



Intro to Modern Identity

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About Me



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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



The background of the slide is an abstract composition of numerous diagonal streaks of light. These streaks vary in length and intensity, ranging from bright white to deep blue, creating a sense of motion and depth. The overall effect is reminiscent of data flowing through a network or light reflecting off a series of parallel surfaces.

Security

Protecting data in motion and at rest



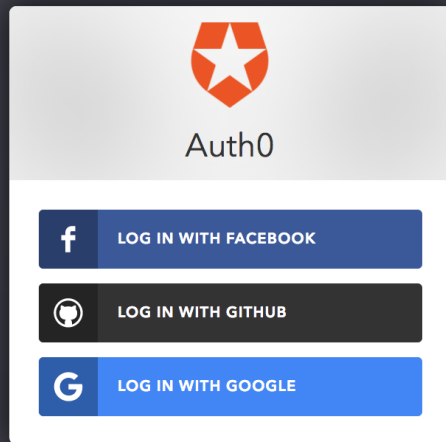
Authentication

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



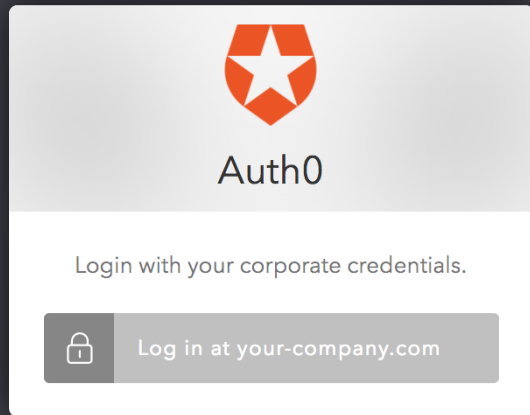
Traditional Username & Password

Social Login



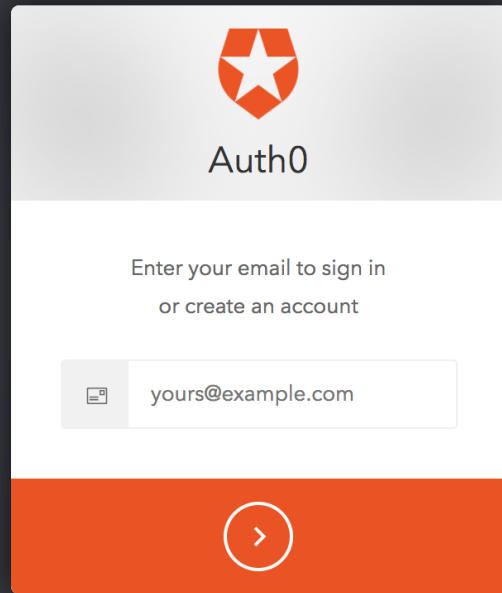
- Common
- Medium Difficulty
- More secure

