Is Identity Management the Key to Successful Customer Experience

OR

Is Customer Experience the Key to Successful Identity Management?

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Customer Experience is the Ultimate Digital Battleground

Gartner Planning Assumptions

• **By 2017**, 75% of client devices will use multifactor authentication to access devices and systems
• **By 2017**, apps will be continuously listening for commands on 100 million wearable devices
• **By 2018**, 40 devices and things per household in mature markets will talk to one another, creating continuous digital experiences
• **By 2019**, 30% of mobile apps will disappear, and in their place will be a continuous experience of flow between app functionality and content
• **By 2020**, poor customer experiences will destroy 30% of digital business projects

Source: Ekholm et. al. 2015
Information Consumers of the 21st Century

The Exploding Corporation

- Global Expansion
- Continuous Engagement
- Outsource Non-Core Competencies
- Partners & Suppliers
- Virtual Workforce
- Customers
Identity and Context are the Control Surface for Managing Customer Experience

**What is Identity?**
A set of attributes that define an information consumer (aka ‘end user’)

**What is Context?**
- **Device**
- **IP Address**
- **Physical Location**
- **Time of Day**
- **Nature of Request**
- **Association with other Requests**
- **Association with other Devices**
- **Affinity with other Users**
Wants & Needs Governing Any Identity Management Solution

**Information Suppliers**
- Extensible user attributes
- Strong authentication
- Auditable authentication logs
- Ease of administration
- Flexible capacity

**Information Consumers**
- Ease of use
- Always available
- Device agnostic
- Personal attribute protection
- Zero latency
How To Balance the Wants & Needs of Suppliers & Consumers?

The Old Strategy:
Hard on the outside,
Chewy on the inside

The New Strategy:
Softer on the outside,
Chewier on the inside
What Are The Key Success Factors for an Identity Cloud?

Globally Available
Highly Responsive
Reliable
Secure
Scalable
Extensible
Easy to Use
What is Identity Management?

Secure SSO for All Your Web Apps, On-prem and Cloud, with Flexible Policy, from Any Device

Extensible Profiles, Attribute Transformations, Directory Integration and AD Password Management

Lifecycle Management, Cloud & On-prem App Integration, Mastering from Apps, Directory Provisioning, Rules, Workflow, Reporting

OAuth 2.0 API authorization, Flexible identity-driven policy engine, Easy & centralized administration across APIs

Contextual Access Policies, Modern Factors, Adaptive Authentication, Integrations for Apps and VPNs

Tight User Identity Integration, Device Based Contextual Access, Light-weight Management

Okta’s SDKs simplify the process of managing your Okta org. Use our REST APIs easily
Why Are Cloud Based Solutions Important?

Secure

- AICPA SOC 2
- CSA STAR ATTESTATION
- ISO 27001 Certified
- Information Security Management System
- HIPAA
- FedRAMP

Reliable

- Jul 2016: 100.000%
- Aug 2016: 100.000%
- Sep 2016: 100.000%

Scalable

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Technology
Finance
Ed, Gov, Non-Profit
Manufacturing, Energy
Services
Media
Consumer
Securing the digital supply chain at 20th Century Fox
Continuous engagement through MGM’s M-Life Program

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Is Customer Experience the Key to Successful Identity Management?

The Answer is YES!!
The Future of Identity Management

*Context Driven*

*Lifecyle Aware*

*Risk Based*
Thank You

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