Go Beyond with AI & Identity

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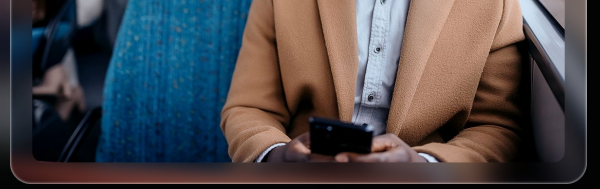
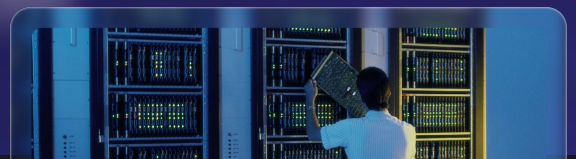


Mainframe

Personal computing

Client-server

Internet



Every company is a technology company

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> "By 2025 at least 35% of organizations will utilize generative AI as part of their identity fabric functions. These organizations will substantially improve user experience and efficiency of their IAM controls."
>
> – ***Gartner***

Source: Gartner "Identity and Access Intelligence Innovation With Generative AI" by Homan Farahmand

Lots of AI buzzwords, but what does it all mean?

ChatGPT

Machine Learning

Predictive Analysis

Optimization

Data Science

Computer Vision

Data Mining

Deep Learning

Features

NLP

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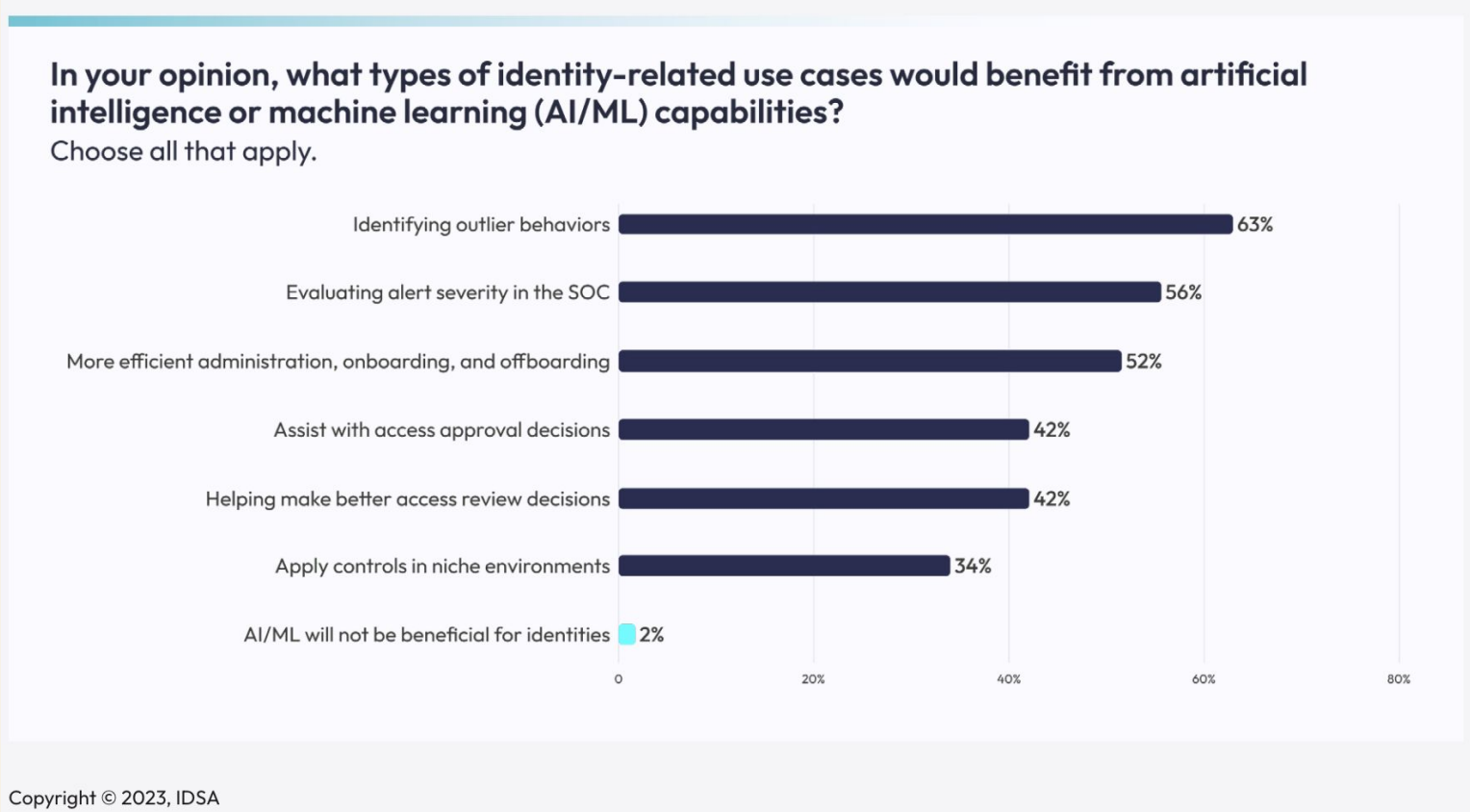
Benefits of AI for Identity

