



Roadmap to Boost ISV Adoption of OIN

Team Lightbulb Sun



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Ex-Tech Consultant at EY, working on Digital Transformation for clients across industries, ex-backend engineer at MiQ building tools powering \$500m+ of ad spend.

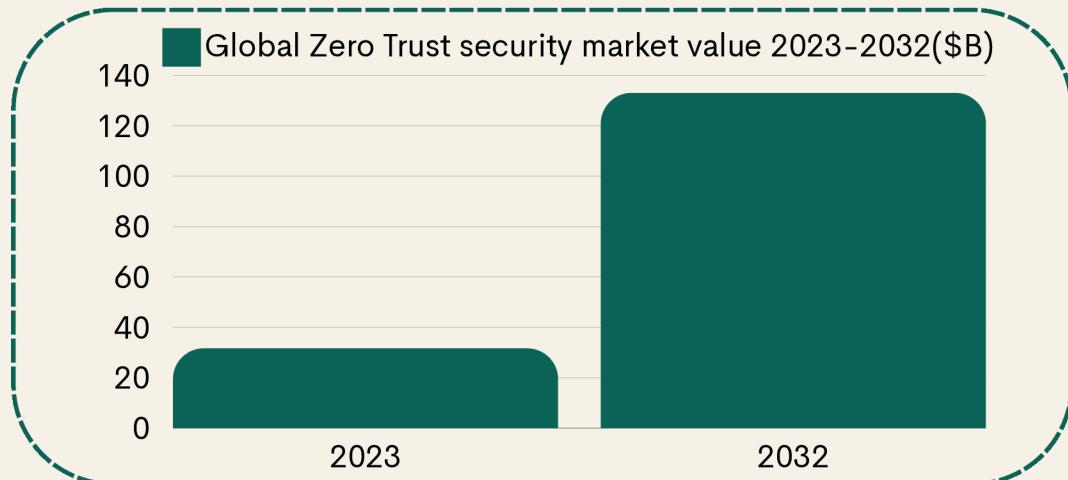


Anushka Jaiswal

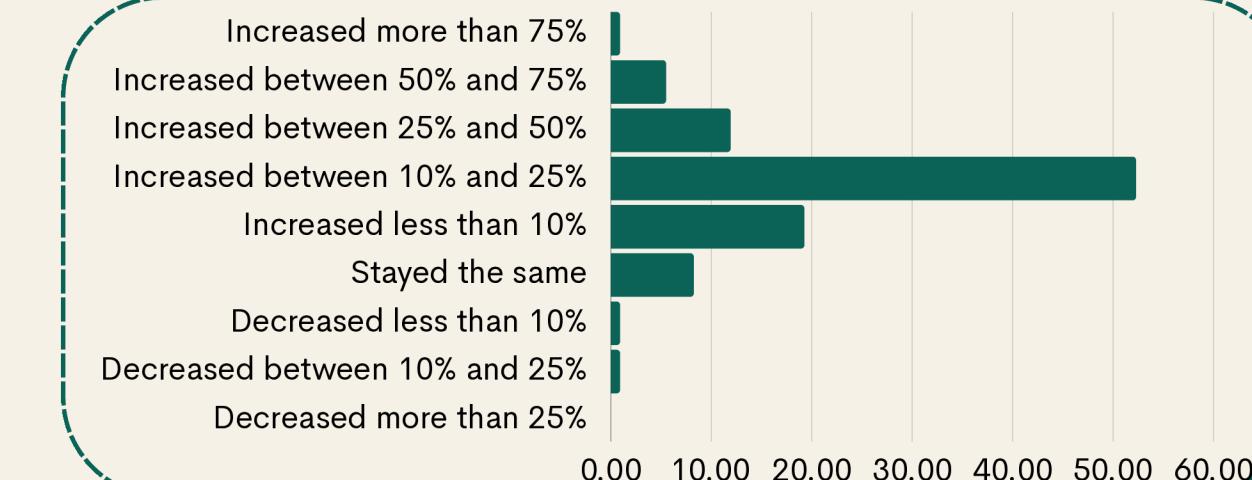
Ex-Software Engineer at Goldman Sachs, working on Big Data models to detect insider trading, increasing resiliency of trading infrastructure across 5 countries.

