing SSO session, which creates a frictionless end-user experience and results in higher application and platform adoption.

Allow your end users to use their existing security policies with your platform or application, minimizing the risk of a breach event and fostering a relationship with partners and enterprise customers.

Okta Customer Identity products are a full solution, which serves as the user store within your own product. This includes delegated administration to your customers, automated tenant creation, and feature management.

Okta solves the problem of delegated administration by letting your customers manage their own user access. Leave the administrative burden of managing your users to a trusted, third-party partner.

Okta Customer Identity products offer low code to pro code solutions, meaning non-developers can create integrations with no programming.

Okta provides a wide variety of SDKs to help identity providers create integration connections via the API, fully automating the process.

Okta is the leading provider of identity for B2B companies.

The Okta Identity Cloud connects and protects employees of many of the world's largest enterprises. It also securely connects enterprises to their partners, suppliers and customers.

For more information, visit www.okta.com.