

Experience in the age of Security

Rob Otto – CTO EMEA - Ping Identity

Exceptional experiences start with secure identity



63%

of consumers are likely to leave an online service for a competitor who makes it significantly easier to log in¹

77%

of consumers have stopped creating an online account due to either too much security or required info²

85%

of executives agree that identity security technology is critical to overall user experience³

Bad actors know this just as much as you.

15B

The number of stolen credentials available on the dark web.

46%

The increase in fraud threats against businesses since the start of the pandemic

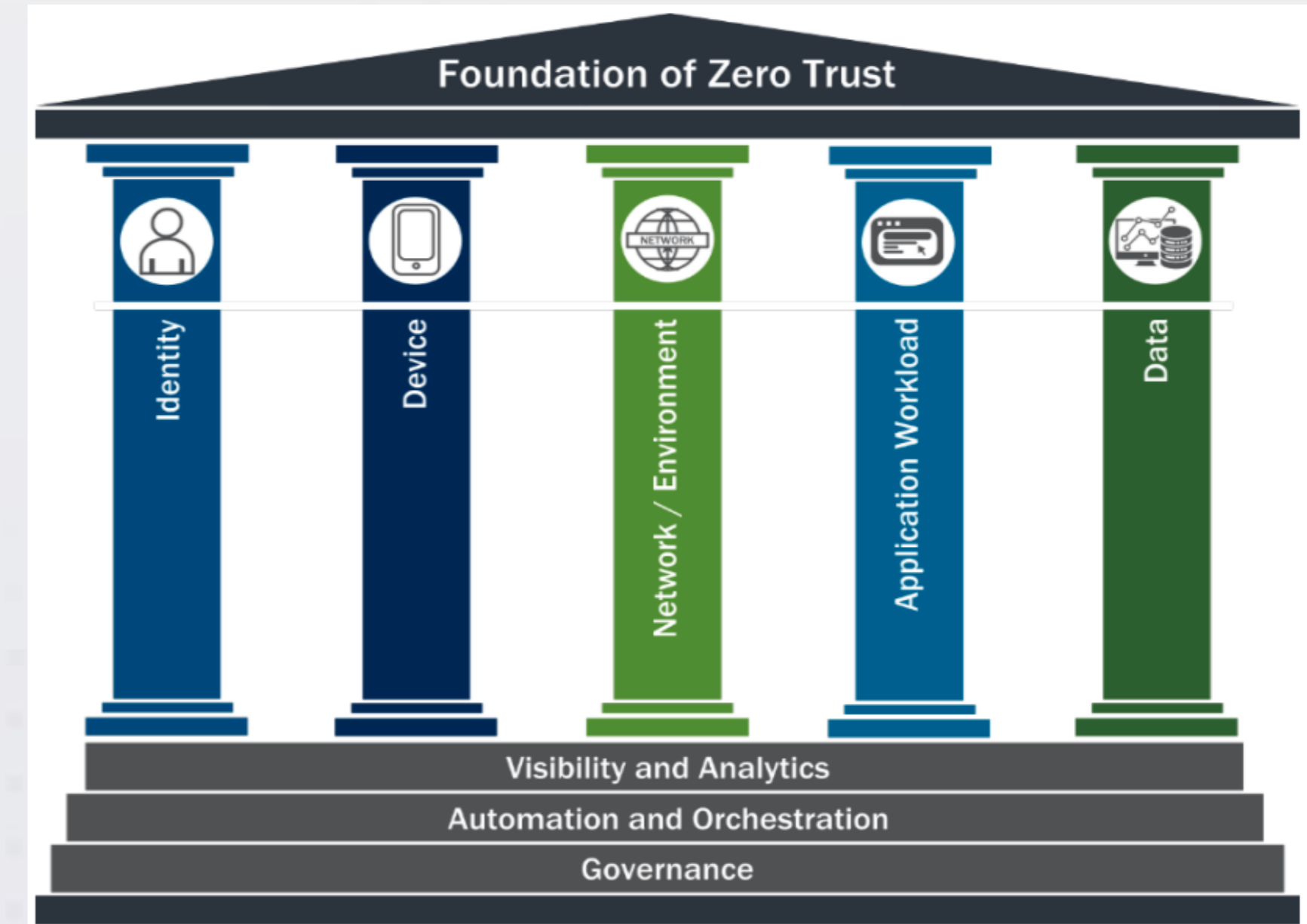
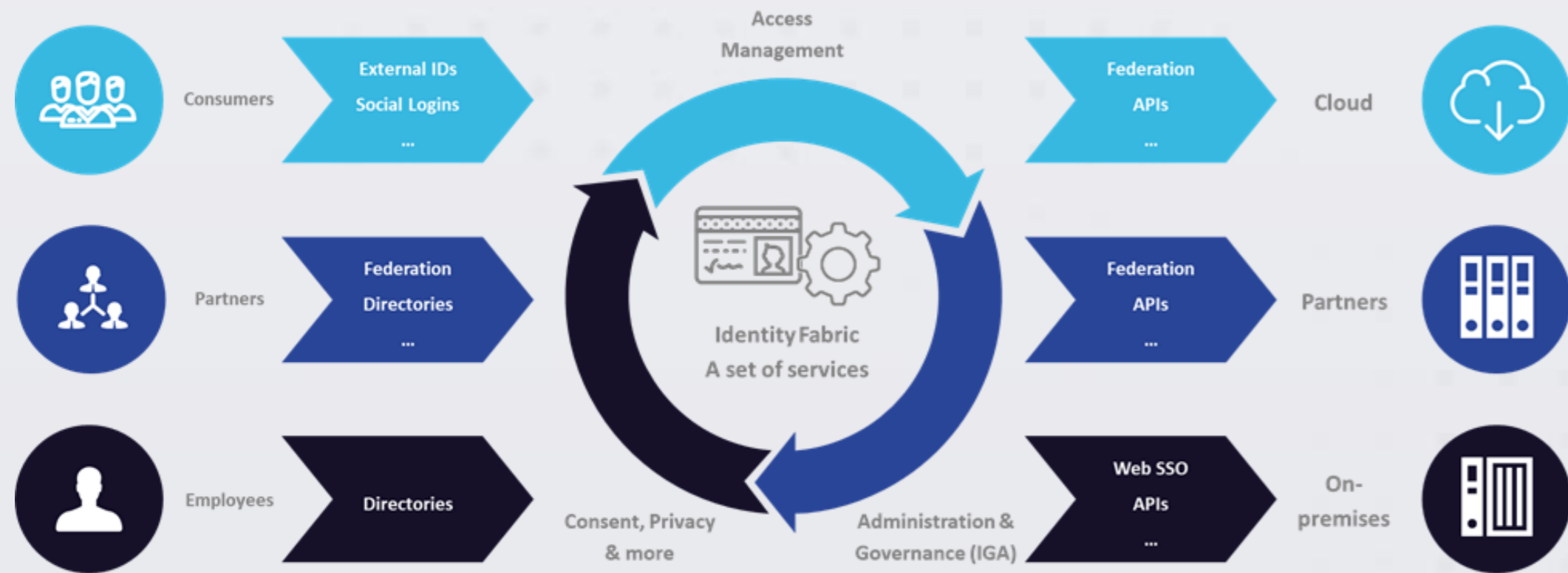
26%