Current Identity Market Landscape

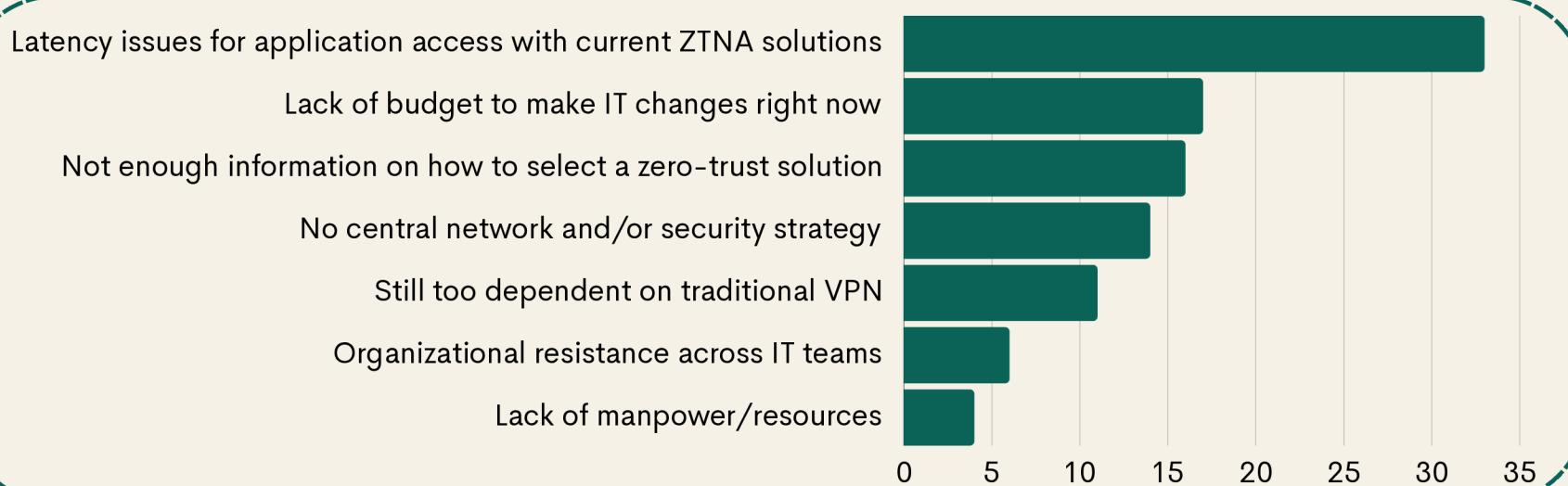
Global Zero Trust security market value 2023-2032



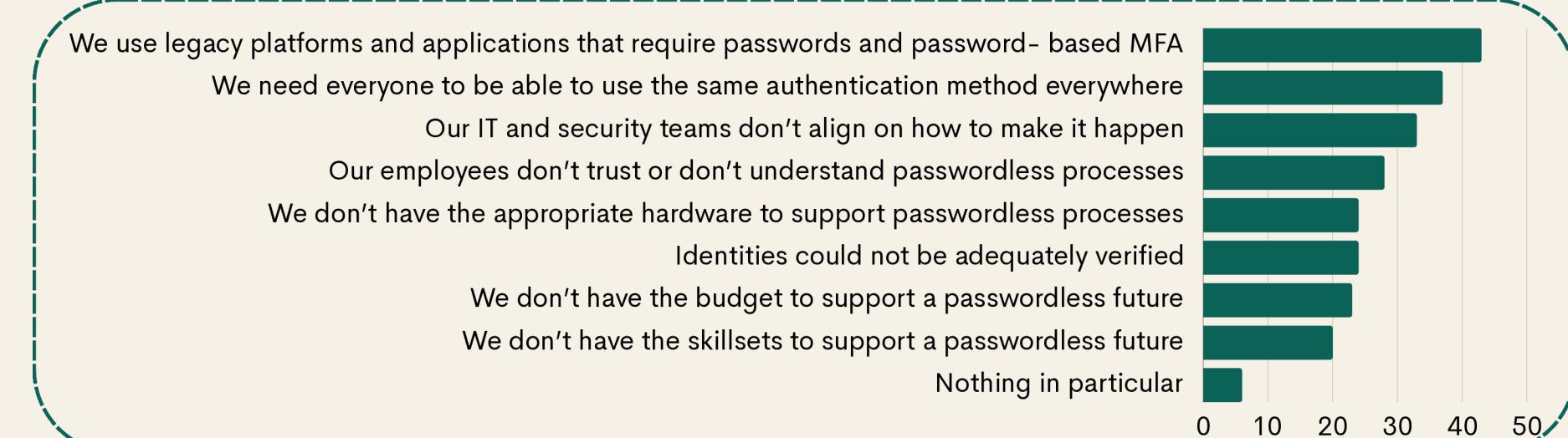
Budget change for identity and access management within firms worldwide 22-23



