

okta  
The World's  
Identity Company

Prepared for  
GCloud 15

Jan 2026



Okta, Inc.  
100 First Street, 6th Floor  
San Francisco, California 94105

**Re: Okta, Inc.'s Reply to GCloud 15**

To Whom It May Concern,

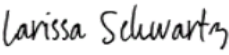
Please find enclosed Okta, Inc.'s ("Okta") response to your organization's request for GCloud 15 Submission in connection with a possible business transaction between your organization and Okta. We provide this information on an "as-is" basis, without any covenants, representations, or warranties, and nothing in our response shall constitute a contract, a partnership, or any other binding legal arrangement between your organization and Okta.

Any future functionality related to Okta's products or services (e.g., product roadmap features and delivery dates) that may be described in our response reflect Okta's current product development expectations and do not constitute a delivery commitment by Okta. Okta is not obligated to deliver such future functionality in the timeframe provided nor does Okta commit to making such future functionality generally available. Any purchasing, administrative, configuration, and/or presentation decisions made by your organization should be solely based on the functionality of the products and services that Okta currently makes generally available.

We have exercised best efforts to respond to your organization's requests. Please note, in reviewing our responses, that Okta cannot guarantee that information provided in this response will be included in any subsequent contractual agreements between your organization and Okta. There will be no force or effect and Okta is not subject to nor bound to any terms, conditions, flow down obligations, or click-through terms even if signed or otherwise agreed to by the parties, through an online portal, documentation delivery service, or any other form. However, if Okta is ultimately selected as the vendor of choice or as a provider of part of an overall solution offering, Okta will work in good faith with your organization to execute a definitive agreement applicable to the provision of Okta's services.

We look forward to the opportunity to work with you.

Sincerely,

DocuSigned by:  
  
E96AEB47DCF64FB...

Larissa Schwartz

*Chief Legal Officer*

# Table of Contents

|                                                     |           |
|-----------------------------------------------------|-----------|
| <b>Disclaimer</b>                                   | <b>1</b>  |
| <b>Executive Summary</b>                            | <b>3</b>  |
| Strategic Alignment with Public Sector Goals        | 3         |
| Core Capabilities                                   | 3         |
| Social Value & Impact                               | 3         |
| Conclusion                                          | 4         |
| Why Okta, Inc.                                      | 4         |
| AuthO Platform                                      | 5         |
| Conclusion                                          | 6         |
|                                                     | <b>6</b>  |
| <b>Okta Industry Recognition</b>                    | <b>7</b>  |
| <b>Our Products</b>                                 | <b>10</b> |
| <b>AuthO Platform</b>                               | <b>12</b> |
| AuthO Platform                                      | 13        |
| Auth0 for AI Agents                                 | 13        |
| Access Management                                   | 14        |
| Extensibility                                       | 14        |
| Security                                            | 14        |
| User Management                                     | 15        |
| Authentication                                      | 16        |
| AuthO Platform Features                             | 16        |
| Universal Login                                     | 16        |
| Single Sign-on                                      | 17        |
| Multi-factor Authentication                         | 19        |
| Adaptive Multi-factor Authentication                | 20        |
| Actions & Extensibility                             | 20        |
| Machine-to-Machine                                  | 22        |
| Passwordless                                        | 22        |
| Attack Protection                                   | 24        |
| Private Cloud                                       | 25        |
| AuthO Fine-Grained Authorization                    | 26        |
| <b>Customer Success and Implementation Services</b> | <b>29</b> |
| Customer Success                                    | 29        |
| Implementation Services                             | 30        |
| <b>Social and Environmental Responsibility</b>      | <b>31</b> |



# Disclaimer

Okta's response herein may contain proprietary information, trade secrets, and confidential pricing and financial data ("Proprietary Information"), and therefore may be exempt from further disclosure, in whole or in part, under the Freedom of Information Act (5 U.S.C. § 552(b)(4)) and the Trade Secrets Act (18 U.S.C. § 1905), or any Public Disclosure Law. Further, the information and data contained in Okta's response shall not be duplicated, used, or disclosed -- in whole or in part -- for any purpose other than to evaluate Okta's products and services, or to learn more about the identity and access management marketplace generally. Okta's response shall not be incorporated in whole or in part into any resultant award, and any of Okta's Proprietary Information incorporated into such an award shall not be disclosed publicly.

Okta pricing provided in this response is conditional upon the purchaser's understanding and acceptance of Okta's enterprise cloud subscription service and the core principles of the one-to-many business model which are reflected in Okta's MSA and associated documentation. Okta's Service is provided on a single code line and runs on the same operational infrastructure using the same security and support operations for all of Okta's customers. The Okta Service relies on the standardization of Okta's operations and Okta does not agree to individual customer's security or support policies that do not accurately reflect Okta's security controls and single back-end support model.