Of all web traffic was associated with bad bots

Your Users Won't Help You Out



Best of Both Worlds Possible?



Identity Fabric

Zero Trust

The Experience Angle



No-Code Orchestration

Use a drag-and-drop approach to abstract away complexity in designing experiences

Integrations for Every Service

Out-of-the-box integrations reduce development time and custom code

Rapid Deployment

Get to market faster with quick updates to experiences that go into production in no time

Pre-Built Flows




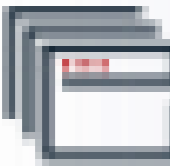

Access a library of templates for common use cases to get started quickly

Optimize Experiences

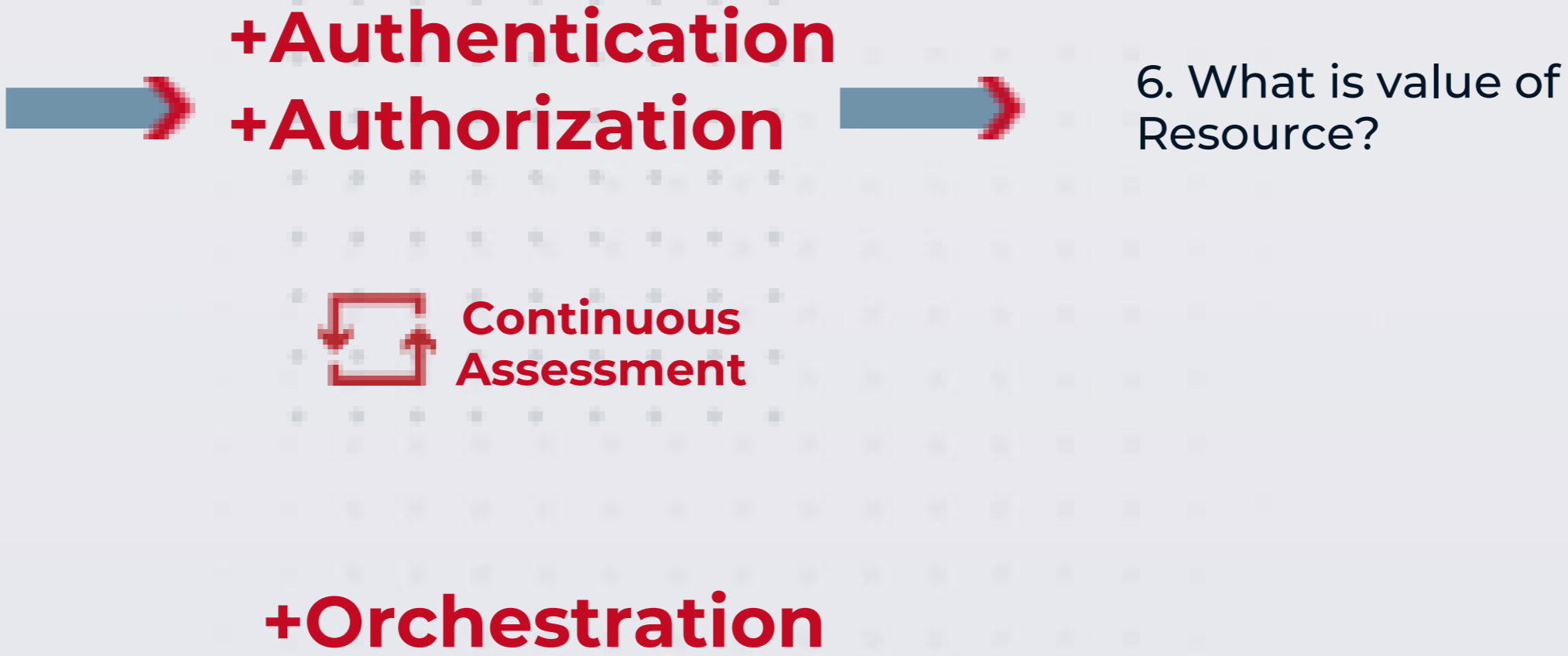
Use analytics and A/B testing to perfect every digital interaction



The Security Angle

Zero Trust Model

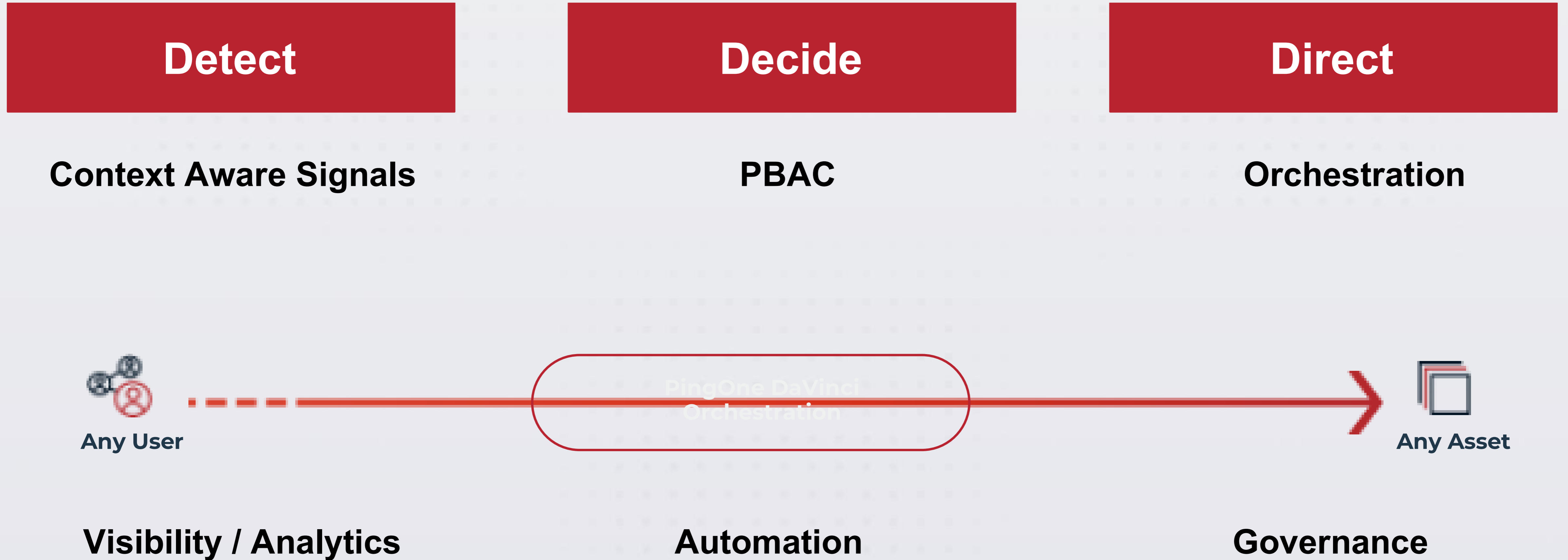
-  1. Who is this user (Identity)?
-  2. What is device's reputation?
-  3. What is the network?
-  4. What is the context?
-  5. What are risk indicators?

