Intro to Modern Identity

Jeremy Meiss

About Me

Jeremy Meiss

Head of Community, Auth0

@IAmJerdog

https://auth0.com

What is Identity?

What is Modern Identity?

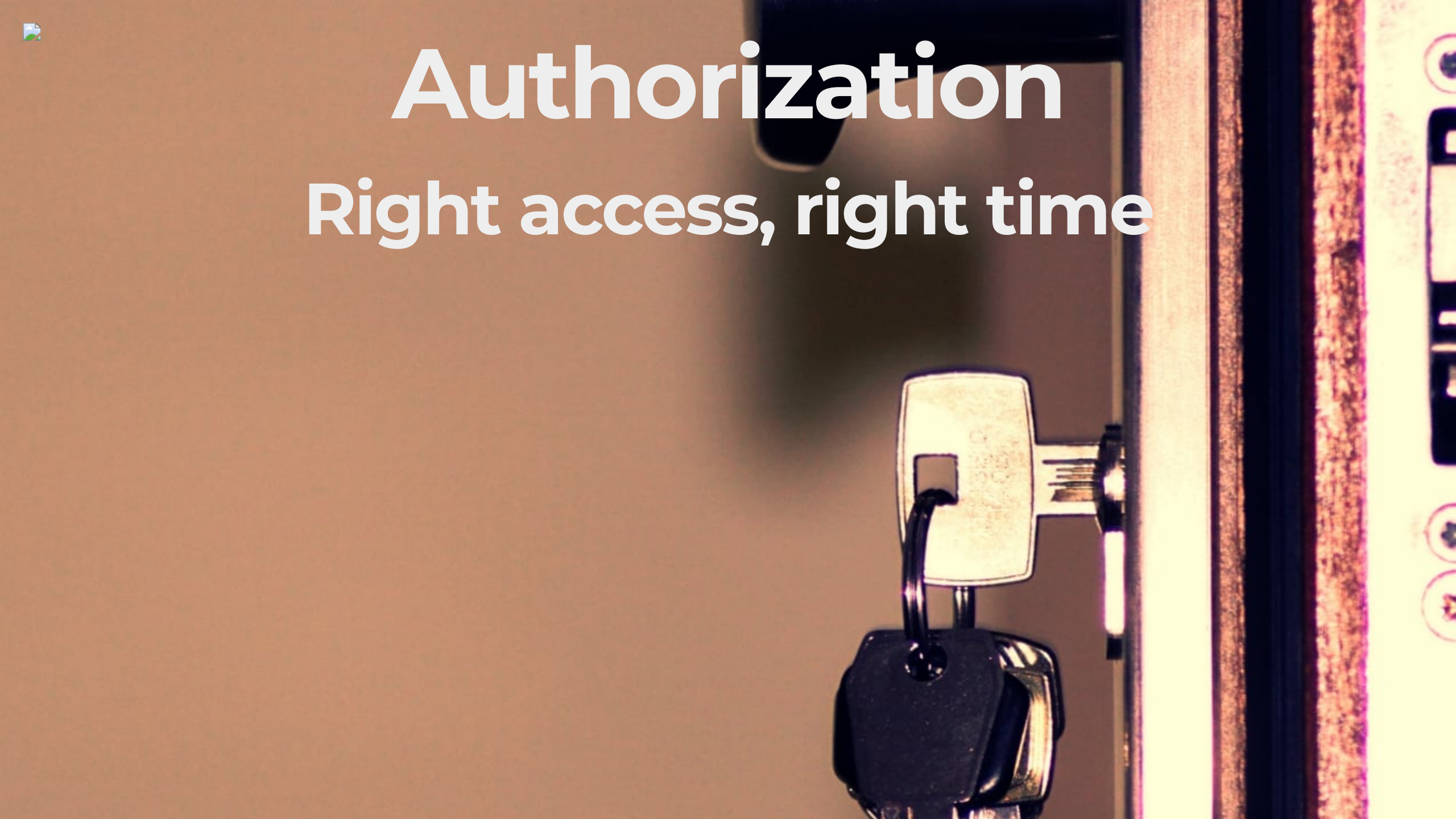
- Authentication
- Authorization
- Personalization
- Security