100 First St.  
San Francisco, CA 94105  
888-722-7871

GLCLOUD 15

Dear Public Sector Clients

Okta's Auth0 solution delivers a set of extensible building blocks, exposed through APIs and protocols, with amazing user experiences for operators of the identity ecosystem. Our platform solves for any use case without having to compromise in the balance of customer convenience, privacy, and security. Okta was designed from the ground up to deliver a modern identity and access management platform that meets customer requirements while avoiding common pitfalls that hinder performance and limit customer value, as outlined in the following table.

| Okta                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Traditional Identity Platforms                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>+ Cloud native with 99.99% availability</li><li>+ Rapid time to value</li><li>+ Customizable and extensible</li><li>+ Modern workflow orchestration</li><li>+ Breadth of pre-built integrations</li><li>+ Integrated security and attack protection</li><li>+ No-, low-, and pro-code options for a developer and operator-friendly experiences</li><li>+ Upfront cost</li><li>+ Identity expertise (Gartner Magic Quadrant leader for nine consecutive years)</li></ul> | <ul style="list-style-type: none"><li>- Legacy</li><li>- On premise</li><li>- Slow deployment timelines</li><li>- IT workflows</li><li>- Prescriptive</li><li>- Single-use-case point solutions</li><li>- No and low code only</li><li>- Lacks developer support</li><li>- Unpredictable cost</li><li>- Increased complexity</li></ul> |

Please don't hesitate to contact me with any questions or to schedule a meeting.

Sincerely, Donna Joyce – Okta Public Sector Account Executive



# Executive Summary

Auth0 by Okta is a leading cloud-native Identity-as-a-Service (IDaaS) platform designed to provide UK Public Sector organizations with a secure, scalable, and highly extensible identity foundation. As government departments transition away from legacy infrastructure, Auth0 acts as a modern abstraction layer, centralizing authentication and authorization for both citizen-facing digital services and internal workforce applications.

## Strategic Alignment with Public Sector Goals

Auth0 is purpose-built to help authorities meet the Government Design Service (GDS) standards and the NCSC Cloud Security Principles. Our platform facilitates:

- **Digital Transformation:** Accelerating the delivery of "Cloud First" initiatives by decoupling identity from underlying application code.
- **Security & Resilience:** Protecting public data through Adaptive Multi-Factor Authentication (MFA) and automated threat detection (e.g., breached credential detection).
- **Frictionless Citizen Access:** Providing a "Single Sign-On" (SSO) experience across multiple departments, reducing barriers to essential services.

## Core Capabilities

- **Universal Identity Integration:** Seamlessly bridge disparate identity stores—including NHSmail, Active Directory, and social providers—into a single, unified login experience.
- **Extensible "Actions" Framework:** A serverless environment that allows developers to customize the identity pipeline with low-code/no-code logic, enabling rapid integration with UK-specific vetting services or external databases.
- **Security at Scale:** Enterprise-grade security featuring SOC2 Type II, ISO 27001, and ISO 27018 certifications. Auth0 supports UK-based data residency, ensuring compliance with UK GDPR and local data sovereignty requirements.
- **Standardized Interoperability:** Built on open standards (OIDC, OAuth 2.0, SAML), Auth0 eliminates vendor lock-in and aligns with the UK Government's Technology Code of Practice.

## Social Value & Impact

In alignment with the G-Cloud 15 Social Value Model, Auth0 by Okta is committed to:

- **Fighting Climate Change:** Reducing the environmental impact of government IT by transitioning high-energy, on-premise hardware to a carbon-efficient, multi-tenant cloud architecture.
- **Inclusive Design:** Ensuring all login interfaces are WCAG 2.1 compliant, making digital public services accessible to all citizens regardless of their physical or cognitive abilities.
- **Economic Growth:** Supporting the UK digital economy through local partnership ecosystems and investment in cybersecurity skills training.

## Conclusion

Auth0 by Okta provides the UK Public Sector with the agility of a modern SaaS platform combined with the rigorous security posture required for critical national infrastructure. By choosing Auth0 on G-Cloud 15, departments can focus on their core mission—serving the public—while leaving the complexity of identity, security, and compliance to the experts.

## Why Okta, Inc.

Okta, Inc. is The World's Identity Company™. We secure Identity, so everyone is free to safely use any technology. Our customer and workforce solutions empower businesses and developers to use the power of Identity to drive security, efficiencies, and success — all while protecting their users, employees, and partners. With flexibility and neutrality at the core of our Okta Platform and Auth0 Platform, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and thousands of pre-built integrations. We're building a world where Identity belongs to you.

**2009    19,300+    20    6,000+    9 years**

**Founded**

**Customers**

**Global Offices**

**Employees**

**Gartner MQ Leader**

Okta's fully managed software-as-a-service solution is delivered as a multi-tenant service built from the ground up. Customers benefit from regular product updates, 99.99% availability with zero planned downtime, pre-built UIs, and comprehensive documentation that streamlines time-to-value for our customers. These are some of the reasons why Okta continues to be a leader in both Gartner's Access Management Magic Quadrant and Forrester's Identity as a Service Wave as well as Gartner's Customers' Choice in Access Management.



