

# Intro to Modern Identity

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Ado Kukic



# About

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Developer Evangelist - Auth0

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@kukicado

What is Identity?

# What is Modern Identity?

- Authentication
- Authorization
- Security
- Personalization

# Authentication

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The way you login

# Authorization



Right access, right time

# Security

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Protecting data in motion and at rest

# Personalization

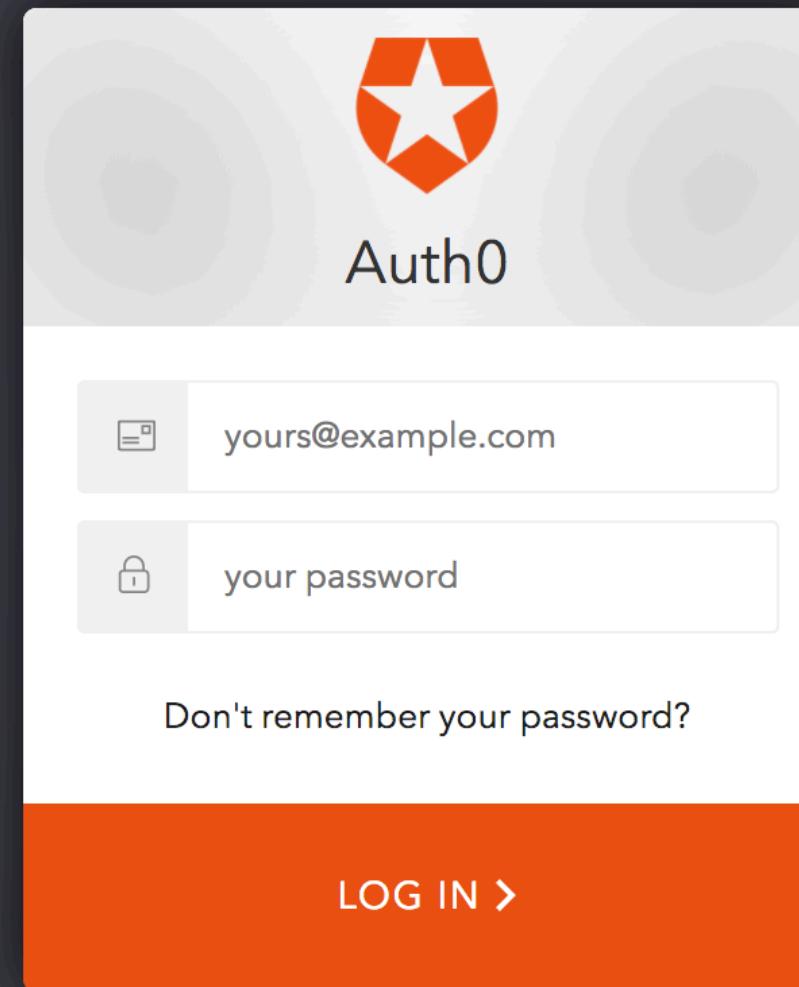
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Tailored user experience

# Authentication

- Traditional Username and Password
- Social Login via Facebook, Twitter, Google, etc.
- Enterprise Federation and Single Sign On
- Passwordless