98% of security professionals believe AI will help **improve identity security**



Source: Identity Defined Security Alliance, “2023 Trends in Securing Digital Identities”

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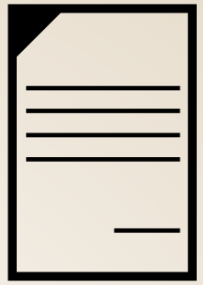
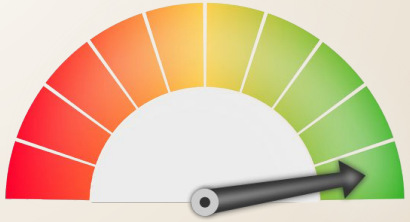
Organizations

Proactive security

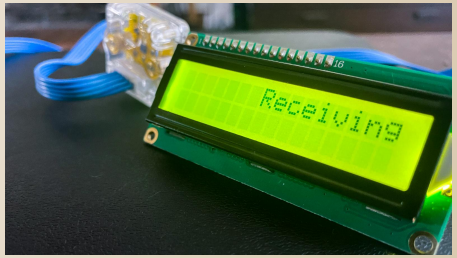


Contextual & dynamic policies

Detection and mitigation of fraudulent behaviour



Continuous risk assessment throughout active sessions



Shared Signals Framework

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Extended workforce

Efficient workflow automation

High quality governance analysis

Operationalize identity system logs

Optimize security outcomes while reducing employee friction

Reduce risk by identifying behavioural outliers

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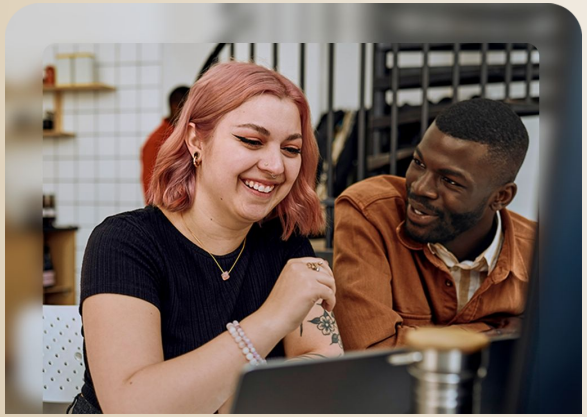
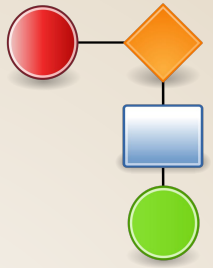
Developers

Build apps faster





Guided workflows and tailored quickstarts

Recommendations to optimize customer journey

AI generated actions available via plain language searches

Analyzing identity data to enhance UX

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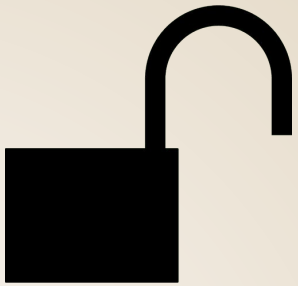
Customers