Authentication

The way you login

Authorization

Right access, right time



Personalization

Tailored user experience

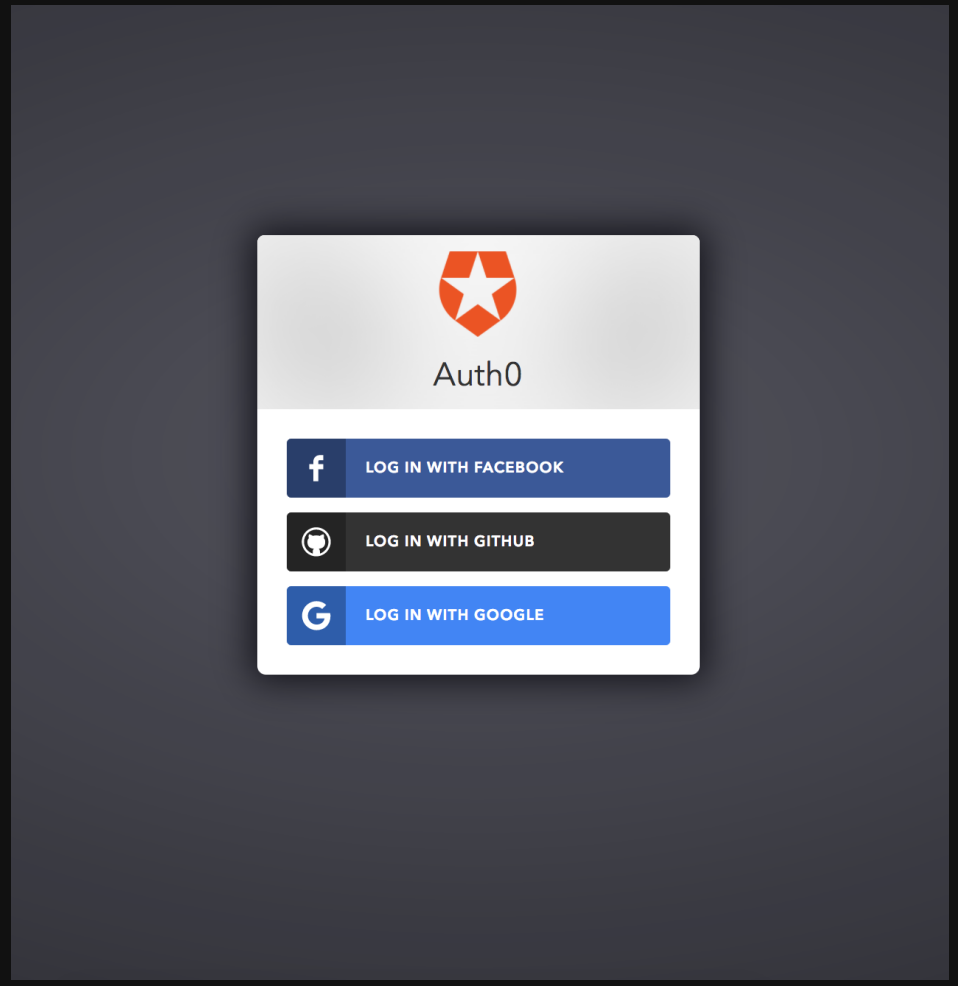
Security
Protecting data in motion and at rest