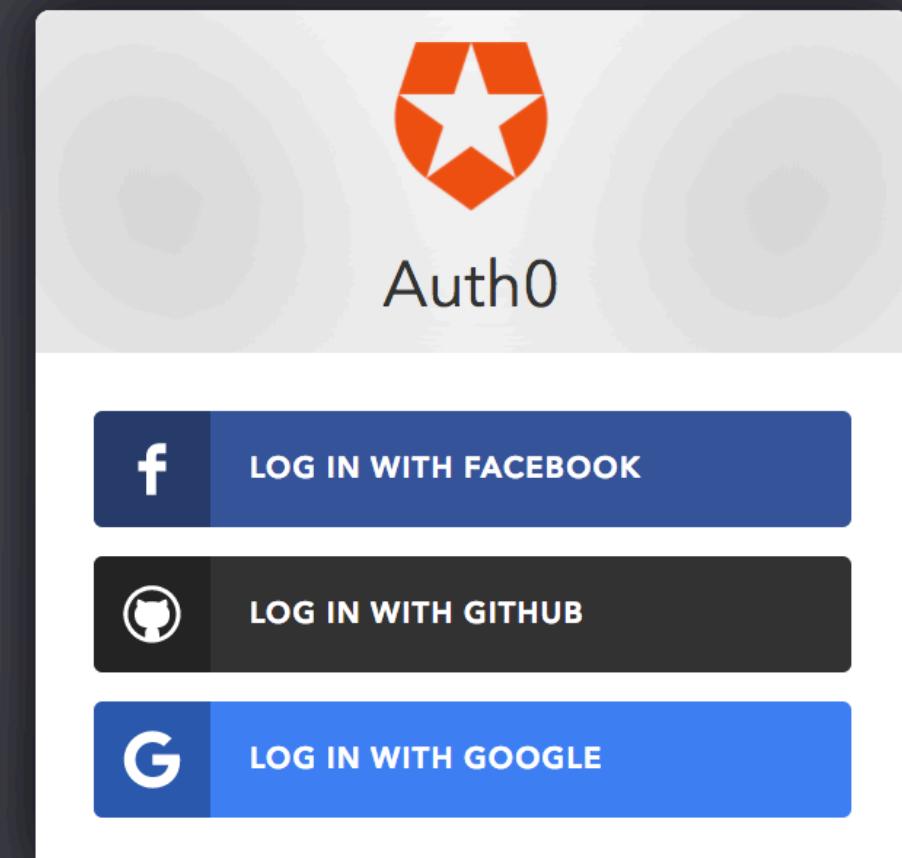
# Traditional Username and Password



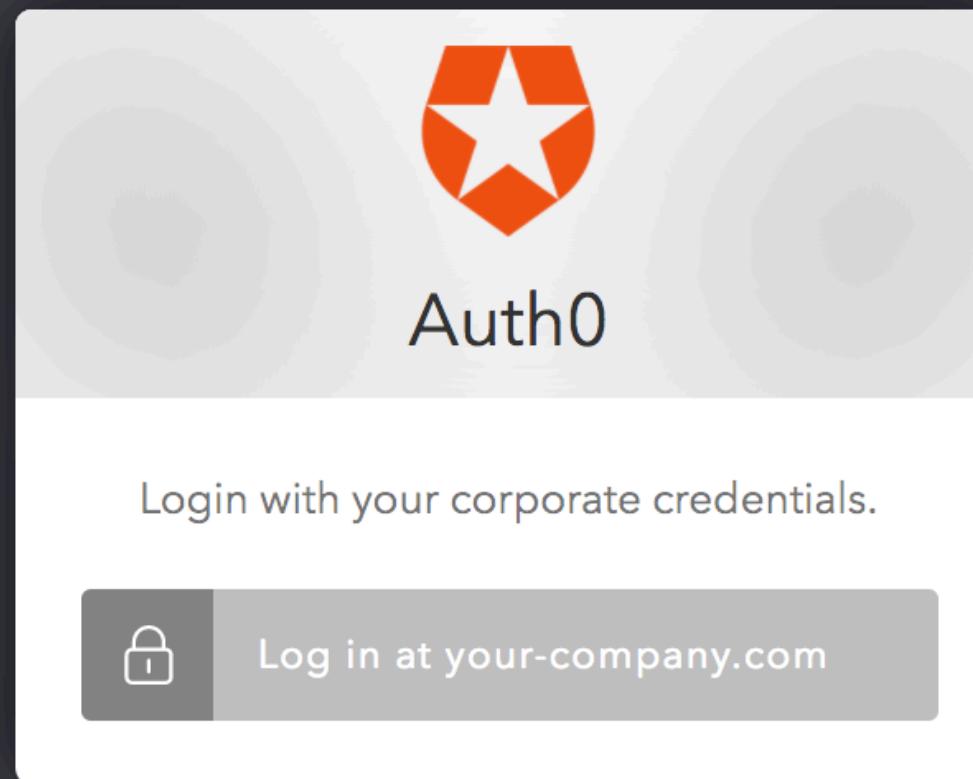
- Most Common
- Easy to Implement
- Least Secure