Frictionless user experience



Adaptive MFA with less friction

Better UX and increased satisfaction

Faster for the customer and the organization

Assurance their PII is safe

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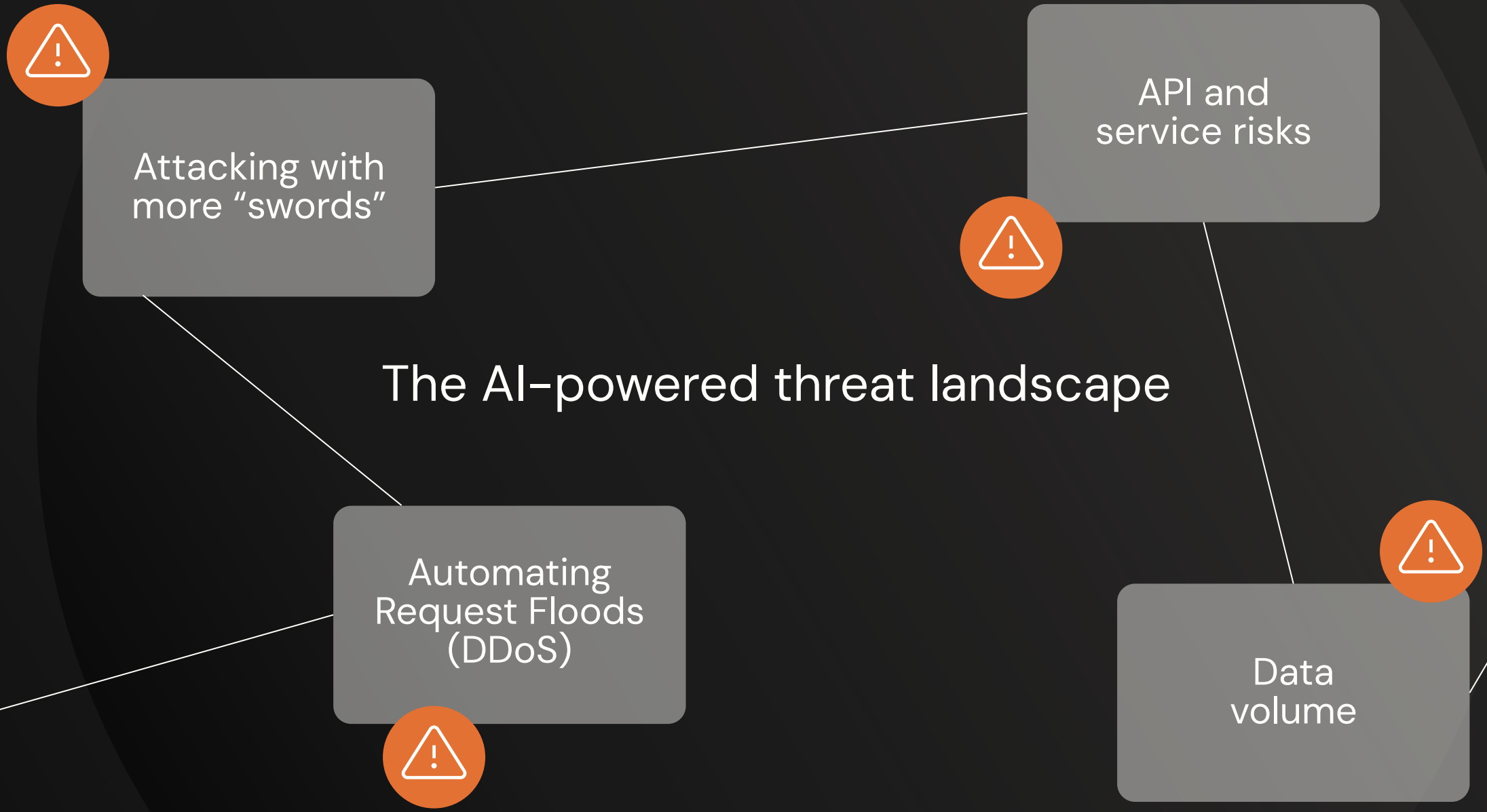
The AI-powered threat landscape



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Canadian Concerns around AI and Identity

Okta Angus Reid Survey Results Dec. 19-21, 2023

75% of Canadians **fear identity theft** driven by advances in AI

Only **20%** are confident in they can **recognize AI-generated** identity attacks

35% of Canadians have **experienced identity theft** or know someone who has

Canada's Identity Theft Worries Mount with AI Progression, Okta Survey Finds

March 26, 2024

With low confidence in detecting AI-driven identity theft attempts, Okta research underscores the need for increased AI education and better security measures for businesses and individuals.

Only **25%** of Canadians are **educating themselves** about AI-driven threats

Over **30%** are concerned with **personal banking** or **social media** accounts

Only **5%** are concerned with **work credentials and email**

70% of Canadians say being **cautious about sharing PII** is their primary defense against threats