Single Sign On



- Most Common in Enterprise
- Solves authorization use cases

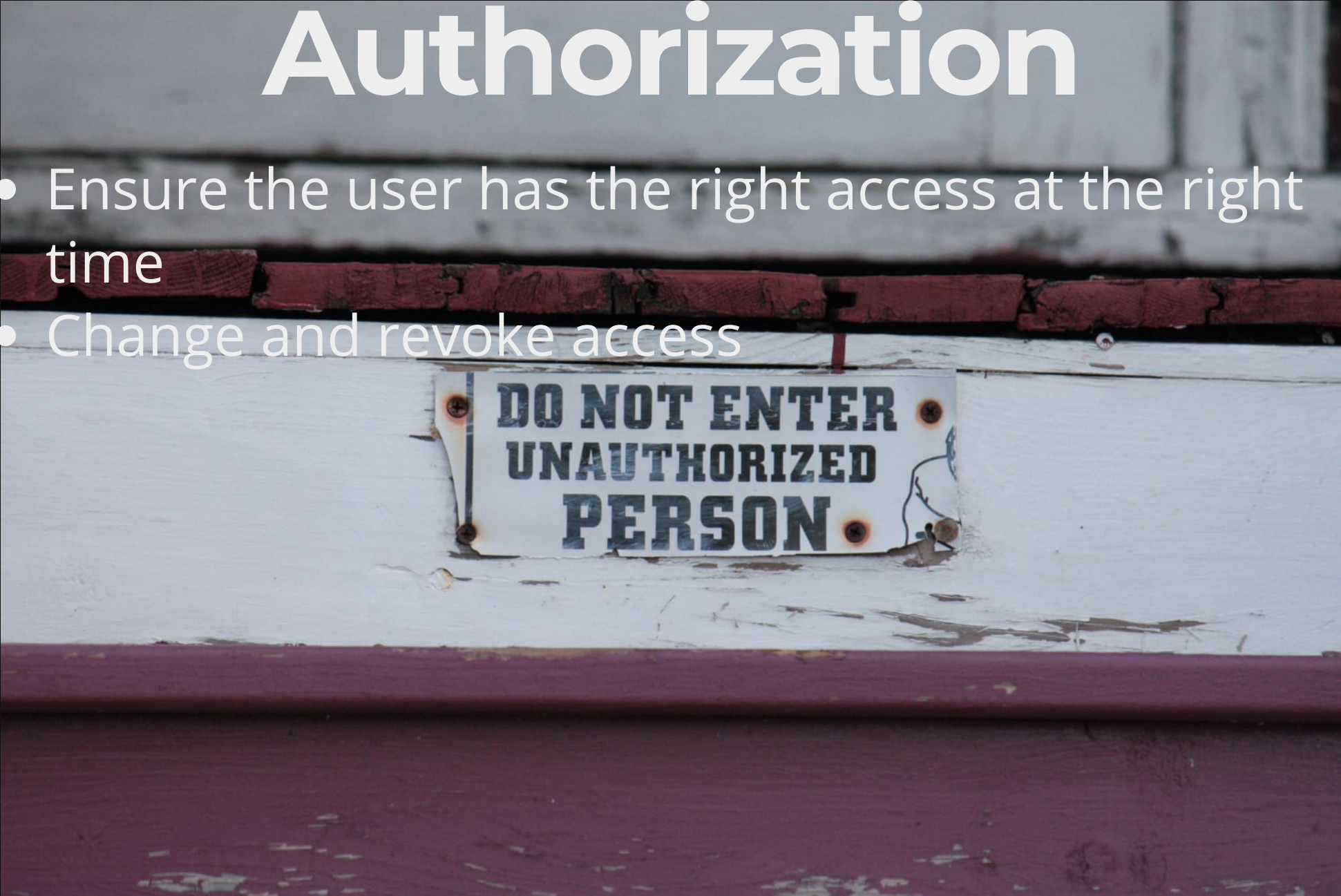
Passwordless




- 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

A photograph of a white metal door with a red horizontal bar. A white sign with black text is mounted on the door. The text on the sign reads:

**DO NOT ENTER
UNAUTHORIZED
PERSON**



Security

Identity doesn't end at the login screen

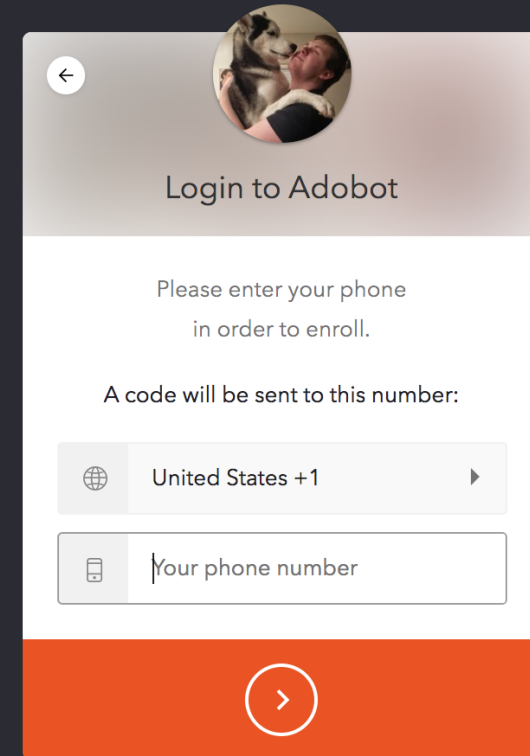


Passwords

- Complexity
- Storage and Security

Multifactor Authentication

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



The image shows a mobile app interface for logging into Adobot. At the top, there is a circular profile picture of a person with a dog. Below it, the text "Login to Adobot" is displayed. The main body of the screen is white and contains the following text: "Please enter your phone in order to enroll." and "A code will be sent to this number:". Below this text, there is a dropdown menu for selecting a country, currently showing "United States +1". Below the dropdown is a text input field with a phone icon on the left and the placeholder text "Your phone number". At the bottom of the screen, there is a large orange button with a white right-pointing arrow. Below the button, there is a small shield icon.

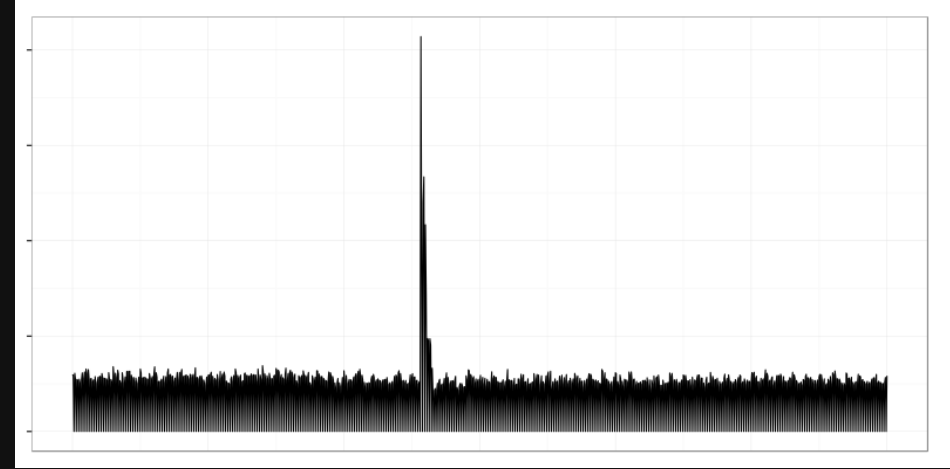
Brute Force Protection

- 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

A close-up photograph of a hand in a dark glove using a hammer to smash a window. The glass is shattering into many sharp, radiating fragments. The scene is set in a room with wooden window frames. The text "Data and Security Breaches" is overlaid in large white letters at the top.