### Intentionally Neutral

We design easy-to-integrate solutions *that free everyone to safely use any technology* regardless of platform, device, or location.



### Universally Trusted

The world's most trusted brands *trust* Okta to provide *the right people access to the right things at the right time*.



### Relentlessly Committed

We're **100% committed to advancing and innovating Identity**—no distractions, no other priorities.

Learn why the world's leading brands trust Okta for authentication, authorization, and more at [Okta](#).

## AuthO Platform

For the UK Public Sector, your developers are at the heart of innovation. The AuthO platform is designed to empower them with a highly customizable and flexible identity solution that removes complexity from the equation. By providing secure access to any application for any user, AuthO allows your teams to focus on building great products, not on managing authentication infrastructure.

AuthO is a modern, developer-friendly identity platform that simplifies integration and accelerates time to market. With full support for over 30 languages, extensive SDKs, and live documentation, AuthO enables your teams to achieve their authentication goals with minimal effort. This approach not only frees up valuable internal resources but also helps your organization stay ahead of the competition.

### Key Strengths of AuthO

The AuthO platform is designed to be comprehensive, extensible, and secure. We are well-positioned to meet your requirements with the following key features:

- **Customizable and Extensible:** AuthO offers a truly independent and neutral platform. You can use our pre-built integrations with over 60 social and identity provider (IdP) connections, or leverage our customizable actions and APIs to build unique, complex identity flows that fit your exact needs.

- **Security and Reliability:** We support billions of logins each month with a guaranteed 99.99% uptime. Our multi-cloud encryption architecture and extensive compliance certifications—from HIPAA to PCI—ensure your solution is trusted and secure. Our adaptive security features, including Bot Detection and breached password protection, can be enabled with a simple toggle, protecting your users from modern threats.
- **Ease of Use:** With our centralized admin console, role-based access controls, and over 60 SDKs and quickstarts, developers can integrate our platform quickly. This ease of use, combined with our live documentation and developer tools, significantly reduces friction and accelerates development cycles.

By bringing together AuthO's expertise across developer communities with Okta's enterprise-grade platform, we provide a unified depth and breadth of identity solutions, empowering you to quickly integrate with the modern tech stack of today's developers.

## Conclusion

Okta is eager to earn your business and to work with you to elevate and modernize your identity and access management with the implementation of our comprehensive, extensible, and secure identity solution. Our commitment to helping you achieve and exceed your identity goals, coupled with our market-leading product as well as our identity expertise, will start your organization on a path to success. We look forward to working with you during the final steps of the vendor evaluation and selection process, and ultimately, we hope to support you as your long-term strategic partner in identity.

# Okta Industry Recognition

In 2009, Okta launched the world's first cloud-based identity and access management system, marking the birth of an industry that is now known as Identity and Access Management as a Service (IDaaS). Over time, Okta added a host of new products and features that further established identity as the modern security perimeter for Workforce Identity. In 2021, Okta acquired Auth0 to enhance its customer identity offerings and continue building an identity cloud that is broad enough for every use case, adaptable so developers can build on top of it, integrated into customers' technology stacks, and trusted with the highest standards for security, reliability, and scalability.

Today, Okta is the identity standard, with the most complete identity and access management offerings in the industry, trusted by over 19,300 organizations to solve some of their most intractable security problems ([www.okta.com/customers](http://www.okta.com/customers)).

**Gartner recognized Okta as a Leader in the Magic Quadrant™ for Access Management, November 2025.**

Gartner defines access management (AM) as tools that include authentication, authorization, single sign-on (SSO) and adaptive access capabilities for modern standards-based web applications, classic web applications and APIs.

This is the nine year in a row that Okta has been recognized as a Leader in the Magic Quadrant™ for Access Management.

*\*Gartner, Magic Quadrant for Access Management, Brian Guthrie, Nathan Harris, Yemi Davies, Steve Wessels, 11 November 2025.*

For additional information and to download the report, please see: [Okta named a Leader in Gartner® Magic Quadrant™ for Access Management for the 9th year in a row](#)



## Okta Recognized as a 2024 Gartner® Peer Insights™ Customers' Choice in Access Management

Okta is the only vendor to be recognized as a Customers' Choice for Access Management 6x in a row:

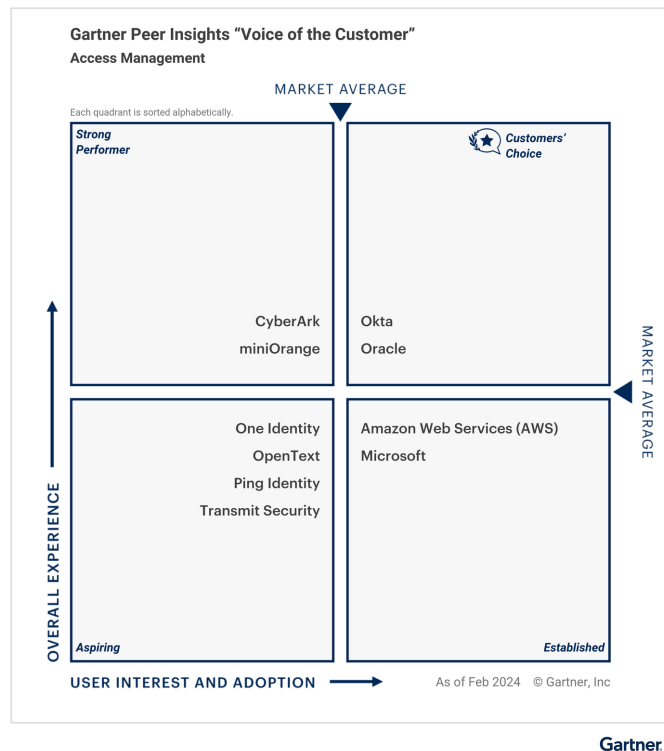
94% of reviewers said they would recommend Okta

Okta's impact on its enterprise customers and developers are well-expressed in these reviews:

- "The gold standard in Identity Management, Okta is an amazing platform."  
– IT leader in Healthcare and Biotech Industry (March 2024)
- "Best access management tool to enable secured logins for the users"  
– HR in Software industry (October 2023)

Source: Gartner Peer Insights 'Voice of the Customer': Access Management, April, 2024

For additional information and to download the report, please see: [Okta Recognized as a Gartner® Peer Insights™ Customers' Choice for Access Management](#)



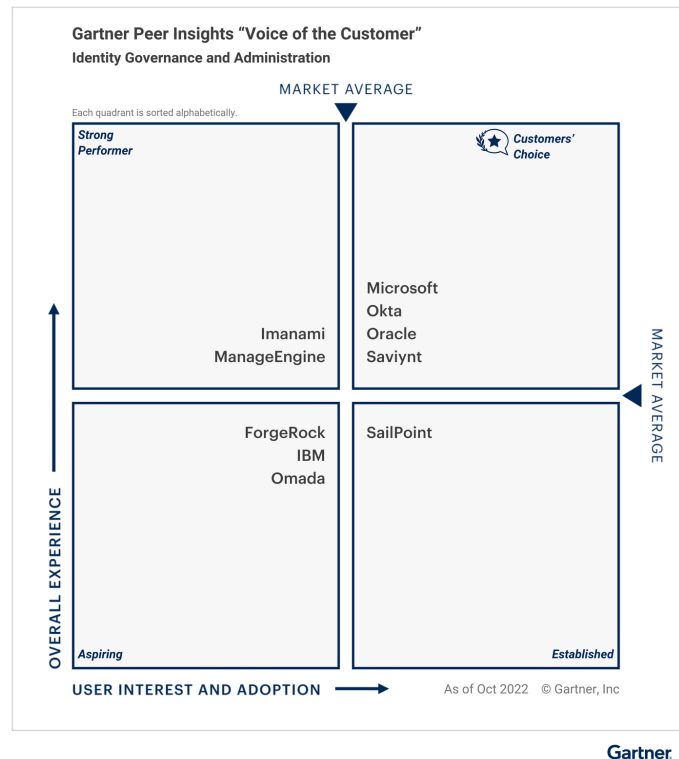
## Okta Recognized as a Gartner® Peer Insights™ Customers' Choice for IGA

Here's a snapshot of what Okta's customers shared with Gartner in the latest "Voice of the Customer" report:

- 92% of reviewers said they would recommend Okta, the highest willingness to recommend score among Customers' Choice vendors
- Okta received the highest Support Experience ratings among Customers' Choice vendors

In our customers' own words:

- "Okta Just Makes Life Easy...Can't go wrong with Okta. This has really simplified and streamlined the way we operate internally within our applications..." – Sales Manager, Software (July 2022)
- "A Comprehensive Identity Management Solution" – Software Engineer, Media (January 2022)



Source: Gartner Peer Insights 'Voice of the Customer': Identity Governance and Administration, December 28, 2022

For additional information and to download the report, please see: [Okta Recognized as a Gartner® Peer Insights™ Customers' Choice for IGA](#)

# Our Products

| Workforce & Customer Identity Solutions                                                                                                                                                                                                              |                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Integration Network • Workflows • Risk Signals • Insights                                                                                                                                                                                            |                                                                                                                                                                                                                                           |
| Trusted, extensible foundation with over 99.99% operational uptime                                                                                                                                                                                   |                                                                                                                                                                                                                                           |
| Okta Platform                                                                                                                                                                                                                                        | Auth0 Platform                                                                                                                                                                                                                            |
|  <b>okta</b><br><b>Seamless secure access for every user, from anywhere — from their first day to their last</b><br><br>Employees • Contractors • Business Partners |  <b>auth0</b><br><b>Simple, secure connections to customers across your digital experience</b><br><br>Consumer Apps and Digital Experiences • SaaS Apps |