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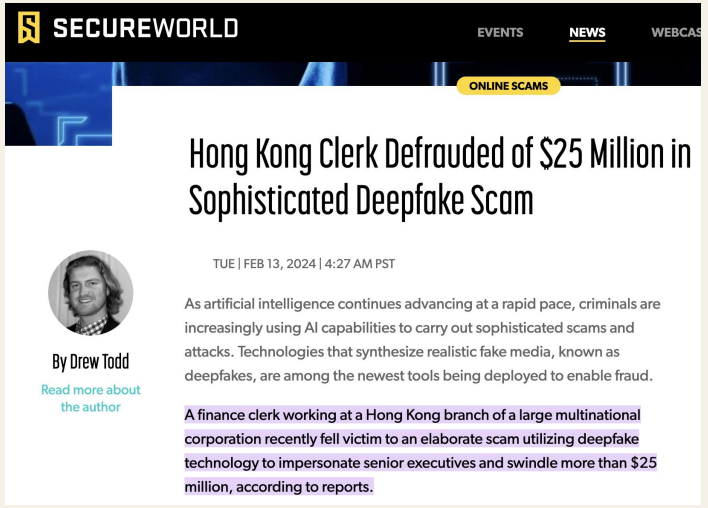
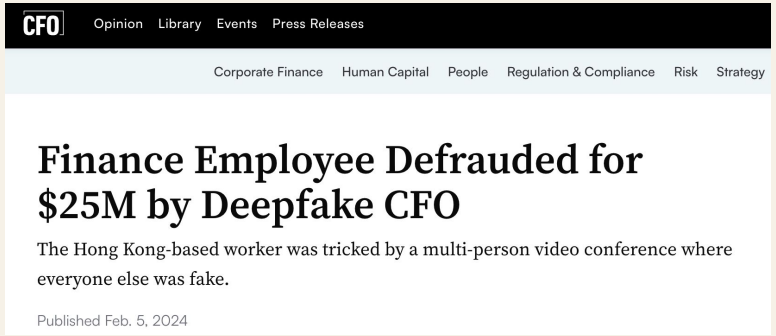
AI Enabled Attacks

"CFOs must stay vigilant about the increased use of fraud in this manner, as **cyber fraud hit 83% of organizations in some manner last year**, according to a recent report."

Source: CFO.com, "Finance Employee Defrauded for $25M by Deepfake CFO" Andy Burt, Feb. 5, 2024





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A Growing Attack Vector

Generative AI enabling identity fraud at scale: Au10tix report

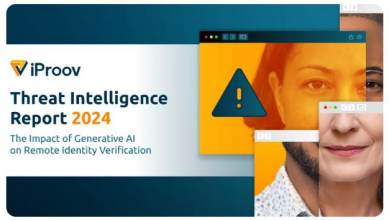
Synectics offers data and advice

Mar 12, 2024, 11:32 am EDT | Chris Burt

704% increase in face swap attacks reported as use of deepfakes skyrockets

Key Findings:

- 704% increase in face swap, a form of deepfake, attacks from H1 to H2 2023
- 353% increase in threat actors using emulators, a form of video injection attack, from H1 to H2 2023
- 255% increase in digital injection attacks against mobile web platforms from H1 to H2 2023
- Almost half (47%) of the information exchange groups identified by iProov's analysts were created in 2023



"Generative AI has massively democratized computing to **improve adversary operations**. It can also potentially **lower the entry barrier to the threat landscape** for less sophisticated threat actors."

Source: CrowdStrike, "2024 Global Threat Report"

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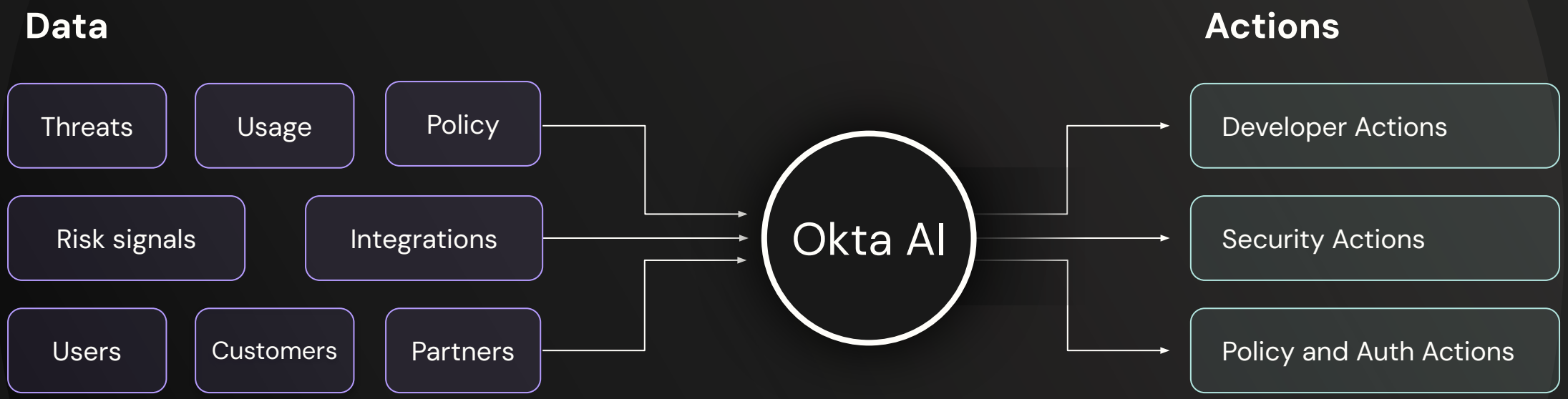
Identity AI – Practical Example



