

The background features a vibrant blue gradient with subtle, concentric wavy lines. A diagonal band of lighter blue and green stretches from the top right towards the center. The bottom right corner is dominated by a large, flowing shape in shades of pink, magenta, and orange, resembling a stylized wave or a modern architectural element.

aws SUMMIT

INDIA | MAY 25, 2023

H C R T 0 0 5

McAfee's identity innovation & growth

Richard Marr

Head of Digital Native Business
Okta

Mahesh Tyagarajan

VP, Architecture & Platforms, Protection Technology
McAfee



© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Agenda

Richard Marr, Okta

- What is CIAM?
- What is the problem?
- What makes CIAM different?
- Customer results
- Introduction to McAfee

Mahesh Tyagarajan, McAfee

- Business problem
- Our requirements for customer identity
- What has the implementation been like and what did we learn?
- What are our future plans for identity?

Okta Identity Platform

Employees

Extended Workforce

Business Partners

Consumer Apps and Digital Experiences

SaaS Apps

okta

Workforce Identity Cloud



okta

Customer Identity Cloud



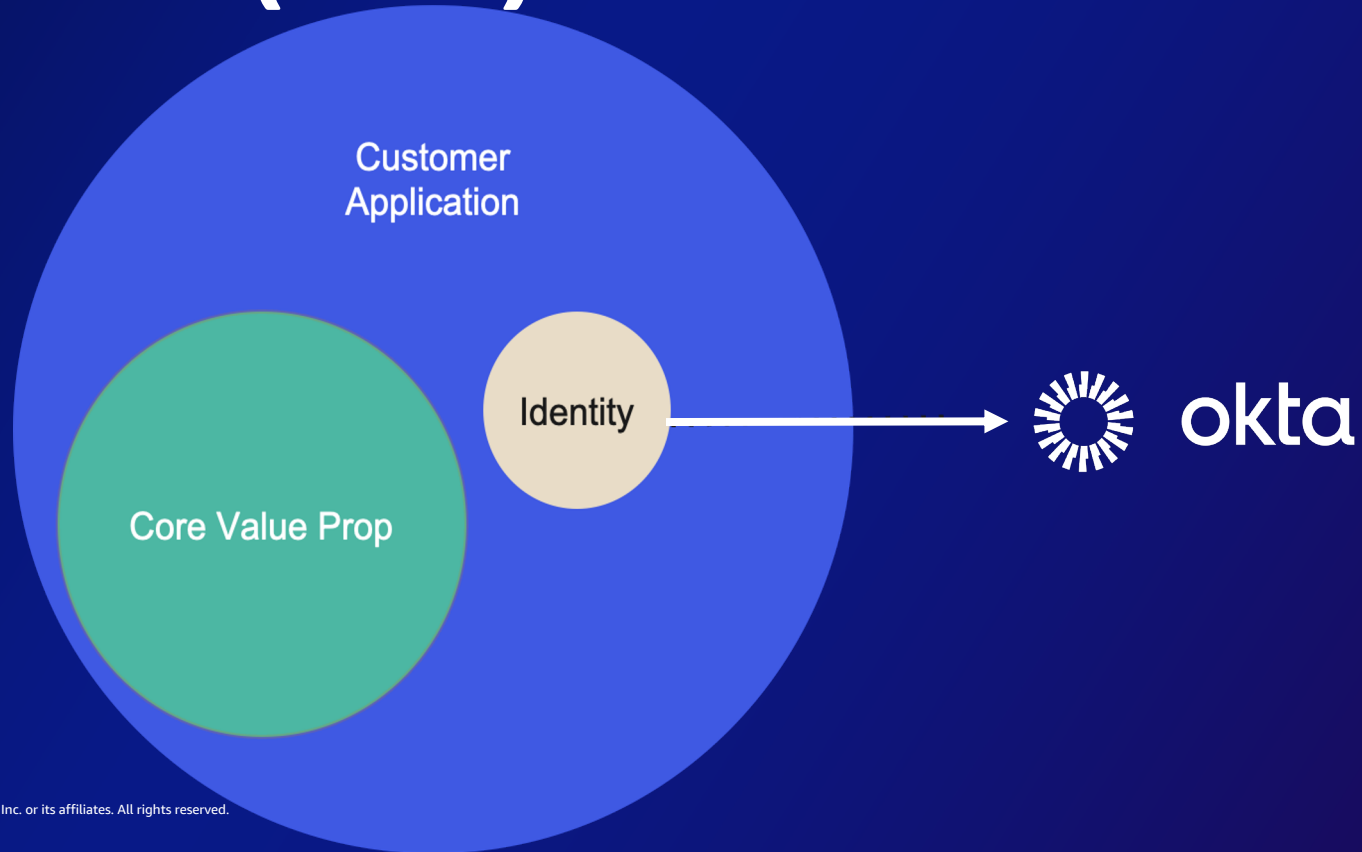
Okta Identity Platform



with shared workflows, risk signals, the Okta Integration Network, and beyond



What is Customer Identity and Access Management (CIAM)?



