

Atlas Identity: rolling out Okta's best of breed IAM solutions across EMEA



Testimonial snapshot

Business profile

Founded in 2016, London-headquartered **Atlas Identity** specialises in providing robust and agile identity and access management (IAM) solutions to not-for-profits, startups, SMEs and large businesses across the EMEA. It aims to deliver transformational improvements to identity/access processes, acting as an open, honest and trusted expert in the field.

Business situation

From its inception, Atlas Identity recognised that IAM software delivered as a service via the cloud is much more agile, future-proof and secure than a traditional on-premises solution. Having tried out several IAM SaaS vendors, it decided that Okta offered the most comprehensive and advanced solution on the market.

Working in partnership with Okta, Atlas Identity now secures the IT services of over 50 small and large organisations across EMEA. This expansion has also seen Atlas Identity evolve beyond just providing technical delivery, with client engagements expanding out to cover all stages of identity service deployment such as licensing, project management, and managed service provision.

Solution

In Okta, Atlas Identity has found a partner that its clients trust to protect their workforce, partner and customers. Atlas Identity is growing its Okta client base through licensing, repeat business, word-of-mouth recommendations, and new software add-ons.

Why Okta?

- Okta is proven to have 99.99% uptime
- Okta's security credentials are always up-to-date
- Okta easily integrates and secures client applications
- Okta meets not only the core 80% of our client's typical requirements, but also the more complex 20% that makes it stand out from any other vendor.

Testimonial snapshot

Company

- Almost 20 Okta licences signed, with 25 targeted for 2022
- More than 10 joint clients and 5 Okta logos added within the last 12 months
- 4 fully accredited sales and pre-sales employees
- Okta Partner since 2016, reaching Premier Partner status in 2021



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Stephen Williams,
Founder and Managing Director, Atlas Identity

Understanding the client's journey

Providing an end-to-end solution for clients

Evidencing efficacy

Winning Okta Premier Partner status

For any business or organisation to survive and thrive in today's digital world it must ensure that only authorised users have access to its technological infrastructure at any time, and from anywhere. This requires a robust IAM solution. Founded in 2016, London-headquartered **Atlas Identity** specialises in delivering such systems to non-profits, startups, SMEs and large businesses across the UK.

"Our aim is to enable organisations to deliver transformational improvements to their identity and access processes, acting as an open, honest and trusted expert in this field," explains Stephen Williams, Founder and Managing Director of Atlas Identity. "We believe it's just as important to tell a client what not to do, as it is to guide them to the best identity processes and technology for them."

Stephen has always worked in the IAM space, and when he founded Atlas Identity he committed to only working with solutions that are delivered as a service, from experience he realised these solutions deliver maximum customer value in the shortest amount of time. "Originally, we worked with a couple of different identity Software as a Service (SaaS) systems, but it soon became clear which was by far the best and that was Okta. Okta is the primary solution we deploy now," Stephen reveals.

Understanding the client's journey

Atlas Identity's client base encompasses businesses of all shapes and sizes from local SMEs to large-scale multinationals, but each client gets the same personal treatment. When Stephen and his team first start working with a new client, they spend time getting to know what their IAM strategy must achieve. "We talk about their whole end-to-end process, and then devise a flexible, long-term plan to meet their needs," he says. "This might include assessing existing identity problems and the causes, and then developing an IAM roadmap. Deploying a new IAM solution, onboarding applications onto an identity service and advising on the most appropriate licences for a client."

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Okta supports Atlas Identity's clients with a wide array of identity features. The main advantage of Okta over its competitors is that it offers critical capabilities that are missing or immature in the products of other identity vendors, mentions Stephen. "HR-as-a-Source is a good example of this," he says. "Our clients benefit from having their HR systems directly integrated with Okta so that their IT Helpdesk team do not have to complete manual changes within multiple systems to onboard or offboard employees. When this is combined with Okta's Lifecycle Management and Workflows capabilities, it is possible to massively transform people management processes using Okta, which really cuts down on administrative costs for our clients."

When Atlas Identity started, almost every client sought their expertise for the enablement of **single sign-on** for employees (workforce). The primary goal was to minimise the operational and security challenges associated with employees working every day with multiple passwords. As Atlas Identity continued to grow and listen to client needs, a steady shift towards securing customer identities was identified. "Where once clients prioritised the securing of employee identities, we now see clients starting **customer identity and access management (CIAM)** at the same time as workforce identity projects. Our clients have acknowledged that customer identity is of equal importance and that they can trust us to keep their entire identity ecosystem secure," says Stephen. "And once they're happy with all their Okta deployments they then come back to us to request that we manage their services and provide ongoing support."

Evidencing efficacy

As with any new technology deployment, Atlas Identity often finds that its new clients have lots of questions regarding the stability and security of Okta's products. Stephen says: "New clients regularly have two main questions when we begin their Okta journey. They want to know what happens if Okta ever 'goes down', and also what precautions Okta takes to reduce the risk of being hacked. I simply point them to the evidence at **Trust.Okta.com**. Here they can see historic evidence that Okta has been available 99.99% of the time and that all its security certifications are up to date. That evidence gives all the reassurance they need."

Atlas Identity can provide evidence of its own successes in combating security breaches too. "Recently, a client of ours had a major breach with one of its workforce applications that held customer data. This application did not have multi-factor authentication in place. Through Okta, we were able to quickly secure the application and significantly reduce the risk of that happening again. This not only satisfied our client, but it also satisfied their auditors and returned the client to a better state of security and governance," explains Stephen.

Atlas Identity's expanding client base, many of which are long-term, is a testament to its success in building client relationships. "We often recommend that our clients

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start with the integration of three to five apps onto Okta, alongside core capabilities such as multi-factor authentication, single sign-on, and user provisioning. From this solid foundation, our client's regularly return for assistance with onboarding additional applications, and/or expansion into customer identities. Overall, our key success tracker is the number of clients that we have helped to meet their identity goals, using a platform that they understand and can grow in collaboration with us." says Stephen.

The England and Wales Cricket Board (ECB) is one such returning client. The ECB originally engaged with Atlas Identity to secure a new website for **The Hundred** competition. This later expanded to include an online shop and mobile app. "The client has now secured its main customer-facing web properties with Okta, for hundreds of thousands of users." says Stephen. "With Okta providing a single identity across its web properties, the ECB has been able to further develop its commercial offerings with new customer engagement channels."

Winning Okta Premier Partner status

Atlas Identity's growing Okta base led it to be promoted to Okta Premier Partner and Gold-tier status in 2021. Stephen is incredibly proud of this accolade and feels that this underscores the value that clients receive from Atlas Identity, the trust that has been built, and the enormous number of benefits that Okta delivers. "Being closer to Okta as a result of our elevated status, we are now consulted by Okta on the customer demand we are seeing, any feedback on the product itself, and how Okta's technical experts can help to make us more successful," he says.

Next, Stephen is looking to strengthen Atlas Identity's relationship with Okta further by offering software add-ons that supercharge Okta's capabilities for its clients, across both workforce and customer identity. Stephen concludes: "We are now creating bespoke Okta-powered solutions for some of our clients to meet specific requirements, based on our deep understanding of what they are trying to achieve as an outcome."