Okta consists of the Okta Platform and Auth0 Platform. It is a one-stop solution that's comprehensive and customizable for all your evolving needs. Enable your organization to handle any workforce or customer identity use case while enhancing your security:

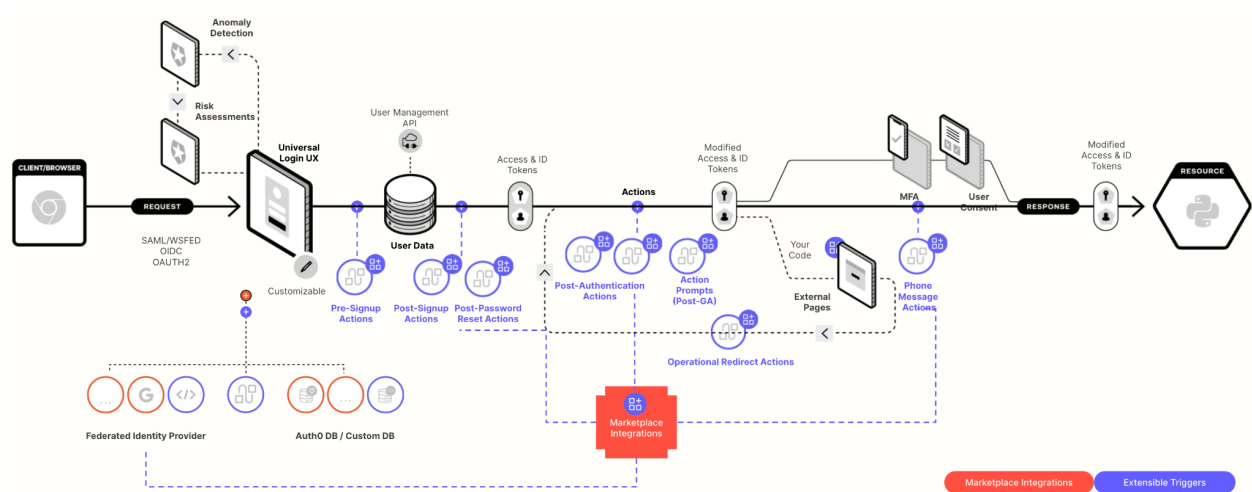
- **Okta is Cloud-based.** Okta is built from the ground up on cloud technologies and frameworks to deliver a scalable multi-tenant SaaS with regular upgrades and updates.
- **Okta is Universal.** Okta is an independent platform with support for a wide range of open standards, including OAuth, OIDC, SAML, WS Fed, AD/LDAP. Customers benefit from the Okta Integration Network, a catalog of 8,000+ pre-built application integrations, and the Auth0 Marketplace, which developers can leverage to quickly find and install third-party applications.
- **Okta is Reliable.** Okta provides all customers with 99.99% availability to the service with zero planned downtime and zero maintenance windows.
- **Okta is Easy.** Okta's solutions can be rapidly deployed, easily configured, and centrally administered, resulting in very fast time-to-value without the need for protracted services engagements.
- **Okta is Secure.** Okta's compliance program is built upon industry-standard certifications and authorizations. See <https://trust.okta.com/compliance>



# Auth0 Platform



The Auth0 Platform is built by developers for developers to deliver business requirements faster and more efficiently in an easily replicable process across all lines of business no matter the use case, application type, identity source, tech stack, branding needs, or third-party integrations. It's flexible, scalable, and easily customizable to meet customer identity needs across any use case.



The fact is, most businesses today demand hybrid use cases, and Auth0 is perfectly suited for this. The default configuration can be easily extended and customized for any business scenario using extensibility points that enable fine-tuned authentication and access control policies. The solution extends its flexibility to deployment models with fully managed, multi-tenanted, and single-tenant deployment offerings. Finally, Auth0 supports more than 60 social providers and many enterprise connections such as Okta, OIDC, SAML, Azure Active Directory, ADFS, LDAP, and more, that can be enabled instantly for ultimate flexibility.

Authentication is not easy. Whether it's a basic use case or a complex one that requires extensive customization across customers or product lines, global deployments, adaptive multi-factor authentication (MFA) policies, single sign-on (SSO), social login, Enterprise Federation, and more—Auth0 provides a feature-rich solution able to meet these needs. As part of Okta, we solve the most complex and large-scale identity use cases for global

enterprises with our extensible and easy-to-integrate platform, securing billions of logins every year.