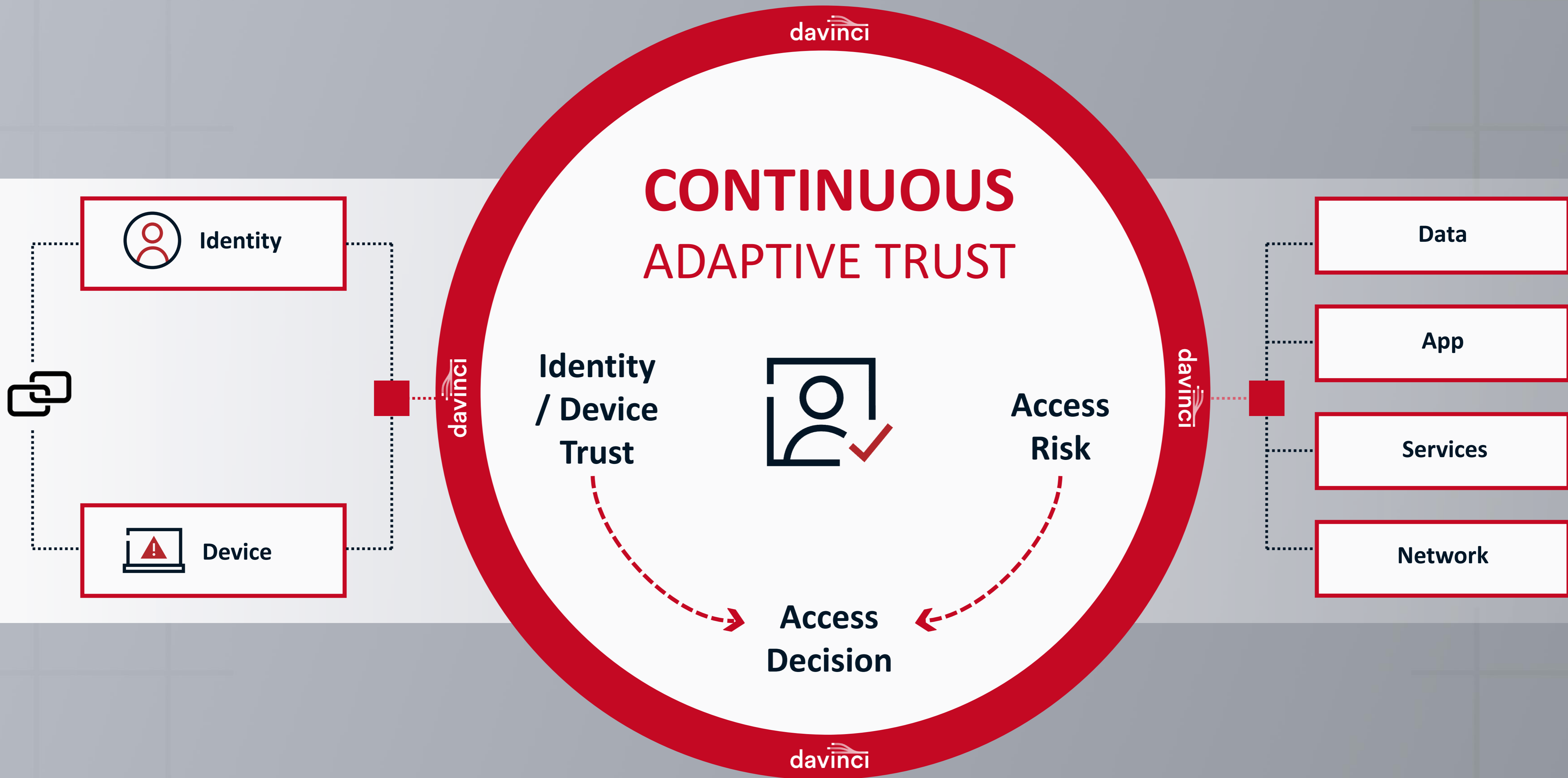
Should I connect this person or not?