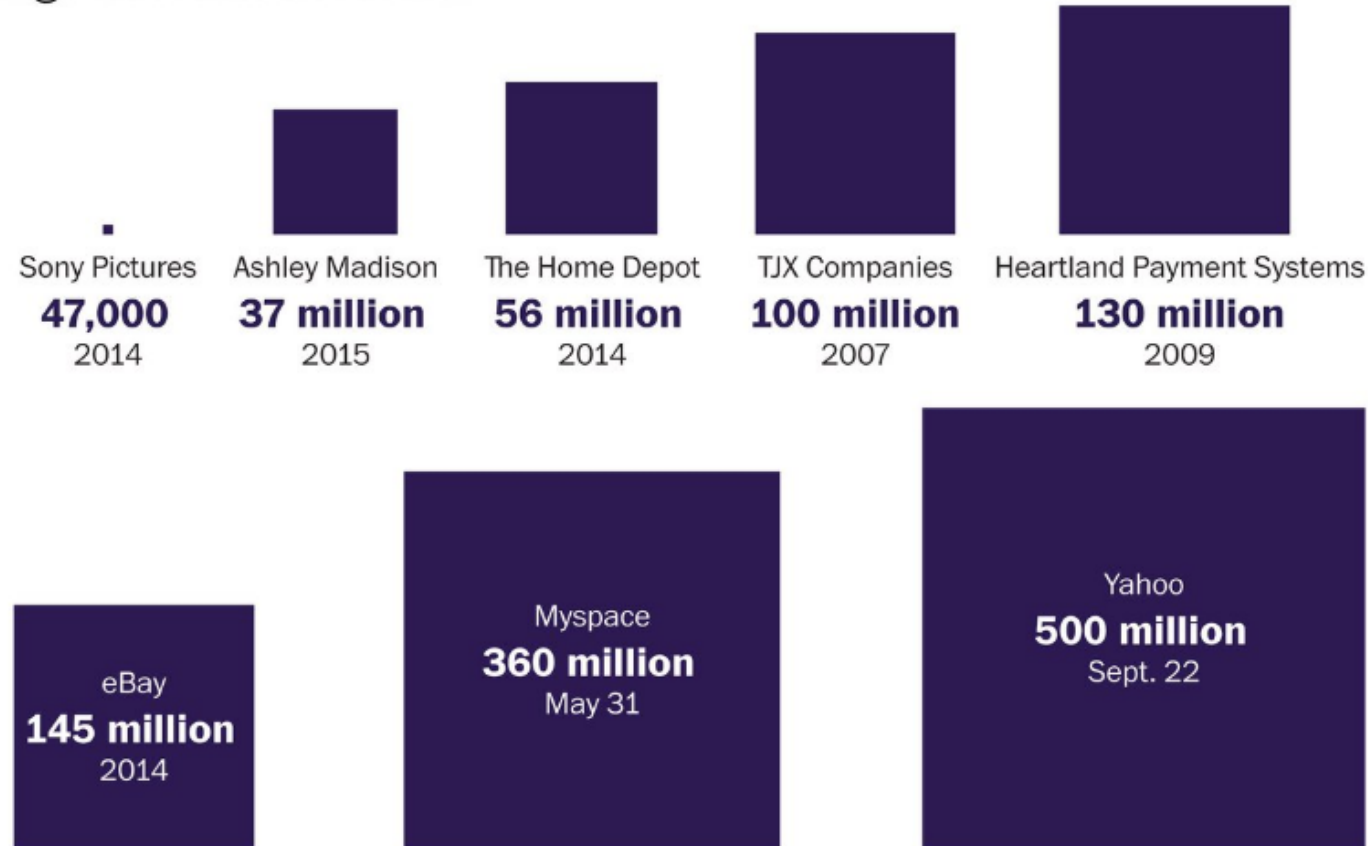
Data and Security Breaches

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

Full Control

Feature Parity

No external
dependency

Cons

Complex and difficult

Cost to build and
maintain

Not Core Competency



Buy 3rd Party Solution

Pros

Time to Market

Dedicated Experts

Little Maintenance

Cons

Reliance on 3rd Party

Features may not fit needs

Cost



Auth0

Identity as a Service



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



Thank You!
Questions?