Authentication

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

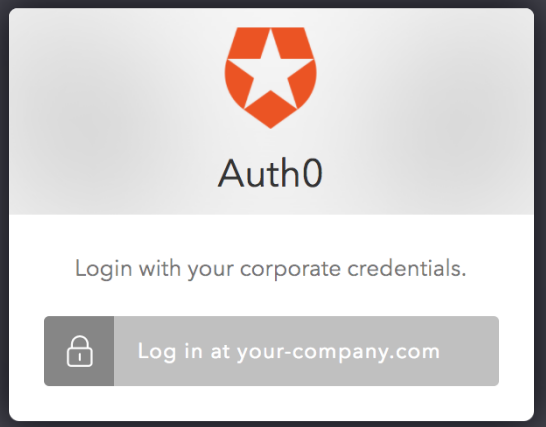
Traditional Username & Password

Social Login



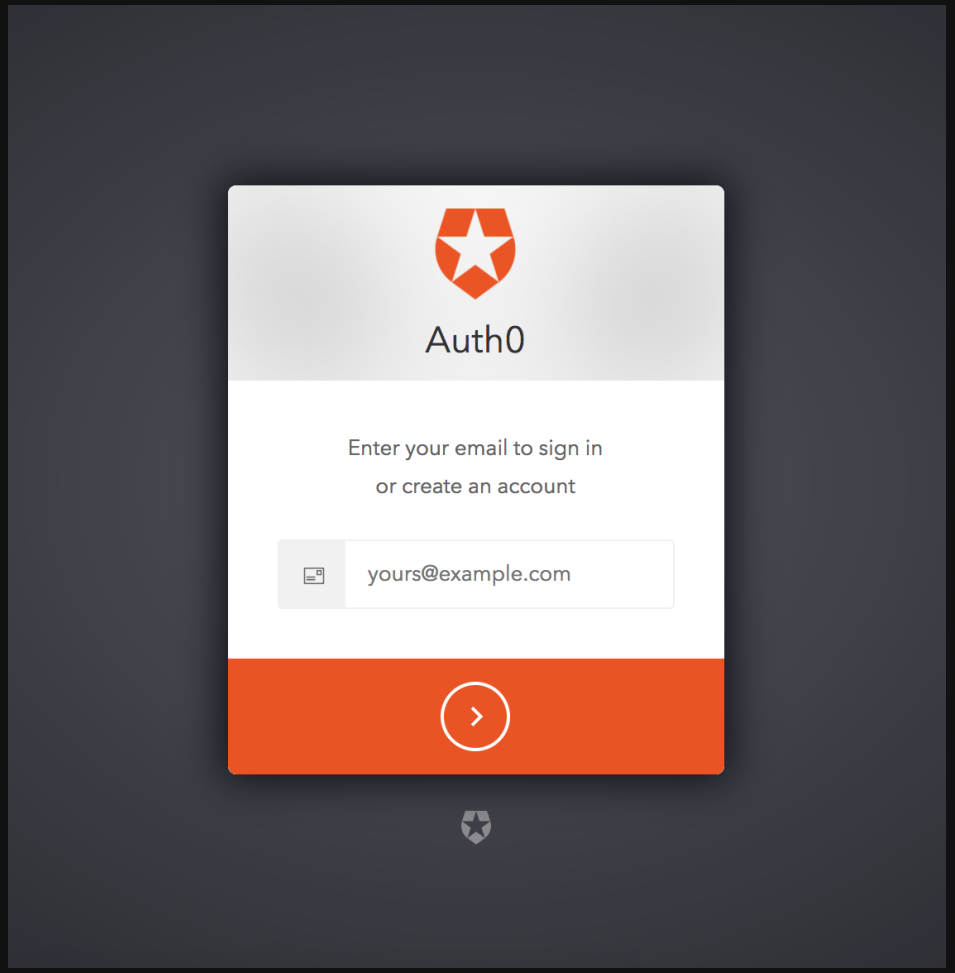
- Common
- Medium Difficulty
- More secure

