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Five signs it's time to upgrade your Identity programme

When your business started out, Identity management probably wasn't top of mind. Perhaps you prioritised technology for core activities like product development and marketing, while Identity – that is, the systems you use to authenticate users and control access to your resources – took a backseat.

Now, however, the lack of focus on Identity is beginning to show on your consumer-facing apps and internal IT – from low sign-up and conversion rates due to customer login frustration, to lack of confidence in IT security and concerns about cyber resilience. Bottom line, your Identity system needs an update to keep up with your organisation's growth and today's demands for data privacy, secure collaboration and seamless omnichannel customer experiences.

In this paper, we explore five signs that it's time to update your Identity programme and how each affects your customers and your workforce.

1. You're overloaded with technical debt

Holding onto systems that don't align with modern practices greatly impacts your organisation's security and productivity. You're at the stage where you need to conduct an audit of total cost of ownership to assess whether your growing technical debt is worth it.

How it affects your customers	How it affects your workforce
Your system no longer supports new apps or integrations	You're at risk of non-compliance with industry regulations
You're fighting to make the jump to the cloud	You're falling behind third-party requirements
You're unable to use AI to grow your business	Your security can't withstand today's cyberthreats
Your login is creating friction for customers	You're pulling workers off your core product to maintain a legacy solution
	Your system is outdated and unable to support phishing resistance, MFA and biometrics

Advantages of upgrading

Pouring money into an outdated system is a little like patching a hole in a sunken boat. Investing in a better solution may seem like effort, but the long-term benefits will outweigh the costs. From more productive developers to happier customers, your Identity solution should be working for you, not holding you back or creating extra work and expense.

Advantages of upgrading

Poor Identity practices can expose your business to unauthorised access and data loss. A modern Identity solution offers a range of security features, such as adaptive MFA, which provides an extra layer of security while minimising login friction. Implementing such measures will help safeguard sensitive data and protect your business from evolving cybersecurity threats.

2. You're unprepared for a data breach

Cyberattacks are evolving in sophistication and Identity credentials are a top target for adversaries. Without modern authentication and access controls, your business's cyber resilience is low, which could lead to serious consequences for trust in your business.

| How it affects your customers |
|---|
| Your customer data could be exposed to unauthorised users |
| Your current solution doesn't stop bot attacks |
| You're at risk of fraudulent sign-ups |
| You're worried about AI |

How it affects your workforce
Your employees' data could be exposed to unauthorised users
You lack stable features like bot attack prevention, multi-factor authentication and phishing resistance
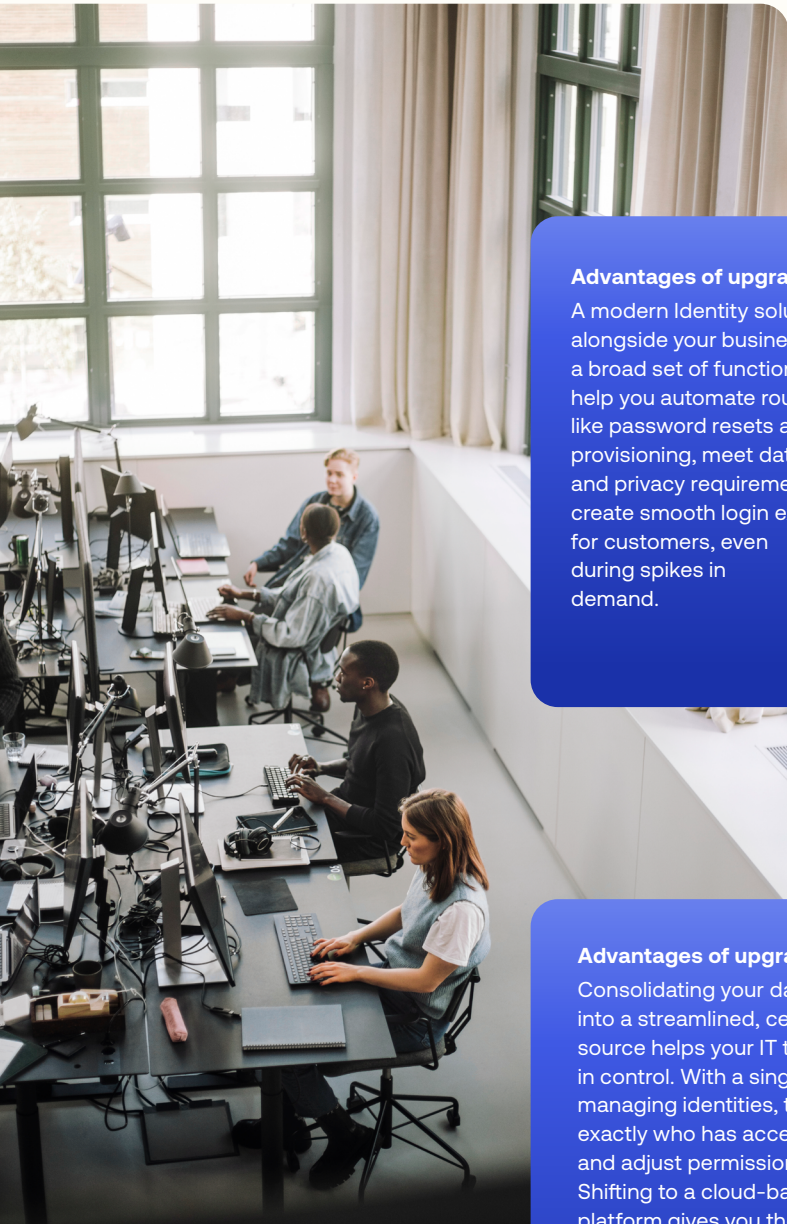
Advantages of upgrading