Auth0 is an easy-to-implement, highly customizable authentication and authorization platform. We make your login box awesome and give companies the building blocks needed to balance security, privacy, and customer experience however they want. From increasing security checks to controlling user PII flows, you have the flexibility your users need.

## Auth0 Platform

| <div>Auth0 for AI Agents</div> <div>The Auth0 Platform provides a comprehensive identity layer for the era of Generative AI. As AI agents move from simple chatbots to autonomous actors that can execute tools and access sensitive data, Auth0 delivers the specialized building blocks needed to secure these interactions without reinventing authentication infrastructure.</div> |                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Token Vault                                                                                                                                                                                                                                                                                                                                                                            | Securely manages, stores, and refreshes API tokens (e.g., for Slack, Google, GitHub). AI agents can call external tools on a user's behalf without ever handling sensitive long-lived credentials directly.                          |
| Asynchronous Authorization                                                                                                                                                                                                                                                                                                                                                             | Uses the <b>CIBA</b> (Client-Initiated Backchannel Authentication) standard to implement "human-in-the-loop" workflows. Agents can request user approval for high-risk actions via push notifications even when the user is offline. |
| Fine-Grained Authorization (FGA) for RAG                                                                                                                                                                                                                                                                                                                                               | Enforces document-level and relationship-based access control within Retrieval Augmented Generation (RAG) pipelines. This ensures AI models only "see" and use data the specific user is authorized to access.                       |
| User-Scoped Agent Identities                                                                                                                                                                                                                                                                                                                                                           | Eliminates "god-mode" API keys by tying agent actions to a verified user identity. Agents receive short-lived, scoped OAuth 2.0 tokens that inherit the user's specific permissions and context.                                     |
| AI Framework Integrations                                                                                                                                                                                                                                                                                                                                                              | Offers out-of-the-box support and SDKs for leading AI frameworks, including LangChain, LlamaIndex, Vercel AI SDK, and Model Context Protocol (MCP).                                                                                  |

## Access Management

Define access roles for the end users of your applications and APIs and extend your authorization capabilities to implement dynamic access control.

|                                  |                                                                                                                                                                                                                                         |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| API Authorization                | Fully leverage the API economy with authorization capabilities using scopes and granular permissions for first-party, 3rd-party, and non-interactive (machine-to-machine) client applications.                                          |
| Role-based Access Control (RBAC) | Assign permissions to users based on their <a href="#">roles within an organization</a> . This creates a simple, manageable approach to access management that is less prone to error than assigning permissions to users individually. |
| Standards-Based Security         | Rest easy knowing your API is protected with <a href="#">open standards</a> using OAuth2 for secure communication.                                                                                                                      |

## Extensibility

Extend Auth0 to solve your unique identity needs, whenever and wherever you need.

|             |                                                                                                                                                                                                                                              |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Marketplace | Figuring out what you need to solve identity requirements is not always easy. Auth0's <a href="#">Marketplace</a> helps developers quickly find and install third-party identity solutions for their applications and APIs.                  |
| Actions     | Give your developers modern tooling to extend Auth0. <a href="#">Actions</a> feature a drag-and-drop flow editor, IntelliSense code completion, VS Code editors, drafting, version control, and enhanced testing and debugging capabilities. |

## Security

From MFA to bot detection, security and great customer experiences are no longer mutually exclusive.

|                             |                                                                                                                                                                  |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bot Detection & Prevention  | Use <a href="#">threat intelligence</a> to help tackle automated attacks such as credential stuffing.                                                            |
| Brute Force Protection      | <a href="#">Defend against velocity attacks</a> in which multiple attempts have been made to access accounts.                                                    |
| Breached Password Detection | Detect pre-auth if login credentials are part of a <a href="#">published security breach</a> .                                                                   |
| Adaptive MFA                | Reduce user friction by <a href="#">presenting MFA challenges only when the user interaction is considered suspicious</a> , reducing impact on conversion rates. |

## User Management

Create a delightful experience for you and your customers across the whole journey—from sign-up to purchase.

|                         |                                                                                                                                                                                                                                                                                                        |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| User Migration          | Migrating users can fill many application developers with dread. Auth0 provides <a href="#">multiple options</a> to migrate them all at once or gradually as they login. We make it easy for you with zero disruption to your users.                                                                   |
| User Profiles           | Get deeper insights into your <a href="#">customers' wants and needs</a> in a simple and easy-to-use management interface.                                                                                                                                                                             |
| User Connections        | Deliver <a href="#">frictionless registration and login experiences</a> . Enable users to create accounts, use social providers, or for your enterprise customers to federate easily with their identity provider. Give your user the freedom to choose from one or more of them with account linking. |
| Scalable User Directory | Auth0 offers <a href="#">a secure user directory</a> that scales to hundreds of millions of users. User core and custom user attributes to adapt the user experience or integrate them into your app.                                                                                                  |

## Authentication

Find out just how much your login box can do for your customers.