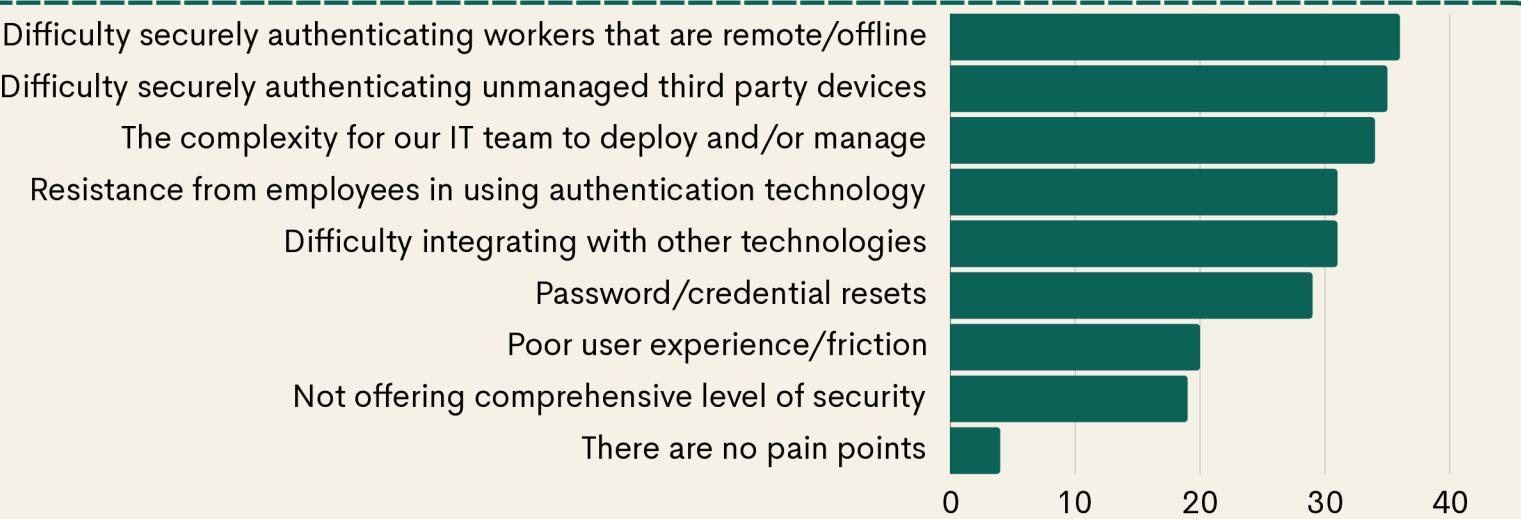
Main challenges when building zero trust strategies Worldwide in 2023



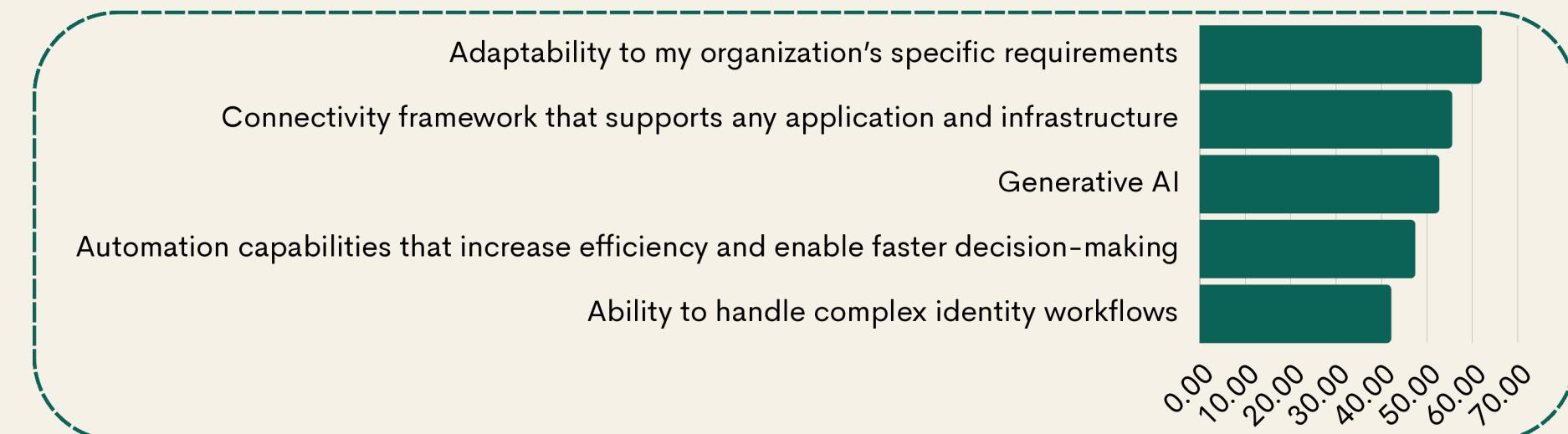
Main obstacles to going passwordless in the United States 2023



Main pain points of authentication methods worldwide 2023



Main evaluation characteristics for IGA deployment in the United States 2023



Marketplace Features

Insight: Okta administrators, part of IT functions, have significant influence over SaaS purchases.

Vision: Enhance marketplace with features to make it a valuable sales channel for ISVs.

Features to allow trials, easier communication & feature requests between customers and ISVs on OIN marketplace



ISVs value OIN for its access to highly qualified leads, priority feature requests



ISVs prioritise building Okta integrations, adding deeper functionality

Methods

Features

SaaS Trials through OIN

Functionality to **trial SaaS directly from the OIN listing**, with the ability to **pre-populate users from Universal Directory easily**.

Integration Usage Analyser

A feature allowing Okta administrators to **easily check if they are using all integration functionality offered by OIN apps**.

The ability to start trials & easily onboard users would add **significant value** for both enterprise customers and ISVs, reducing pre-sales effort.