Single Sign On



- Most Common in Enterprise
- Solves authorization use cases

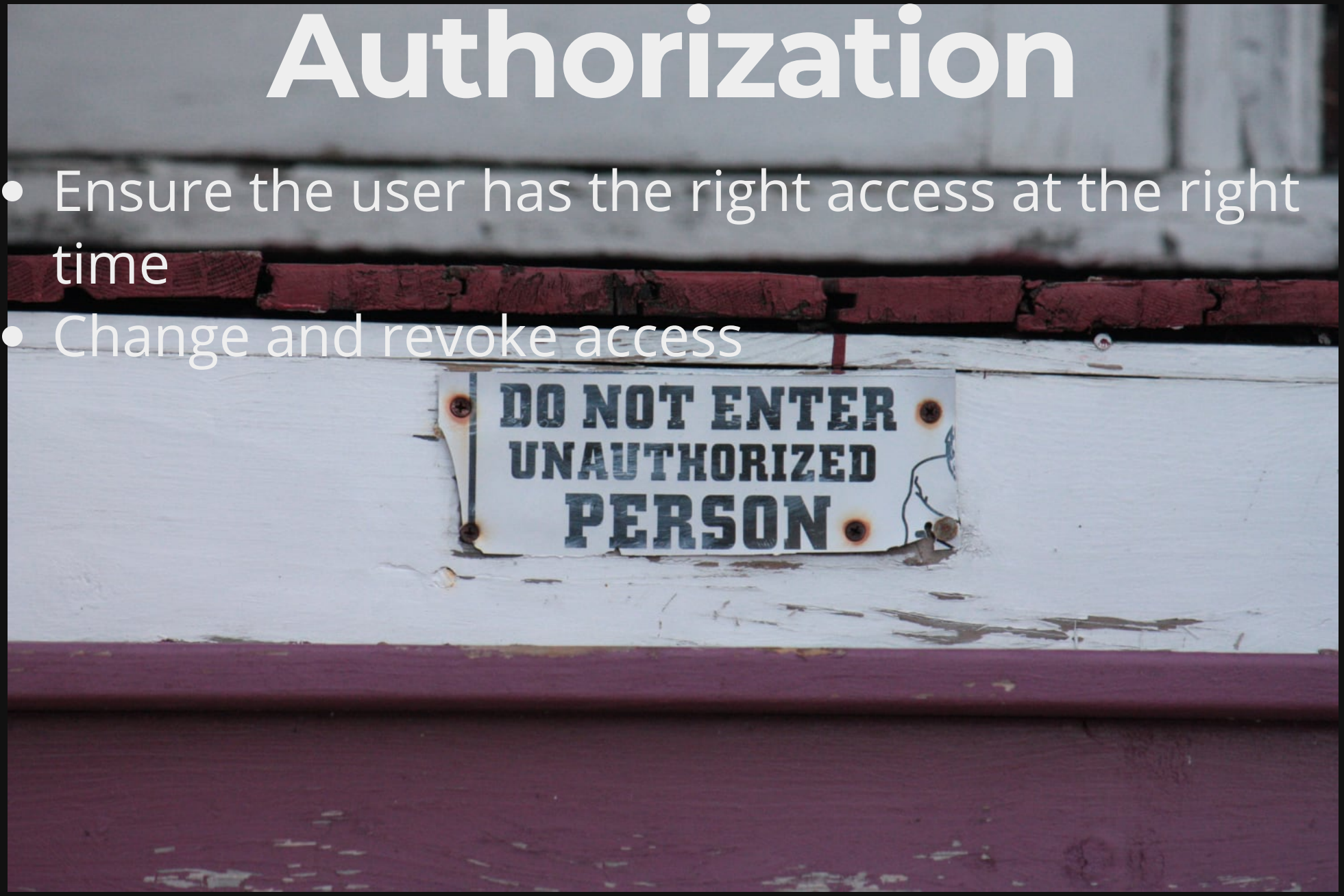
Passwordless



- Rare / Up and Coming
- Easy to Implement