|                    |                                                                                                                                                                      |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Frictionless Login | <a href="#">Authenticate</a> users across all your applications and brands with a barrier-free, customizable login experience.                                       |
| Single Sign-On     | One login for all your apps to reduce risk and increase productivity with an <a href="#">SSO solution</a> that works for you and your users.                         |
| Passwordless       | <a href="#">Authenticate securely and efficiently without passwords</a> via email, SMS, or magic link.                                                               |
| Identities         | Whether social, enterprise, or legal <a href="#">identities</a> —your users have a multitude of online personas. Help them consolidate and interact with you freely. |

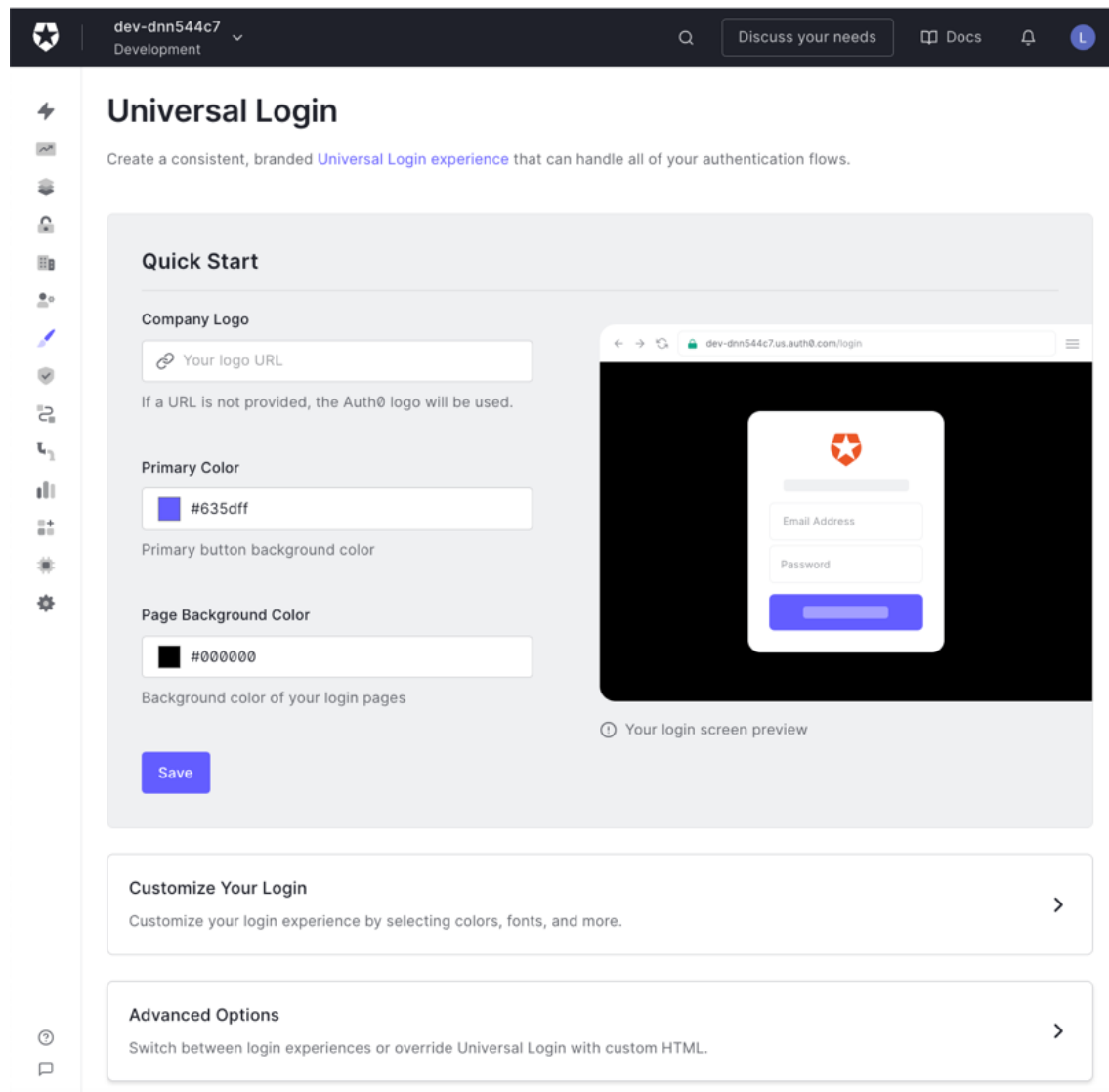
## Auth0 Platform Features

### Universal Login

With Universal Login, users are redirected to a central authorization server that supports reimagined logic flow, flexible UX design, and lightweight pages capable of easy branding and customizations for unique user experiences. Because authentication is taking place on the same domain as the login, credentials are not sent across origins, thereby increasing security and protecting against attacks such as phishing and bucket brigade attacks (sometimes called man-in-the-middle attacks).