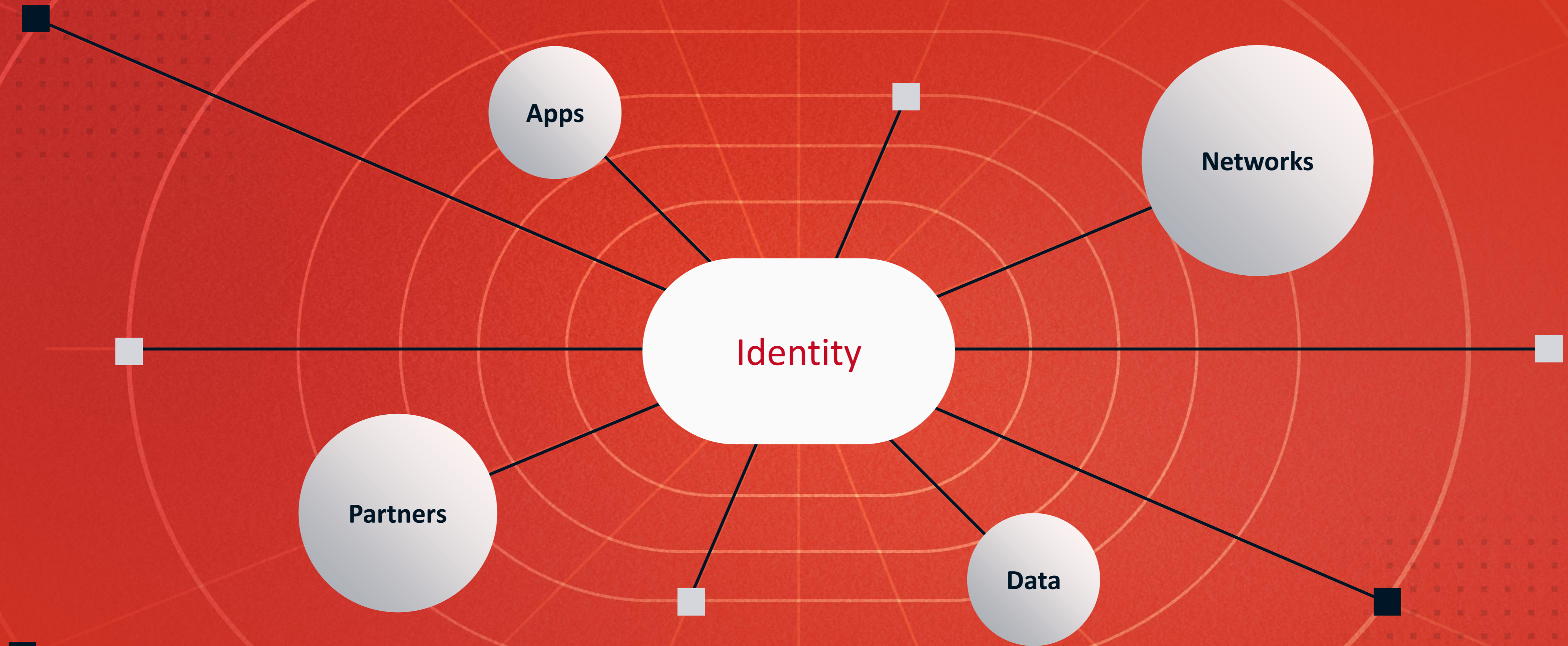
	Data
	App
iPaaS On-Prem Private Cloud	Services
VPC Segmentation	Network

Putting It Together





Our Vision? A BORDERLESS WORLD



SECURED THROUGH IDENTITY

A man in a dark blue suit and red tie is holding a red folder. The background is red with a white dot pattern. The text "Thank You" is written in white on the left side of the image.

Thank You