Expected Value Addition

Greater visibility on usage would allow workforce identity customers to **get the most out of existing integrations**, eventually increasing the **value of apps with deeper integrations**. ISVs would **see greater usage** of integrations, **justifying engineering lift**.

Smarter Comparisons

A comparison tool which allows administrators to **compare different OIN apps** based on the **depth of integrations**, and to find **alternatives to popular SaaS** which are **not on OIN**.

Better comparison features would allow Workforce Identity customers to factor in the **effort required to integrate with existing identity infrastructure** while **comparing different SaaS vendors**, allowing for more informed comparisons. ISVs with **deeper integrations** would be rewarded.

Chat & Integration Requests

A **chat button** added to the listing page for Okta Workforce Cloud customers browsing the OIN marketplace to **connect them directly to pre-sales teams at ISVs**. Functionality to **request deeper integrations directly** from the OIN page.

The chat button would allow ISVs to receive **highly qualified leads**, and the **integration requests feature** would allow them to **gauge demand** and help prioritise.

Marketplace & Customer Analytics

A **dashboard** allowing ISVs to **track performance on the OIN marketplace**, page views, performance of co-marketing initiatives, aggregate customer profiles etc.

The features would provide ISVs **insights** into how enterprise SaaS customers are **viewing and evaluating their products vs the competition**, helping them prioritise what to build for, thus **increasing the perceived value of being listed on the OIN marketplace** for them.

Target Metrics for Success

01 SaaS Trials directly from OIN with easy user onboarding

North Star: No. of SaaS Trials initiated from the OIN listing

Rationale: Providing the ability to start trials from OIN listing adds value to both ISVs and Workplace Identity customers.

Additional Metrics:

Pre-populated user utilization: % of trials populating users from Universal Directory

User Activation Rate: Number of users actively using SaaS during trial period

Trial-to-Paid Conversions: Percentage of trials that convert to paid subscriptions.



02 Marketplace Analytics

North Star: Frequency & depth of ISVs engaging with the marketplace analytics dashboard

Rationale: Providing ISVs with comprehensive analytics on marketplace performance empowers them to make data-driven decisions, optimize their offerings, and enhance their competitive positioning within OIN.

Additional Metrics:

Page View Growth: Increase in the number of page views for ISV listings.

Competitor Benchmarking: Number of ISVs utilizing comparative analytics against competitors.

Co-marketing Campaign Performance: Effectiveness of joint marketing initiatives tracked through the dashboard.



03 Integration Usage Analyser

North Star: Percentage of OIN app integrations actively used by Okta administrators after flagging

Rationale: Providing visibility into feature usage helps customers maximize the value of their integrations

Additional Metrics:

User Retention Impact: Correlation between integration usage and customer retention rates.

Customer Engagement with Analytics: Frequency of administrators accessing and using the Integration Usage Analyser.

ISV Feedback on Analytics: Satisfaction scores from ISVs regarding the Integration Usage Analyser.

04 Smarter Comparisons

North Star: Number of administrators using the comparison tool to evaluate OIN apps.

Rationale: Enhancing administrators' ability to compare and select applications based on integration depth and alternatives leads to more informed decisions, increasing the likelihood of selecting OIN-listed ISVs

Additional Metrics:

Alternative Selection Rate: Number of administrators choosing alternative OIN apps after using the tool.

Tool Accuracy Rating: Administrator ratings on the usefulness and accuracy of the comparison results.

Time Spent on Comparison Tool: Average duration administrators spend using the tool per session.



05 Marketplace Chat & Request Integrations Feature

North Star: % of chat interactions converting into qualified leads for ISVs

Rationale: Facilitating direct communication accelerates the sales pipeline for ISVs.

Additional Metrics:

Integration Request Volume & Fulfillment Rate: No. of integration requests submitted via the marketplace & fulfilled.

ISV Engagement Rate: Frequency of ISVs actively managing and responding to chat and integration requests.