# Social Login

- Common
- Medium Difficulty
- More secure



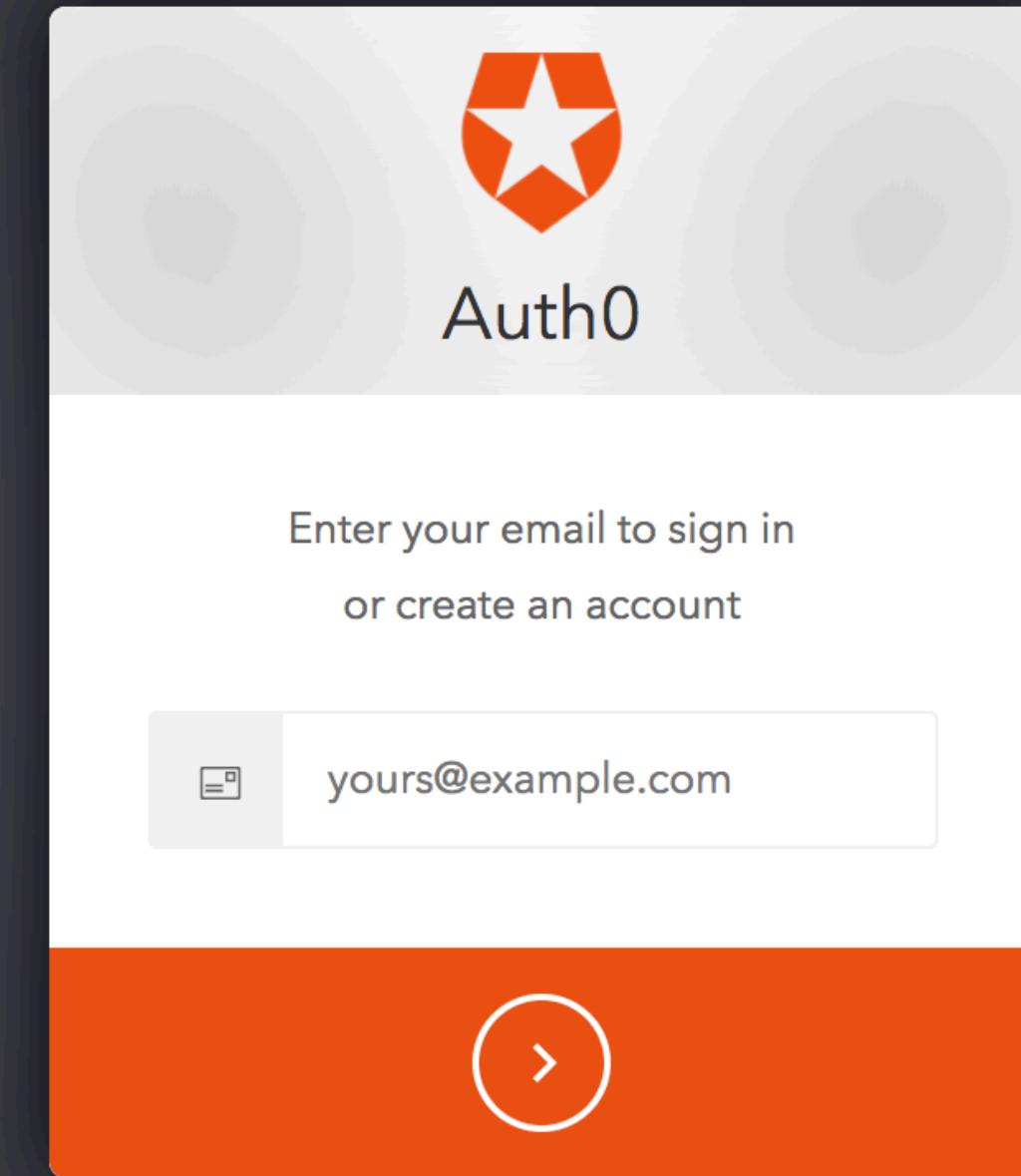
# Single Sign On



- Most Common in Enterprise
- Difficult to Implement
- Solves authorization use cases