- More Secure than with password

Authorization

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



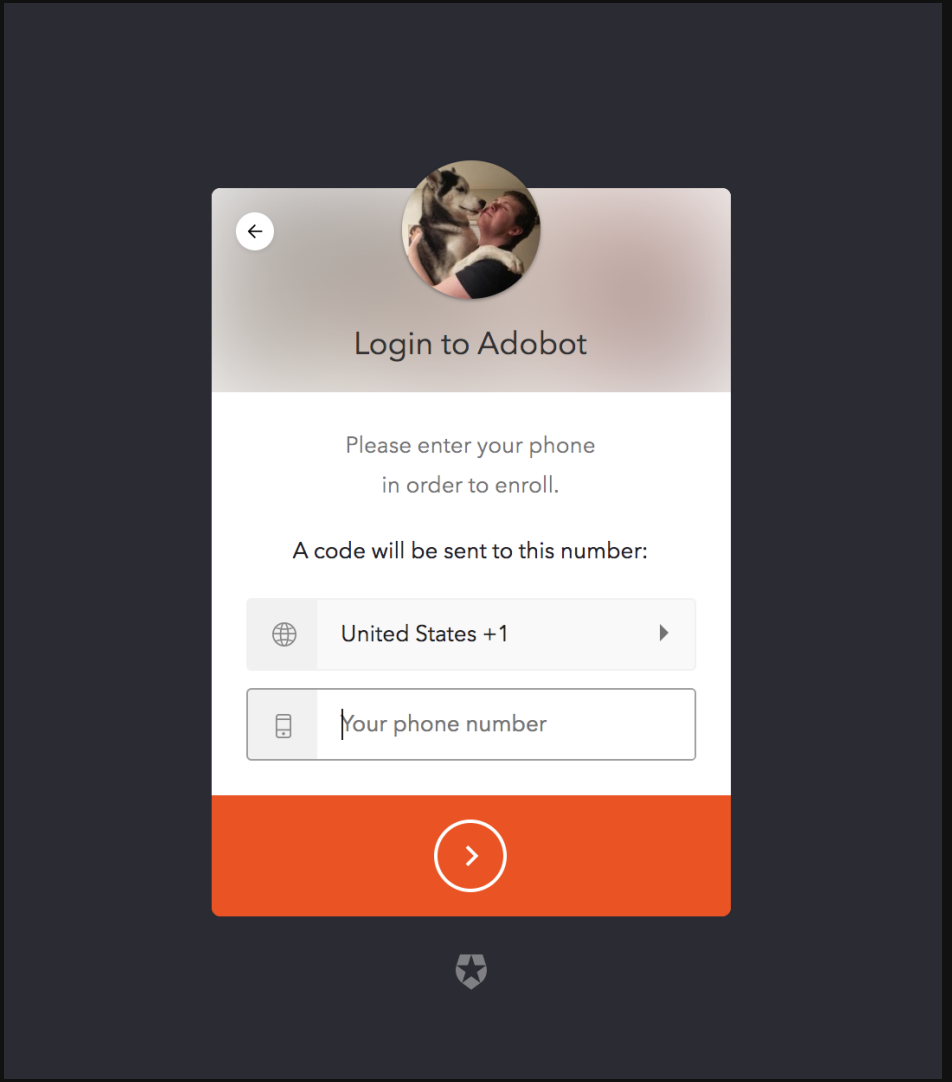
Security
Identity doesn't end at the login screen