Software / Tech

ATLASSIAN

sage

TREND
MICRO

cimpress

NUANCE

headspace

Outreach

Finance

GENERALI

AMERICAN
NATIONAL

mercado
libre

Nationwide
Building Society

Naranja

The Motley Fool

Media

News Corp

The
Economist

tv azteca

sky

The
Philadelphia
Inquirer

ALMA

Retail

DICK'S
SPORTING GOODS

zalando

1-800
flowers.com

TALBOTS

SHARP

Electrolux

THE ICONIC

Travel / Hospitality

LATAM
AIRLINES

HolidayCheck

Aerolíneas
Argentinas

WHITBREAD

Autotrader

ctm

Energy

WorldFuel
Services

SPgroup

agl

DIGIB
A Brenntag Group Company

ercot

TEREGA

Manufacturing

SIEMENS

AMD

POLARIS

Schneider
Electric

mazda

NUCOR

SAINT-GOBAIN

What is the problem?



1

Engineering drain limiting innovation

- **Blocked** or slowed from taking new products to market
- **Struggling** to modernise their app from monolithic to microservices
- **High cost** to engineering to build & maintain identity
- **Reduced productivity** limits innovation and product time to market

2

Poor customer experience

- **Frustrated over customer friction** in onboarding, sign-up & registration impacts product growth
- **Disconnected CX** across multiple products, with no single view of the customer
- No self-service option
- **Lack information** to personalise customer experience
- **B2B businesses experience difficulty in onboarding customers**, federating across channels and BYO identity

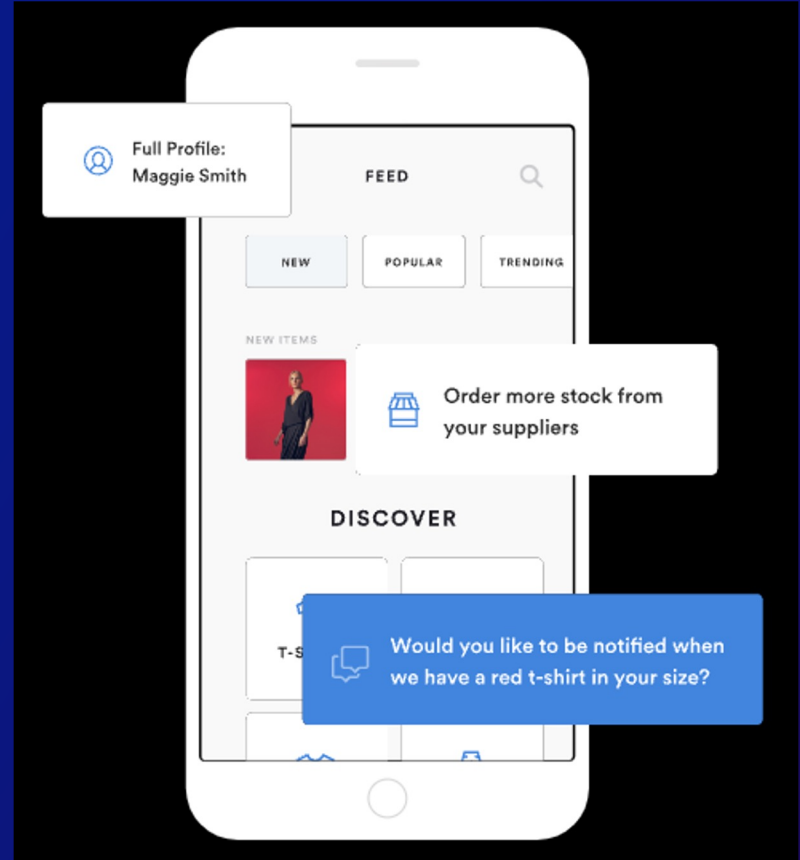
3

Risk of data breach

- **Concerned** about increasing security threats, risk of data breach and overall security posture
- **Stretched** to meet evolving compliance regulations and industry standards
- **Balancing security** and user experience

What makes CIAM different from traditional IAM?

- Stakeholders Differ: CTO, Eng, Prod, Mktg, Digital
- Operates at scale (millions)
- Integrates with customer, marketing & MDM
- Sensitive to customer convenience/experience
- Responsible for customer profiling / customization
- Key for sale, e-commerce, and loyalty programs
- May rely on social identities
- Subject to internet-scale attacks/threats
- Subject to significant privacy compliance/audits
- Relied-upon for reporting and analytics



Customer results



- 94% in production < 1 month (17% requiring Pro-Services)
- Single IDp across all products = one view of the customer
- Reduced engineering effort by 85% (~ \$3.7M / 3y)
- Turning on new features with “flick of a switch”
- Increased customer conversion by 15% and self-service of B2B enterprise customer onboarding
- Unblocked journey to microservices increasing developer productivity by 26%
- Detecting the use of 50k breached passwords everyday

McAfee's identity innovation & growth

Mahesh Tyagarajan

VP, Architecture & Platforms, Protection Technology,
McAfee



© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.



okta

**McAfee is a
worldwide
leader in
online
protection**



Product & Technology Transformation

- Device → User centric
- On-prem → AWS
- Monolith
Microservices
- Platform
transformation &
modernization



Identity

- Build vs Buy
- What is our core IP?
- Complex use cases

Customer Auth, Service (API) Auth,
delegated auth, social login, MFA, bot
detection, credential stuffing, step-
up authentication



Journey

- Identify providers
- Extensive POC
- TTM, migrations
- Layering on features
- Future – social login,
delegated auth

Thank you!

Mahesh Tyagarajan

VP, Architecture & Platforms,
Protection Technology
McAfee

Richard Marr

Head of Digital Native Business
Okta



Please complete the
session survey