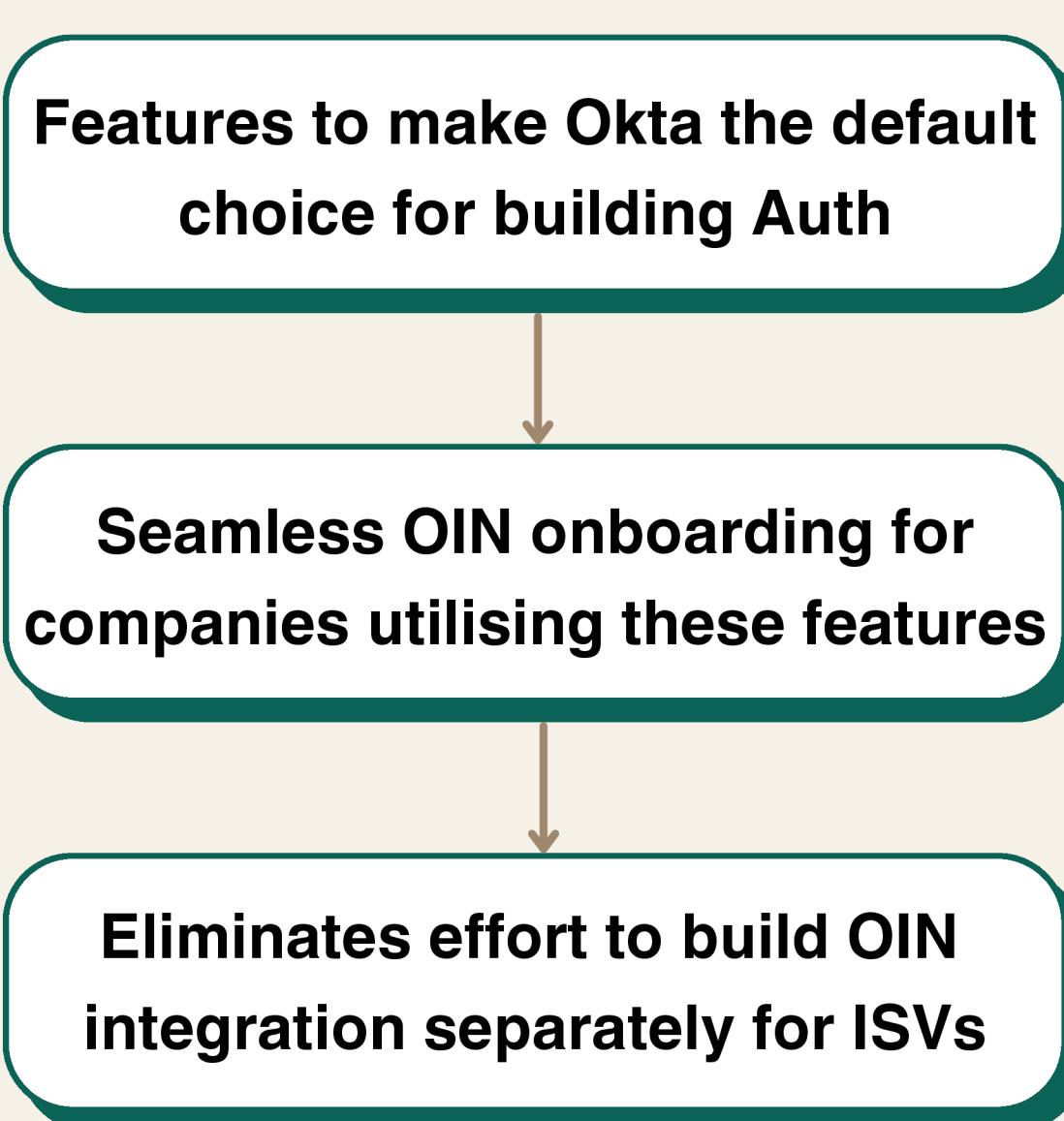
Lead Qualification Rate: Percentage of chat leads that meet predefined qualification criteria



Auth in a Box

Insight: Authorisation and Authentication are the most tedious parts of building B2B SaaS.

Vision: Add developer centric features to make Okta the *easiest way to build Auth.*



Methods: Prebuilt UX Components

Embedded authorisation is not idiomatic, but companies are going to build it anyway.

Pre-built components for common frameworks like **React** would make it possible to build Auth in **hours instead of weeks**, all on Okta's stack.

Authorisation & User Profiles

Well designed auth pages are **crucial for conversion**, and **easy to get wrong**.

Further, UX to support **user profiles**, and **managing multiple accounts** is hard to get right.

- Pre-built React components would accelerate development while ensuring security & increasing conversions.
- ISVs using prebuilt Okta components for auth could be rapidly onboarded onto OIN with minimal additional development work for ISVs.

Easier Multi-Tenancy

Multi-tenancy is a **mission critical feature** for B2B SaaS, but covering all **edge cases** and building a seamless UX requires significant engineering effort.

- Pre-built UI components to go with Okta's multitenancy features would reduce development effort for ISVs.
- Enabling compliance with industry standard practices from the get-go would accelerate onboarding onto OIN.

Methods: Plug & Play Admin Portal, Built in SMTP Provider

Embeddable Admin Portal

An admin page for the organisation customers of your SaaS is crucial, but also requires significant time investment to integrate varying feature demands and ensuring compliance with best practice.

Name	Email	Role	Status	Actions
Claude Shannon	cshannon@acme-corp.com	Admin	Billing	⋮
Paul Erdos	paul.erdos@acme-corp.com	Admin	Active	⋮
John von Neumann	jonneumann@acme-corp.com	Admin	Active	⋮
Georg Cantor	gcantor@acme-corp.com	Member	Active	⋮
David Hilbert	dhilbert@acme-corp.com	Member	Active	⋮
Kurt Gödel	kgodel@acme-corp.com	Member	Active	⋮
John Nash	jnash@acme-corp.com	Member	Active	⋮
Alan Turing	aturing@acme-corp.com	Member	Active	⋮
Richard Feynman	reynman@acme-corp.com	Member	Active	⋮
Edward Witten	ewitten@acme-corp.com	Member	Active	⋮
Stephen Smale	smale@acme-corp.com	Guest	Invited	⋮
Emmy Noether	enoether@acme-corp.com	Member	Invited	⋮
Andrey Kolmogorov	akolmogorov@acme-corp.com	Member	Invited	⋮
Alexander Grothendieck	agrothendieck@acme-corp.com	Member	Invited	⋮
Ernst Zermelo	ezermelo@acme-corp.com	Member	Deactivated	⋮

Plug and play admin functionality with the necessary features, extensible with Okta's fine grained authentication functionality for RBAC would increase value for ISV's, & encourage building deeper integrations.

