



2024

Automate Identity to
streamline processes

How automating Identity
helps you scale

Do more with less: how automating Identity saves hours and boosts efficiency



okta

Automating Identity

70%

Automation is on the rise

The number of organisations expected to invest in automation is expected to increase to 70% by 2027.

Why invest in automation?

Manually managing customer and employee identities is a labour-intensive task – often leading to errors that can significantly impact security, compliance, operational efficiency, and customer experience. IT teams face mounting pressures as they grapple with evolving employee and customer demands within tight budget constraints. They are tasked with staying in step with digital transformation, ensuring universal and swift access to essential apps and tools for their workforce, and delivering secure, seamless login experiences that instil customer trust and bolster competitiveness.

For many growing businesses, these challenges can be tough – but technology has once again provided a solution. Automation is on the rise, and while only 30% of organisations have invested in it today, that number is expected to increase to 70% by 2027¹. But what benefits does automation bring? Why is now the right time to consider investing in it? And what steps can businesses take to ensure they maximise the return on their investment? In this booklet, we will use valuable insights and real-world examples to address all of these questions.

Though often overlooked, automation can add huge value to daily workflows. From an efficiency standpoint, IT practitioners told Forrester that they typically realise 15% to 30% savings in operational costs through the application of automation.² Another study found that companies that invest heavily in automation are able to reduce costs by 22%, compared to laggards³.

Automation also aids in data organisation and reinforces digital security – as proven by an IBM study that highlighted a 65.2% difference in average breach cost (\$3.15 million) between companies with fully deployed security AI and automation vs none deployed (\$6.20 million)⁴. Considering this, investing in automation should be a top priority for any business looking to enhance efficiency and protect their digital assets.

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[1] Start Building Your Automation Team Now, Gartner 2022 ID G00770992

[2] [Robotic Process Automation Landscape report, Q3 2022](#) published by Forrester analyst [Bernhard Schaffrik](#) July 29, 2022)

[3] Automation Scorecard: How Companies That Invest Heavily Gain an Edge in Speed and Cost, [Bain & Company](#)

[4] [IBM Cost of a Data Breach report 2022](#)

What role does Identity play?

80%

reduction in IT time spent on manual, administrative tasks, including offboarding users and workflow reporting and auditing - [HESTA](#)

So, what role does Identity play in helping organisations with automation?

A modern Identity platform can automate many of the time-consuming tasks involved in managing authentication and access, with benefits for both your workforce and customers.

Automating Identity for your workforce

Automating Identity for employees enhances efficiency and productivity by automating user onboarding, offboarding, and access management processes. It streamlines the provisioning and deprovisioning of user accounts, access rights, and privileges, reducing the risk of errors and ensuring that employees have the right level of access from day one. This not only saves time and administrative effort, but also boosts employee productivity as they can quickly access the apps, tools and resources they need to do their jobs.

- **80% reduction in IT time** spent on manual, administrative tasks, including offboarding users and workflow reporting and auditing - [HESTA](#)
- **Less than 2 hours** to deploy new apps, when previously it took days - [Xero](#)



Identity automation can simplify user management, enhance security and streamline access control.

Automating Identity for customers

Automating Customer Identity simplifies the process of integrating new applications and services into a company's digital infrastructure. It eliminates the need for complex, time-consuming custom development, and coding, making it efficient and cost-effective. As the business expands and introduces additional digital touchpoints, Customer Identity automation scales to accommodate more users and services – ensuring a consistent and secure user experience as the company's digital footprint grows.

How can automation help drive success?

Identity automation can be a valuable asset for your business in several ways. It can simplify user management, enhance security and streamline access control, ultimately leading to improved operational efficiency and reduced IT overhead. Here's some examples of how.

- **Mitigate security breaches:** Proactively address security breaches by identifying and responding to suspicious login attempts and implement remediation measures to minimise the impact of security incidents.
- **Simplify privacy and consent:** Safeguard user privacy by implementing robust data protection measures and easily collect and manage user consent effectively to ensure compliance with relevant regulations.
- **Streamline the onboarding process for customers:** Automate the provisioning of access to downstream applications and enhance customer experience by reducing manual setup steps and potential errors.
- **Automate manual tasks and reduce costs:** Improve operational efficiency and resource utilisation by eliminating the need for manual intervention and schedule actions to be executed at specified times or events.
- **Drive customer conversions and boost profits:** Easily leverage and analyse customer data and behaviour to recommend products or services that align with their interests and needs.

How to get the most from automation

Investing in Identity automation can feel like a big step. And while we understand your concerns, here are some actions you can take to ensure you get the best return on your investment.

Gain stakeholder agreement: Start by ensuring that all stakeholders understand how automation can benefit the organisation. While some automations are straightforward integrations, it's helpful to document your processes and clarify how automation will make them more efficient.

Document processes: Before diving into automation, document your existing processes. This step allows you to identify areas where automation can simplify tasks and improve integration. It's like laying out a map of your workflow, making it easier to spot opportunities for automation.

Choose templates or create new flows: Determine whether you'll use existing automation templates or create custom flows tailored to your specific needs. This decision can significantly impact the effectiveness of your automation.

Incorporate automation into tech stack updates: When adding new tools or updating your technology stack, include an automation review as part of the onboarding process. This ensures that automation is integrated seamlessly with your evolving tech infrastructure.

Annual automation reviews: While daily tasks can keep you busy, it's essential to set aside a few hours each year to assess potential automation opportunities. This periodic review helps you stay up to date with the latest automation possibilities.

Quarterly automation scaling: As your roadmap and business needs evolve, so do your automation opportunities. Regularly collaborate with your service providers to identify areas where automation can enhance efficiency and speed up processes, adapting to your changing requirements.

Regularly collaborate with your service providers to identify areas where automation can enhance efficiency.

Conclusion

In today's digital-first world, Identity automation is a game-changer for many businesses. By embracing this technology, IT teams can achieve more with less and easily balance the scale between security, productivity, and innovation – all while managing tight budgets and evolving user demands.

Ready to start reaping the benefits of Identity automation?



About Okta

Learn more at: www.okta.com Okta is the leading independent provider of Identity for developers and the enterprise. The Okta Identity Cloud securely connects enterprises to their customers, partners, and employees. With deep integrations to over 7,000 applications, the Okta Identity Cloud enables simple and secure access for any user from any device.

Thousands of customers, including 20th Century Fox, Adobe, Dish Networks, Experian, Flex, LinkedIn, and News Corp, trust Okta to help them work faster, boost revenue and stay secure. Okta helps customers fulfil their missions faster by making it safe and easy to use the technologies they need to do their most significant work.

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