Customer IAM: The Myths and Realities

Hosted by

Keith Casey - *Product Team Member, Okta*
Tom Field - *Senior Vice President - Editorial, ISMG*

Agenda

3:30 p.m. - Introductions and Opening Remarks
3:45 p.m. - Roundtable Discussion
4:45 p.m. - Closing Remarks and Questions

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Introduction

Customer identity and access management: It's decidedly different from workforce IAM, and, done right, it can give you a unified view of your customer and deliver to the consumer a personalized experience that can be a competitive differentiator.

But done wrong … it's often driven by marketing officers who don't care enough about privacy, and it can expose your organization's inability to address diverse identity types and multiple use cases with assured identity controls.

What is the roadmap to a mature CIAM foundation? What are the speedbumps along the way? What are some of the overblown myths and compelling realities about CIAM?

This exclusive virtual executive roundtable on **Customer IAM: The Myths and Realities** will provide answers to these and other key questions.

Guided by insights from Keith Casey of event sponsor Okta, this invitation-only forum will also draw upon the experiences of the attendees. Participants will learn about CIAM maturity, how to achieve it and how to measure their own organizations' progress.

Among the discussion topics:

- What is the CIAM roadmap?

- Where is my organization today in this journey?

- What does CIAM maturity look like?

You'll have the opportunity to discuss CIAM myths and realities with a handful of senior executives and market leaders in an informal, virtual setting, from which you will emerge with new strategies, solutions and relationships you can immediately put to work.

Discussion Points

Among the questions to be presented for open discourse:

- Do you have an active CIAM program at your organization today? If so, who drives it?

- What does CIAM look like at your organization today?

- What are your CIAM goals – compliance, customer experience, competitive differentiator?

- What are your biggest CIAM gaps to fill?

About the Expert

Leading our discussion today is:

Keith Casey

Product Team Member, Okta

Casey currently serves on the product team at Okta, working on identity and authentication APIs. Previously, he served as an early developer evangelist at Twilio and before that worked on the Ultimate Geek Question at the Library of Congress. His underlying goal is to get good technology into the hands of good people to do great things. He is a co-author of "A Practical Approach to API Design" from Leanpub.

About Okta

Okta is the leading independent provider of identity for the enterprise. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. With over 6,500 pre-built integrations to applications and infrastructure providers, Okta customers can easily and securely use the best technologies for their business. Over 7,950 organizations, including 20th Century Fox, JetBlue, Nordstrom, Slack, Teach for America and Twilio, trust Okta to help protect the identities of their workforces and customers.

About the Moderator

Leading our discussion today is:

Tom Field
Senior Vice President, - Editorial, ISMG

Field is an award-winning journalist with over 30 years of experience in newspapers, magazines, books, events and electronic media. A veteran journalist with extensive business/technology and international reporting experience, Field joined ISMG in 2007 and currently oversees the editorial operations for all of ISMG's global media properties. An accomplished public speaker, Field has developed and moderated scores of podcasts, webcasts, roundtables and conferences and has appeared at the RSA Conference and on various C-SPAN, The History Channel and Travel Channel television programs.

About ISMG

Information Security Media Group (ISMG) is the world's largest media organization devoted solely to information security and risk management. Each of our 28 media properties provides education, research and news that is specifically tailored to key vertical sectors including banking, healthcare and the public sector; geographies from the North America to Southeast Asia; and topics such as data breach prevention, cyber risk assessment and fraud. Our annual global summit series connects senior security professionals with industry thought leaders to find actionable solutions for pressing cybersecurity challenges.

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