Built-in OTP & SMTP and failover support

Companies in the early stages of growth are looking to minimise costs, and have finite resources to manage multiple providers.

Telephony providers in particular experience frequent outages, driving away potential customers.

54%
higher conversion for passwordless authentication

1/3rd
of purchase journeys are abandoned due to forgotten passwords

- Offering a built in telephony & SMTP provider would help Okta achieve parity with competitors.
- Further, providing failover to Okta's own provider in case a 3rd party provider experiences an outage would be a significant value addition for ISVs.

Methods: Educational Partnerships, MSVP Compliance Grants

Github Student Developer Pack

50% of **students** will go on to **influence SaaS purchase decisions** in their **workplaces**.

Partnering with Github would put Okta's offering in front of **5M+ student developers**.

FreeCodeCamp Course

1M learners view with FreeCodeCamp's content daily. A course on the **basics of OAuth** and modern authentication, with **practical lessons utilising Auth0**.

The partnerships will build familiarity with Okta's offerings for developers right at the start of their development journeys, making them more likely to advocate for Okta solutions in the workplace later on.

The screenshot shows the GitHub Student Developer Pack landing page. It features a heading "GitHub Student Developer Pack" and a brief description: "Learn to ship software like a pro. There's no substitute for hands-on experience. But for most students, real world tools can be cost-prohibitive. That's why we created the GitHub Student Developer Pack with some of our partners and friends." Below this is a "Sign up for Student Developer Pack" button. The main content area is titled "Infrastructure & APIs offers" and displays three cards: MongoDB, Stripe, and Okta Developer. Each card includes a logo, a brief description, an offer (e.g., "Waived transaction fees on first \$1000 in revenue processed"), tags (e.g., "Infrastructure & APIs"), and a link to help support.

The screenshot shows a course from freeCodeCamp titled "React and Redux". The course description states: "React and Redux are often mentioned together, and with good reason. The developer who created Redux was a React developer who wanted to make it easier to share data across different components." Below this is another course titled "OAuth with Okta", which describes its purpose: "In this hands-on course, you'll gain a solid understanding of the key concepts and components of OAuth 2.0, including roles, grant types, access tokens, and authorization flows. You'll learn how OAuth 2.0 enables third-party applications to securely access resources on behalf of users without sharing their credentials." Both courses have an "Expand course" button and a progress bar showing 0/10.

MSVP Compliance Grants

The **SSO Tax** is a major roadblock to ensuring a zero trust future, with SSO being one of the features most commonly **gate-kept behind enterprise plans**. SSO is also one of the **key controls** for a company to be compliant with the **Minimum Secure Viable Product** framework.

- A **grant program** can be initiated for companies who **decouple SSO from their enterprise plans**, at least for **Okta Workforce Identity customers**, alongside preferential pricing on Auth0 developer features.
- Further, Okta can **verify & certify** the Auth controls of the MSVP standard as part of OIN onboarding for ISVs.

The grants will help cover the costs of building Okta integrations for smaller SaaS firms, and help Okta provide a key differentiator to their workforce identity customers with access to SSO for cheaper than non customers. ISVs will benefit from Okta signing off on their Auth implementations.

The SSO Wall of Shame

A list of vendors that treat single sign-on as a luxury feature, not a core security requirement.

► Why does this exist?

The List

Vendor	Base Pricing	SSO Pricing	% Increase ▲	Source	Date Updated
Coursera	\$399 per u/y	\$49875 per year ⁵	12400%	🔗	2023-10-22
Hubspot Marketing	\$46 per month	\$2944 per month	6300%	🔗	2018-11-23
Cloudflare	\$20 per d/m	\$1000 per d/m ⁴	4900%	🔗 Quote	2023-11-23
Mixpanel	\$20 per month	\$833 per month ¹¹	4065%	🔗	2023-10-25
ReadMe	\$99 per project/mo	\$2000 per project/mo	1920%	🔗	2020-10-30
Phrase	\$29 per u/m	\$369 per u/m	1172%	🔗	2023-10-22
Mailtrap	\$24.99 per month	\$299.99 per month	1100%	🔗	2022-06-14
Breezy HR	\$171 per month	\$1500 per month ³	777%	🔗 Quote	2023-10-15
Raygun	\$79/mo ¹⁵	\$649/mo	721%	🔗	2019-10-10
JFrog	\$98/mo	\$699/mo ⁸	613%	🔗	2021-09-06
Metabase	\$85 per month ¹⁰	\$500 per month	588%	🔗	2024-07-22

Targets: Metrics for Success



01 Prebuilt UX - Auth & User

North Star: Time to Production (Time from registering with Okta to shipping Auth to prod)
Rationale: The key value addition to ISVs is the much greater development velocity.