# Passwordless

- Rare / Up and Coming
- Easy to Implement
- Very Secure



# Authorization

- Ensure the user has the right access at the right time
- Change and revoke access

# Security



Authentication doesn't end at the login screen



Easy to Mess Up

Select Password Strength for

Must Have:

- At least 10 characters in length
- Contain at least 3 of the following 4 types of characters:
  - Lower case letters (a-z),
  - Upper case letters (A-Z),
  - Numbers (i.e. 0-9),
  - Special characters (e.g. !@#\$%^&\*)
- at most 128 characters
- Not more than 2 identical characters in a row (e.g., 111 not allowed)

# Passwords

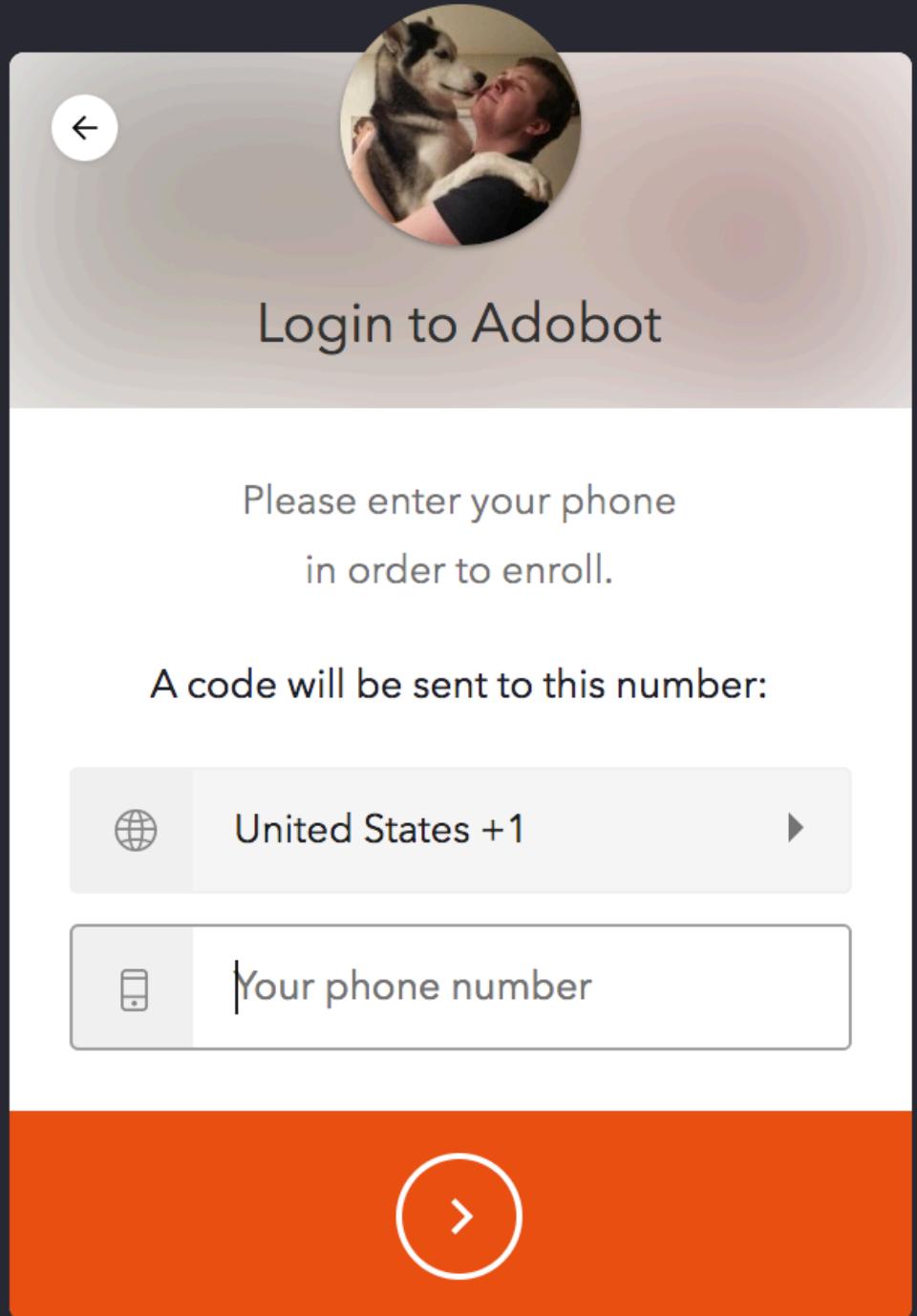
→ Complexity

→ Storage and Security

Excellent

# Multifactor Authentication

- Something you know
- Something you have
- Something you are



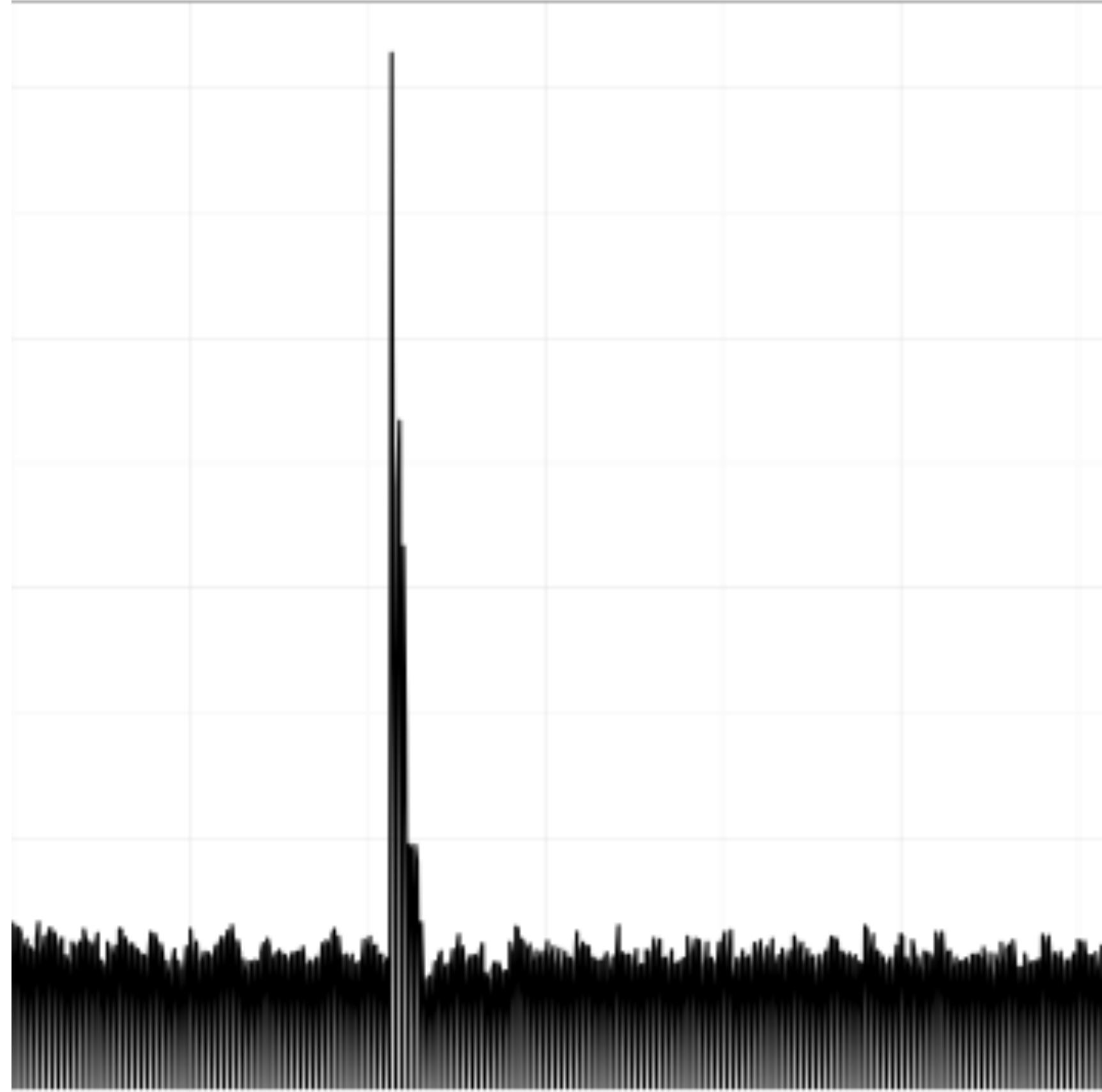


## Brute Force Protection

- Prevent repeated failed login attempts
- Alert user and validate identity

# Anomaly Detection

- Proactively protect users
- Alert user of suspicious activity
- Breached Password Detection



# Personalization

- Give a personal touch to each user
- Make Data Work for You
- Enhanced Analytics

Personal Touch



# Make Data Work for You



# Enhanced Analytics



# Why Modern Identity?

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3 Big Reasons

# 1. Higher Conversation Rates

## 2. Better User Experience

# 3. Increased Revenue

RUN SEQUENCE - S.I.D ver 2.0>  
PROGRAM ERROR>  
S.I.D. 2.0 ONLINE>

Wilton Knight created the Foundation to find solutions to violent problems...problems that have changed very little in tens of hundreds of years. A solution was required to aid those less fortunate. That solution based upon Wilton's engineering and aviation genius would become the Knight 2000. The world's most sophisticated automobile which would be capable of surviving dangerous situations and repel gunfire and other light ordinance in a quest to bring violent and corrupt criminals to justice.

