



Business Value Objection Handlers

This document compiles the most common objections you might run into as you start using the Okta Value Discovery tool.

OBJECTION	RESPONSE
Security is hard to quantify, and we've never even had a breach. How do I explain this?	<ul style="list-style-type: none">From the board to IT admins, security is something everyone is concerned about. It's not a question of "if," it's a question of "when."We quantify Security benefits by quantifying 'Risk Avoidance'. To do this, we use an annual study conducted by the Ponemon Institute, one of the world's leading think tanks around Enterprise and data security.<ul style="list-style-type: none">Ponemon: Avg. cost of security breach is \$6M per incident (2016 Report)Kroll: 85% of companies have been hit with a cyber incident in the last 12 monthsForrester: 20% likelihood of a breach per year without Okta or IAM solutionOkta significantly reduces the likelihood of a breach based on the solutions deployed. This nets what we call an "avoided cost of security breach" – e.g. "Risk Avoidance" – almost like an insurance policy that reduces the likelihood of these events occurring.
These seems like soft benefits . How can I defend these?	<ul style="list-style-type: none">Okta brings numerous benefits to the table. While some of these are "harder" than others, all of them are important differentiators and should be considered as part of your overall investment.We can potentially dial down some items to be more conservative, but negating them altogether undermines the full impact Okta can have on your business.
Where are the hard dollar savings ?	<ul style="list-style-type: none">Five of the six value drivers in this model are focused on hard dollar savings.<ul style="list-style-type: none">(1) Time spent on manual PW resets and lost URLs(2) Time spent manually provisioning / deprovisioning applications(3) Manual or semi-manual process onboarding and offboarding users(4) Time spent managing and consolidating multiple domains(5) Enabling and securing mobile device access.
Where do these calculations and baselines come from?	<ul style="list-style-type: none">We developed this framework four years ago in collaboration with Forrester research to keep the outputs as neutral and impartial as possible.As part of this process, Forrester interviewed numerous Okta customers to understand the biggest value drivers they experienced once they deployed Okta across their environments. These findings and real-world customer responses make up the backbone of our model.We also have an entire team dedicated to Business Value who have had these conversations with hundreds of customers spanning every geography, industry, and size. Those interviews also factor into our approach.

<p>Your quote / website pricing is more than the total benefits shown here.</p>	<ul style="list-style-type: none">• These are the top hard costs we see. There are additional savings around IT Costs Productivity, and Security we can look at as part of a deeper assessment with our Business Value team.• If a deeper dive with our Business Value team would be helpful, I'd be happy to go ahead and set that up.
--	--