A modern Identity solution scales alongside your business. It provides a broad set of functionalities to help you automate routine tasks, like password resets and app provisioning, meet data security and privacy requirements, and create smooth login experiences for customers, even during spikes in demand.

Advantages of upgrading

Consolidating your data silos into a streamlined, centralised source helps your IT teams feel in control. With a single pane for managing identities, they can see exactly who has access to what and adjust permissions with ease. Shifting to a cloud-based Identity platform gives you the flexibility to adapt to changing business needs and emerging technologies, allowing you to free up developer teams to work on core products, and always be ready for what's next.

3. You're struggling to scale

Your user sign-up and login was fine when you started. But your home-built Identity solution hasn't grown with you. Today, employees expect seamless access remotely, customers want multiple social login options, regulators are increasingly on your back about keeping data private, and cybercriminals are just waiting for the opportunity to steal it. Adapting your Identity solution to keep up with these changes is draining time you can't afford – but any delays leave you exposed to risk.

How it affects your customers	How it affects your workforce
You're unprepared for high traffic surges	Your legacy or DIY solution hasn't grown with you
You're unable to gain enterprise-level customers	Your lack of automation and centralised control increases inefficiency
You can't support B2B customer integrations	
You offer limited social authentication options	

4. Your Identity solution is too complex

As your business expands, managing user identities across different applications and services can become unwieldy.

How it affects your customers	How it affects your workforce
Your user data is siloed and difficult to manage	Your operational efficiency is declining
You risk being non-compliant with data privacy regulations	You lack extensibility options
Your customers are unable to use the device of their choice	You struggle to offer Bring Your Own Device policies that enable your teams to work from home effectively and securely

5. Your CX is lagging your competitors

Today's customers have high expectations of their digital experience. They want to log in and check out without friction, access your services from the device of their choice, be remembered across all your channels, and feel confident their data is being kept private and secure. If your service falls short of what they've experienced elsewhere, chances are they won't be back for a repeat visit.

Advantages of upgrading

Many businesses are turning to Customer Identity to deliver the convenience, speed and security their customers demand. Features like social login and passwordless take the friction out of your customers' login experience while providing you with a rich source of customer data and insight, which you can use to tailor your offering and boost loyalty.

Unlock growth with Okta

Okta's Identity platform is already helping more than 18,000 organisations across the globe create the secure, trusted digital experiences customers love – and your organisation could be next.

Want to learn more about how Identity can help you build strong digital relationships, keep users' clicks safe, and free up developers' time?

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