



Buyers' Guide

# Limitless potential. Unlocked.

Uncover fresh business growth and improved competitive advantage by getting new services to market faster. How? With a modern customer Identity solution – and ROI that speaks for itself. This guide provides more answers.

Start your journey to limitless potential and unlock the new dimensions of customer Identity, with Auth0 by Okta.



Auth0 by Okta



## Achieving modern CIAM is a journey, but you're not on your own

Traditional customer Identity and access management (CIAM) has its limits. It's difficult and costly to manage, eating up valuable developer time. Multiple layers and systems to keep pace with user expectations creates security 'holes', which bad actors can use to gain access. Its complex nature slows the rollout of service updates and new digital products – stifling innovation, impacting new business and limiting revenue opportunities.

At Auth0 by Okta it's our mission to help organisations understand the opportunity hiding in plain sight, and how all these challenges, and so much more, can be solved with modern, cloud-based CIAM. Right out-of-the-box, developers have a platform that's easy to adapt and scalable with the times; whether for ten users or ten million. Easily manage customers and achieve 'one Identity' – the key to delivering more personalised experiences. And it's easy to secure every login, with security features that work for you and your users. Updates, rollouts and insights all take just a few clicks. Freeing your business to innovate, launch services faster, and unlock greater profitability.

Your journey to modern CIAM might look like the four-steps set out in this guide. Read on to get a deeper understanding of each one – from challenge to solution – and choose your next move to unlocking the new dimensions of customer Identity.



# Step 1

## Know the limits of traditional Identity management

Restricted. That's how you might feel with an on-premises, legacy Identity solution. While basic Customer Identity and Access Management (CIAM) might be great for general features like signups, password resets, and account updates, they can't deliver the more advanced capabilities that can meet the growing demands of Identity.

### **With legacy Identity solutions it's awkward to:**

- Integrate with other business systems and applications
- Get joined-up visibility of the user journey with siloed user data environment
- Deploy new services and updates at speed, costing the business financially
- Handle complex conditional flows
- Maintain strong security and compliance – especially with the increasing prevalence of AI-led fraud
- Innovate, with valuable time and skills spent developing one-off custom codes for single use cases and maintaining inefficient CIAM

# Step 2

## Get CIAM that can scale with the new dimensions of Identity

A modern CIAM solution is one that's pre-built in the cloud, so all you need to do is customise, deploy, and scale. With room to grow, a cloud-based CIAM delivers a powerful, flexible and efficient solution. With complete extensibility — so that as the dimensions of Identity continue to expand and increase in complexity with unforeseen use cases — your CIAM solution can always keep up.

### **With a modern cloud-based CIAM you can:**

- Be more competitive, with faster innovation and the ability to quickly deploy new services without the usual Identity management-based holdups
- Centralise user data for more accurate decision making
- Enhance customer experiences and engagement with joined-up customer insights and progressive profiling
- Free developers to innovate more – and faster (great for satisfaction)
- Stay ahead of AI-driven threats and compliance issues with future-proof security built in

## Step 3

### Enter the new dimensions of Identity with Auth0 by Okta

It's the cloud-based, no-build, easy-to-customise CIAM platform that builds your business. Let's dive into what you get:



Quick implementation turn around thanks to Auth0's out-of-the-box cloud-based no-build design – [How Lifen got its Identity in shape](#)



Accelerated decision making, with centralised management and streamlined customer data – [Flo Health's new Identity lifeline](#)



Rapid deployment of new services, without interrupting the user experience or compromising security – [Working together with Coop](#)



More efficient developers, with automated management and unified dashboards reducing operational complexity, freeing up focus for core innovation – [How Nutmeg's investment paid off](#)



Protection against breaches and fraud and improved compliance, with built-in security features ranging from multi-factor authentication (MFA) and single sign-on (SSO), to passwordless authentication for robust security – [See the big picture with Cinépolis](#)



Enhanced customer experience and personalisation functionality through progressive profiling that uses zero party data – [See how GrandVision did it](#)

#### Achieve 'One Identity'

By consolidating data siloes, you can create an omnichannel view of each customer and boost customer engagement and marketing initiatives. It's called the 'one Identity' strategy, and with it the days of customers having multiple different user accounts, across different services within the same organisation, become a thing of the past.

#### Passwordless authentication

The growth of digital means that customers have a lot of passwords to remember. By enabling a passwordless login flow across web and app services, you can reduce friction and improve the user experience – all while providing stronger authentication than is possible with password alone.



# Step 4

## Experience the new dimensions of Identity

With Auth0 by Okta, you get a modern CIAM that frees you to be more competitive, with the ability to pivot with market demands. Developers get time to innovate with confidence in security and compliance. Get all this while also reducing operational costs and improving ROI, with Identity management that's streamlined and efficient, and ready for the needs of tomorrow. There's no starting over, just scaling.

Start working with Auth0 by Okta for free today.

Try for free

See the potential benefits to your business of using Okta Customer Identity with our ROI calculator.

Reveal your ROI

### About Auth0

Auth0 provides a platform to authenticate, authorise, and secure access for applications, devices, and users. Security and application teams rely on Auth0's simplicity, extensibility, and expertise to make identity work for everyone. Safeguarding billions of login transactions each month, Auth0 secures identities so innovators can innovate, and empowers global enterprises to deliver trusted, superior digital experiences to their customers around the world.

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