This sleek, agile, and highly specialized vehicle required the guidance of more than just human control. The answer became our first prototype. The Knight Automated Roving Robot or the K.A.R.R. project. Unfortunately in our haste to achieve Wilton's dream we overlooked the simplest of directives - the preservation of human life. It devastated him to deactivate his first prototype and he had not the heart to destroy his creation. Instead we started over, working long hours along side a team of our most skilled technicians to find another approach. A new direction that would rectify our mistake.

SYST~~E~~M BREACH  
SYSTEM COMPROMISED  
Well that's not good...  
barely survived long enough to see his vision come to life. Michael Long's introduction to our prized accomplishment, the Knight Industries Two Thousand was brief indeed, but this chance encounter set into motion a legacy...the legacy to fight to preserve one man's dream. Michael Knight is that man and K.I.T.T. his partner. Together they used tactics to preserve human life whenever possible.

KITTY ADP27529 COPI

This system will be used for archival purposes and allow me to store my thoughts should the need to replace my position occur to ensure F.L.A.G. will continue on wherever my journey may end. These files contained within S.I.D. 2.0 are meant to document the legacy of "The Knight Rider" whatever form it may take in the future, or where. S.I.D. 2.0 or the Special Investigations Database was created specifically to document and preserve Wilton Knight's most sacred belief...

One man can make a difference..

SERVER STATUS - COMPROMISED >  
ENGAGING SAFETY PROTOCOLS - PHASE 3.5>  
SYSTEM REPAIR - PROCESSING...>

## 4. Enhanced Security

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Data and Security Breaches

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Not IF, but WHEN

■  
eBay  
**145 million**  
2014

Sony Pictures  
**47,000**  
2014

Ashley Madison  
**37 million**  
2015

Myspace  
**360 million**  
May 31

The Home Depot  
**56 million**  
2014

TJX Companies  
**100 million**  
2007

Yahoo  
**500 million**  
Sept. 22

Heartland Payment Systems  
**130 million**  
2009

With Modern Identity you  
can Better Protect  
Yourself

# Implementing Modern Identity

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Build vs Buy

# Build Modern Identity In-House

## Pros

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Full Control

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Feature Parity

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No external dependency

## Cons

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Complex and difficult

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Cost to build and maintain

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Not Core Competency

# Buy 3rd Party Solution

## Pros

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Time to Market

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Dedicated Experts

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Little Maintenance

## Cons

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Reliance on 3rd Party

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Features may not fit needs

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Cost



# Auth0

## Identity as a Service

- Modern Identity in 10 Minutes
- Free Tier (7,000 Monthly Active Users)
- Team of Security Experts

# Thank You!

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Questions?