



Secure, consistent digital experiences for your customers

Customer identity and access management from KPMG and Okta



The potential benefits of providing customers with online, self-service access to data, applications, and accounts are immense, including lower service costs and higher customer satisfaction. With digital business now the norm, customers—whether business-to-business, partner, or consumer—expect their experiences to be seamless. Any friction with sign-ups, log-ins, and password recovery could cause customers to abandon the transaction or move to another company, impacting revenue.

This poses a challenge to all companies: not only are the processes and technology supporting that simple log-in box very complex, but customer identity has to be secure. You need to know that customers are who they claim to be at registration and log-in, and you need to protect their personal data from attackers. Without a secure identity, you risk both reputational loss and regulatory fines in the event of data loss or a breach.

Fortunately, the alliance between KPMG and Okta can help with a secure and reliable customer identity and access management (CIAM) solution that keeps consumer data safe and provides easy access to a company's digital experiences. The solution combines Okta's leading, cloud-based identity platform with KPMG's cross-functional experience in planning, designing, and integrating identity capabilities with existing business systems. The benefits can extend to many parties:

- Delight customers with a scalable, frictionless log-in with secure, one-click or one-touch access to apps using industry standards.

- Reduce service bottlenecks and costs by enabling customers to manage their own identities and credentials.
- Derive deep customer insight by capturing customer data across digital channels.
- Support compliance and privacy goals by helping ensure customer data is secure and access policies are compliant.
- Reduce security risk and earn customer trust by accurately authenticating, authorizing, and validating users. For access to sensitive apps or data, multifactor authentication or biometrics can also be added.

KPMG and Okta's CIAM solution embeds identity into existing applications, so you can securely roll out new offerings across digital channels at an accelerated pace.

Okta: Leading identity technology for your customers

Okta's cloud-based identity platform securely provisions and connects millions of customers to cloud and legacy applications—from multiple channels and various devices—every day. With Okta, you can:

- **Cultivate customer trust.** Set up strong identity controls to protect customer accounts and personal data from attackers.
- **Enhance customer engagement.** Attract customers and help maximize their lifetime value by meeting high expectations for digital experiences that are technologically advanced, frictionless, omnichannel, and personalized.
- **Transform with digital processes and cloud applications.** Embed identity and security into digital processes and transformative technology.

The platform provides a flexible universal directory for adding user sign-up to apps and managing customer identities at scale; single sign-on (SSO) authentication capabilities so customers can validate themselves and gain secure access to multiple applications across channels; multifactor authentication with contextual step-up authentication using a broad set of second factors; lifecycle management to automate workflows based on the customer's lifecycle state; and an access gateway for embedding modern authentication into web apps without having to change code.

APIs are a fundamental building block of digital services. Protecting and securing APIs is critical. Okta helps enable you to build secure API architectures using Okta API-AM.

In *The Forrester Wave: Identity-As-A-Service (IDaaS) For Enterprise, Q2 2019* report, Forrester recognized Okta as a Leader in IDaaS. Okta earned the highest ranking in the categories for current offering and strategy.

KPMG: Designing, delivering, and supporting customer identity

The KPMG Cyber Security Services practice brings an impressive combination of vast technological skill, deep business and industry knowledge, and creative professionals who are passionate about defending and securing your business. The team's approach to security—prevent, improve, detect, and respond—is designed to be simple, effective, and aligned with business needs.

In the area of identity and access management (IAM), KPMG Cyber can help you create frictionless security experiences, with intelligent decision-making about who can access which information assets, when, and in what context. Having successfully built, delivered, and supported more than 100 IAM projects across all industries, KPMG Cyber can help enterprises use CIAM controls and processes to protect secure networks, manage digital customer information and experiences, and streamline customer access to application portfolios. Tailored to unique business requirements, the KPMG CIAM services are delivered through disciplined processes by skilled professionals and leverage a system that monitors and identifies potential concerns.

Forrester Research named KPMG a leader among global cybersecurity consulting providers in 2019, awarding the firm the highest possible scores in the categories of business acumen; security strategy consulting; and governance, risk, and compliance capabilities.¹



¹Source: The Forrester WaveX: Global Cybersecurity Consulting Providers, Q2 2019

KPMG Powered Enterprise | Cyber enabled by Okta

KPMG Powered Enterprise | Cyber provides a platform for accelerated, sustainable CIAM transformation. Enabled by Okta's cloud-based customer identity technology, it fast-tracks the delivery of CIAM programs and services using KPMG-tested business processes, delivery methodologies, operating models, preconfigured cloud applications, project delivery tools, and industry experience.

KPMG Powered Enterprise | Cyber prioritizes and delivers Okta's customer identity capabilities in a way that secures critical assets. In addition to being scalable and auditable, it helps enable you to:

- Transform the way your business runs
- Build agile digital processes that evolve as the customer base grows
- Exploit new technologies for value and performance
- Drive future success with the latest leading practices

KPMG Powered Enterprise | Cyber enabled by Okta is designed to bring faster, measurable, and scalable outcomes for CIAM projects. It can help you streamline customer access, quantifiably reduce cybersecurity risks, and demonstrate regulatory compliance.

Customer identity delivered as a managed service

To help maximize the benefits of an Okta implementation, you need to manage CIAM operations and expand the identity footprint as the enterprise application portfolio and customer base grows. This is challenging for information security organizations that must balance risk reduction, cost management, technology changes, and scarcity of skills.

KPMG Cyber's managed service offering for IAM helps you sustain continuing operations and maintenance by providing:

- **Skilled resources.** Operations are managed by a highly experienced team that delivers economies of scale.
- **Reduced risk.** The health of CIAM systems is maintained to improve the reliability and upkeep of critical security systems.
- **Compliance enablement.** Operations are aligned with current and new regulations.
- **Agile support.** CIAM operations and functions flex and contract with changing needs.

With KPMG Cyber's managed services for CIAM, you can confidently out-task daily, monthly, and quarterly business and service operations, freeing you to focus on strategic initiatives and profitable growth. The managed service delivers quantifiable cost reductions and exhibits auditable outcomes for third-party review while reducing security and compliance risk.

KPMG and Okta: Meet customer expectations with secure, consistent interactions

You operate in an environment of rising customer expectations and targeted cyber attacks. Providing high-quality customer experiences while also safeguarding personal data is imperative. When you succeed, customers are more likely to log-in quickly, visit more often, engage more frequently, and ultimately buy more.

KPMG and Okta help clients create a more secure, consistent user experience while providing the organization with a 360-degree view of customer interactions. The alliance combines Okta's leading, cloud-based customer identity capabilities with KPMG experience in planning, designing, and integrating CIAM capabilities into new and existing digital channels. Contact us to learn how to reduce risk and streamline customer interactions.



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