Additional Metrics:

Integration Completion Rate: % of ISVs that extend auth into OIN integration
Security Compliance Rate: Number of integrations using prebuilt UX that meet OIN standards without additional modifications
Developer Satisfaction Rate: Feedback rating from ISV developers about ease of use.

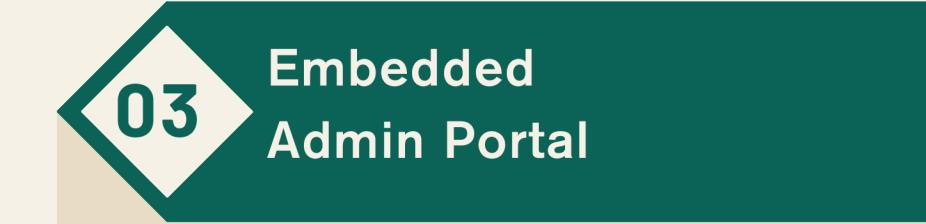


02 Prebuilt UX - Multi-Tenancy

North Star: Time to Production (Time from registering with Okta to shipping Auth to prod)
Rationale: The key value addition to ISVs is the much greater development velocity.

Additional Metrics:

Onboarding Completion Rate: % of ISVs that extend auth into OIN integration
Security Compliance Rate: Number of integrations using prebuilt UX that meet OIN standards without additional modifications
UX Rating: Ratings from Workforce Identity customers using OIN apps utilising Multi Tenancy components.



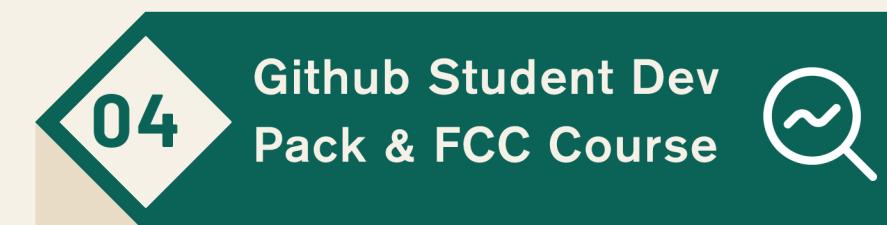
03 Embedded Admin Portal

North Star: Time to Production (Time from registering with Okta to shipping Auth to prod)

Rationale: The key value addition to ISVs is the much greater development velocity.

Additional Metrics:

FGA Utilisation: % of ISVs using the Embedded Admin Portal who also choose Auth0 FGA for Authorisation
Scalability Performance: Performance metrics of the admin portal under varying loads and tenant counts.



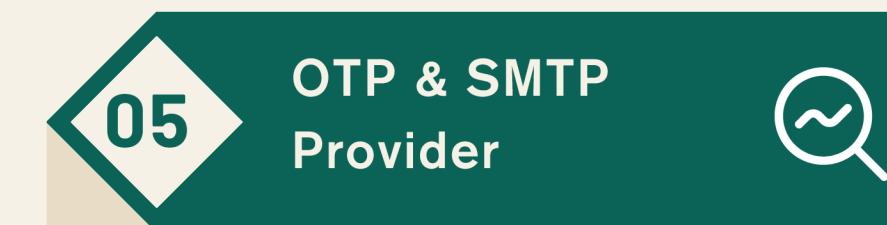
04 Github Student Dev Pack & FCC Course

North Star: Partnership Reach (Total number of developers exposed to Okta through partner platforms)

Rationale: The key value addition of the feature is to increase awareness.

Additional Metrics:

Engagement Duration: Average time developers interact with Okta's partnered resources.
Course Completion Rate: Number of learners completing the FreeCodeCamp OAuth and authentication courses.



05 OTP & SMTP Provider

North Star: Failover Activation Rate (Frequency at which Okta's failover is utilized during third-party outages.)

Rationale: The key value addition to ISVs is operational continuity.

Additional Metrics:

Usage Rate: % of ISVs that use the built in providers vs third party ones.
SMTP Delivery Success Rate: % of successful email deliveries.
Uptime and Reliability: Availability metrics for built-in OTP and SMTP providers.



