

Okta Customer Identity Cloud

Unlock the power of customer identity to build a superior, secure customer experience.

We live in a convenience economy, where consumer expectations for simplicity and delight are higher than ever before. This makes an exceptional digital customer experience crucial to gaining a competitive advantage. Companies aspire to emulate the ease, enjoyment, and personalization of companies like Amazon, Netflix, and Zoom.

But companies face a lot of hurdles before they can achieve those standards—including growing security risks, ever-changing compliance regulations, economic pressures, and developer and cybersecurity talent scarcity.

To achieve this, organizations must move beyond rigid identity systems that impose unnecessary costs, restrictions, and vulnerabilities—and turn their focus to adaptable identity controls.

Okta Customer Identity Cloud

The Okta Customer Identity Cloud is built to tackle both Consumer and SaaS Apps across industries. With Okta for your Consumer Apps, you'll better understand your customers in a low friction manner while helping manage their security risks, with features like Passwordless and Attack Protection. And you'll be able to make your SaaS Apps enterprise-ready with out-of-the-box capabilities like enterprise federation, organizations, and built-in multi-tenancy that accelerates business growth by increasing developer efficiency.

"By 2025, Organizations adopting CIAM with converged fraud detection and passwordless authentication will be able to reduce customer churn by more than half."

Gartner® Innovation Insight for Customer Identity and Access Management

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"We spend minimal engineering effort on Customer Identity Cloud, as opposed to the 15 to 20 full-time engineers we'd have needed to build and maintain our in-house Identity solution. This would not have been cost-effective or sustainable."

Matt Palermo, Director of Engineering @ Checkr

The Okta Advantage

Independent & Neutral: Your stack. Your way.

- Customizable actions, and pre-built partner integrations
- 60+ social & IdP connections
- Broad support for open standards: OIDC, SAML, FIDO, OAuth, and more.

Trusted: Confidently grow your customer base.

- +99.99% uptime, supporting billions of logins per month
- Multi-cloud encryption architecture and support for running on AWS and Azure including public and private cloud options
- Extensive compliance and regulatory requirements from HIPAA to PCI

Comprehensive & Extensible: Build intuitive, trustworthy, omnichannel experiences.

- Integrate with best of breed security partners & OOTB threat protection capabilities
- Easily customizable and brandable sign-up and login interfaces and flows
- Automation and extensibility tools with 200+ connectors

Easy to use: Free up developer time to focus on innovation.

- 60+ SDKs & quickstarts
- Centralized admin consoles with role-based access controls.
- Adaptive security features (Security Center, Adaptive MFA, Bot Detection, breached password protection) that can be turned on with a simple toggle.

How the Okta Customer Identity Cloud Can Help Your Organization

Here are some of the top reasons that organizations use Okta today, by business objective:

Faster Time to Market & Reduce Costs Enable engineering resources to focus on higher-value tasks		
Saved 20 FTEs of engineering time saved in building identity vs. an home-grown solution	30% total cost of ownership savings over previous solution	2 days, vs weeks to set up robust authentication with SSO
		
Improve User Onboarding, Conversions, & Engagement Deliver intuitive and trustworthy omni-channel experiences		
50% faster to onboard new customers	Seamless login with 50% of users adopting social logins.	Single dataset for over 9k customers.
		
Reduce Risk & Strengthen security Don't let security, compliance and availability risks get in the way of your business being always-on		
Clear visibility into authentication abnormalities, connect multiple e-learning tools in a single platform while protecting user data	95% time saved in managing password policies for enterprise customers	Leveraged Adaptive MFA to provide secure and frictionless access to loyalty accounts for over 100M members
		

Learn more and get a free trial: okta.com/customer-identity