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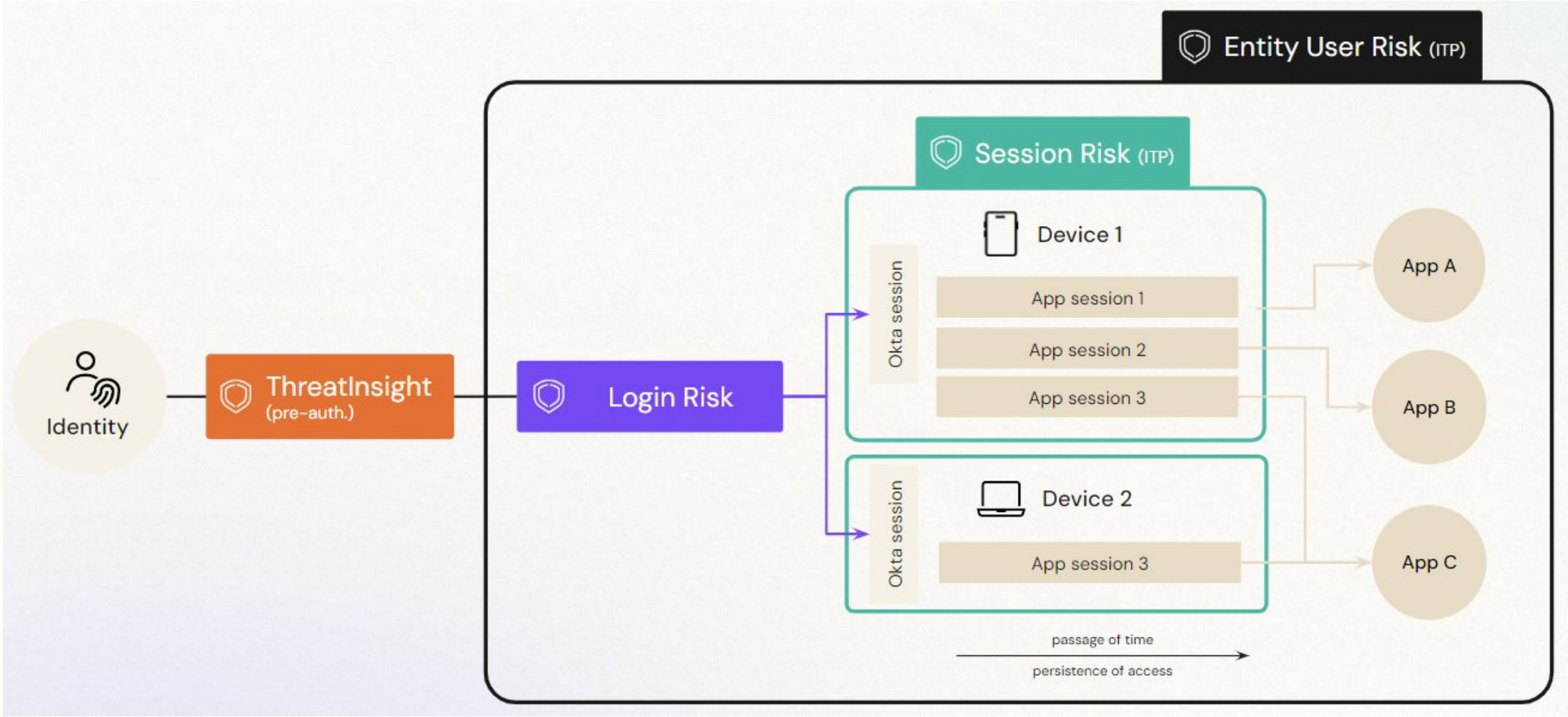
AI Enabled Identity Protection

Example of a cohesive approach to integrate security across the diverse components of an organization's tech stack



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