Passwords

- Complexity
- Storage and Security

Multifactor Authentication

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

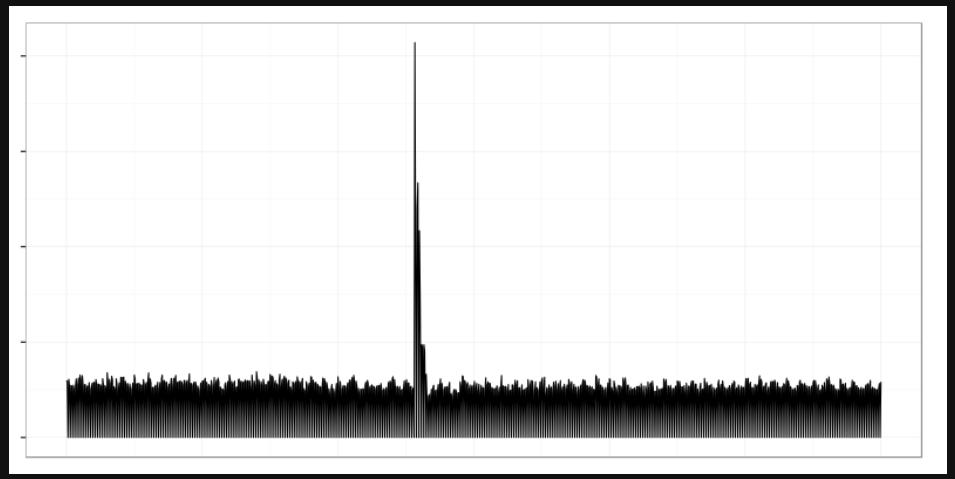


Brute Force Protection

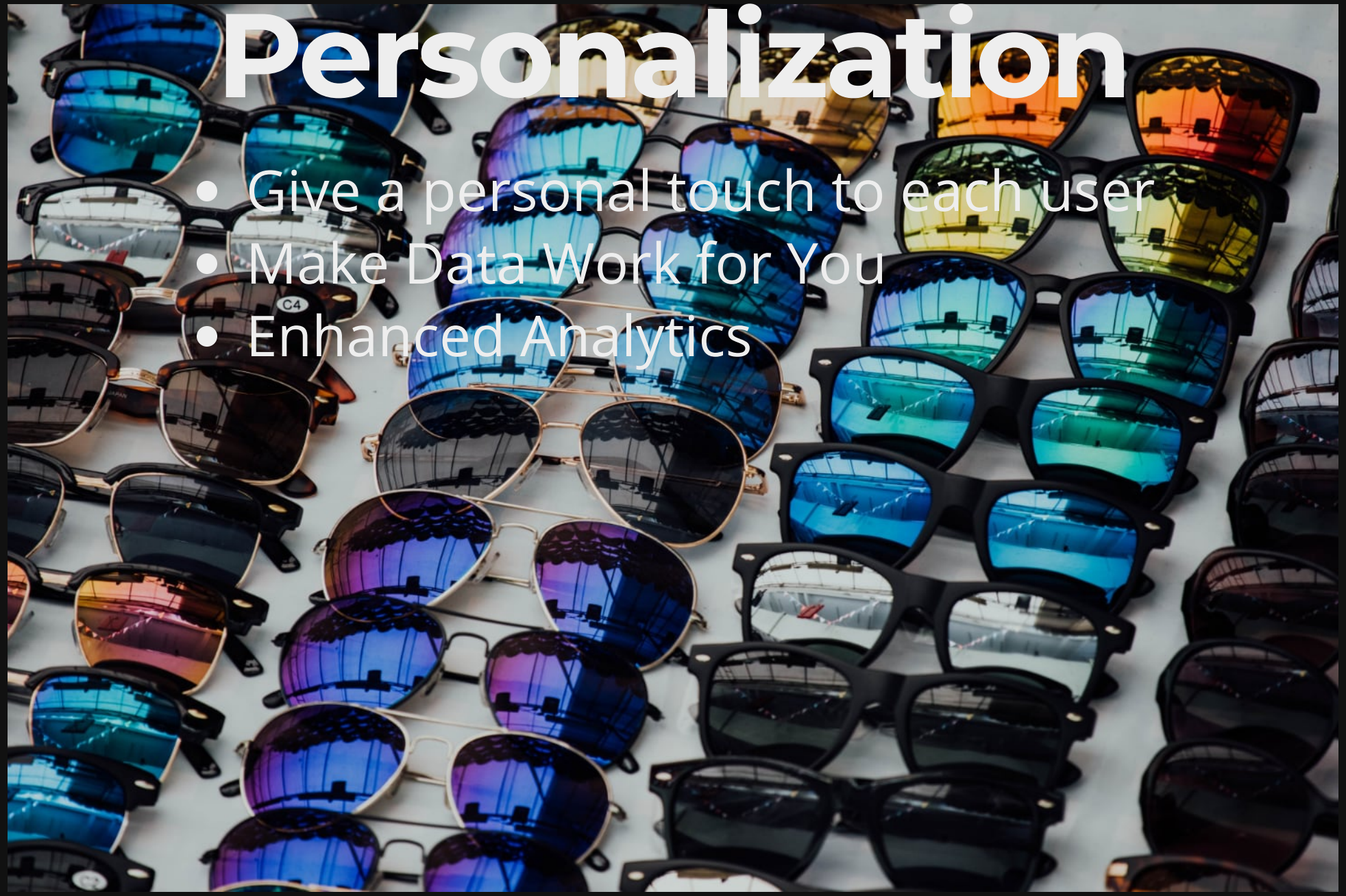
- Prevent repeated failed login attempts
- Alert user and validate identity