06 MSVP Compliance Grants

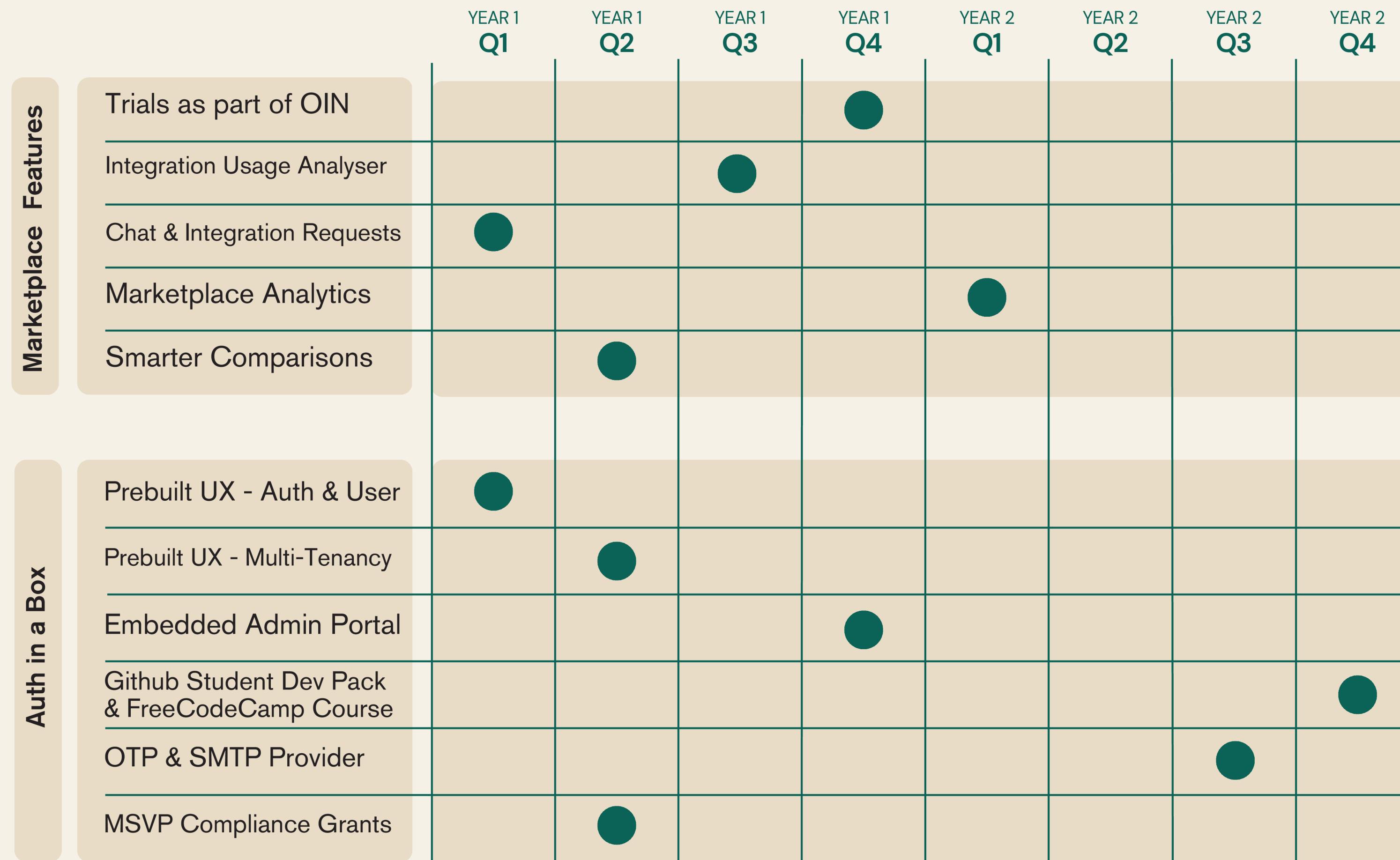
North Star: No. of ISVs decoupling SSO from enterprise plans

Rationale: The key value addition to ISVs is to cover costs of OIN onboarding & SSO integrations.

Additional Metrics:

Usage Rate: % of Workforce Identity Cloud customers using apps from grant recipient ISVs
MSVP Compliance Rate: % of compliance

Product Investment Timeline



Investments are prioritised basis effort to expected value growth, with certain investments being dependent on others being implemented first.

Strategic Case for Revenue Growth

01 Enhanced ISV Engagement

Marketplace Features: Features such as the direct trials, as well as smarter comparisons and integration analyser will increase value of the marketplace for workforce identity customers, as well as increasing ISV engagement.

Direct Communication Channels: By enabling direct communication between ISVs and potential customers through OIN listings pages through the chat features and integration requests, Okta will be facilitating quicker sales cycles and increasing conversion for customers, again enhancing the perceived value of being on OIN for ISVs.

02

Greater adoption of Okta as primary auth tool leading to faster OIN onboarding

Auth in a Box: Providing pre-built UX components and multi-tenancy features to simplify development with ISVs would reduce development time and costs, encouraging more ISVs to join the OIN due to lower incremental effort required. Enterprise customers would benefit from the embedded admin portals providing a consistent experience.

Educational Partnerships: Partnering with platforms like GitHub and FreeCodeCamp would increase awareness among developers, early in their careers leading to long-term adoption of Okta solutions in their future workplaces.

03

Differentiated offering for Workforce Identity Cloud Customers

MSVP Compliance Grants: By providing grants to ISVs decoupling SSO from their enterprise plans for Okta Workforce Identity Cloud customers, Okta would be providing a differentiating feature in the increasingly crowded identity market.

It would also be helping ISVs gain enterprise acceptance by helping them work towards MSVP compliance as part of OIN onboarding, thus providing incentives for ISVs to onboard onto the platform.

okta

Thank you!

Team Lightbulb Sun

Appendix A – References

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