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

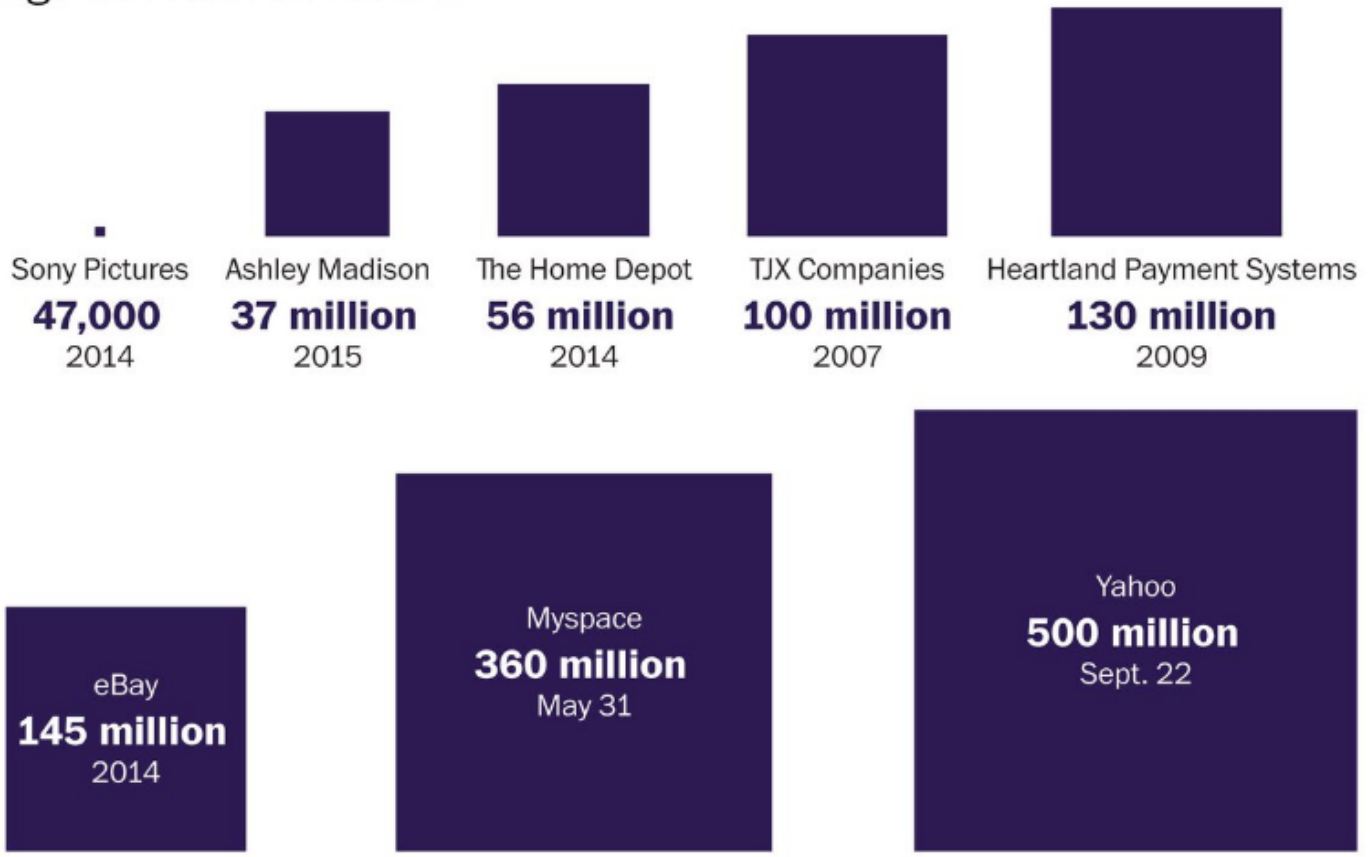
Why Modern Identity?

- Higher Conversion Rates
- Better User Experience
- Increased Revenue
- Enhanced Security

Data and Security Breaches
Not IF, but WHEN

Scaling past data breaches

Yahoo's data breach affected about 500 million accounts, making it the largest breach on record.



Note: Dates are when officials confirmed a data breach occurred.

Sources: Privacy Rights Clearinghouse, news reports

CHRIS ALCANTARA/THE WASHINGTON POST

With Modern Identity you can Better Protect Yourself

Implementing Modern Identity

Build vs Buy

Build Modern Identity In-House

Pros	Cons
Full Control	Complex and difficult
Feature Parity	Cost to build and maintain
No external dependency	Not Core Competency

Buy 3rd Party Solution

Pros	Cons
Time to Market	Reliance on 3rd Party
Dedicated Experts	Features may not fit needs
Little Maintenance	Cost

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Identity as a Service

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

Thank You!

Questions?