By choosing Universal Login, the integration work to handle the various flavors of authentication is eliminated. Customers start off using a simple username and password to which other features such as social login and MFA can be added. All of this is dynamic and adjustable in real-time without requiring application-level changes because all functionality is driven by the web pages served by the centralized Authentication Server. Your application will benefit from any improvements Okta makes in the login flow without the need for you to change your code.

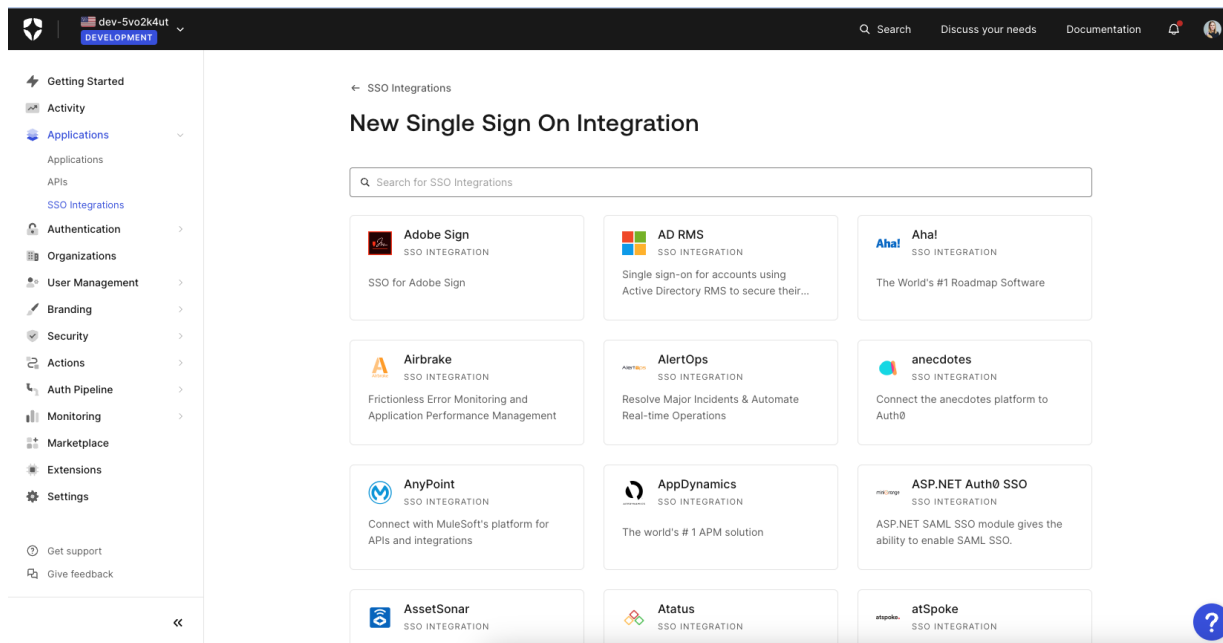
Finally, create a tailored, branded login experience by customizing the login page appearance and behavior from the Auth0 Dashboard. For more advanced use cases, you can modify the page templates to dynamically change the rendered look-and-feel per application or even groupings of applications.



## Single Sign-on

Single Sign On (SSO) provides a seamless experience for users when using your applications and services. Instead of having to remember separate sets of credentials for each application or service, users can simply log in once and access your full suite of applications. Whenever users go to a domain that requires authentication, they are redirected to the authentication domain where they may be asked to log in. If the user is

already logged in at the authentication domain, they can be immediately redirected to the original domain without signing in again.



Building and maintaining an identity platform with out-of-the-box SSO is expensive, time-consuming, and difficult to get right. In a recent survey, 94% of organizations said they were able to implement Auth0 in less than a month. With our out-of-the-box SSO functionality, you get the following:

|                           |                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Identity Providers</b> | <ul style="list-style-type: none"> <li>• SSO via traditional username and password authentication, social networks, enterprise federation, and more.</li> <li>• Configuration of any enterprise connection you or your customer use, including Active Directory, LDAP, ADFS, SAML, and more.</li> <li>• Consolidation of duplicate accounts across various providers with account linking.</li> </ul> |
| <b>Ease of Use</b>        | <ul style="list-style-type: none"> <li>• The freedom of writing your code once and integrating any configured connection.</li> <li>• Enable the Universal Login for a secure and consistent SSO login experience.</li> <li>• Leverage a custom domain to maintain your brand presence during the login flow.</li> </ul>                                                                               |
| <b>Certifications</b>     | <ul style="list-style-type: none"> <li>• Standards-based protocols including OpenID Connect, OAuth 2, and LDAP.</li> <li>• Compliance with leading standards and certifications including SOC2, GDPR, HIPAA, and others.</li> </ul>                                                                                                                                                                   |

## Management

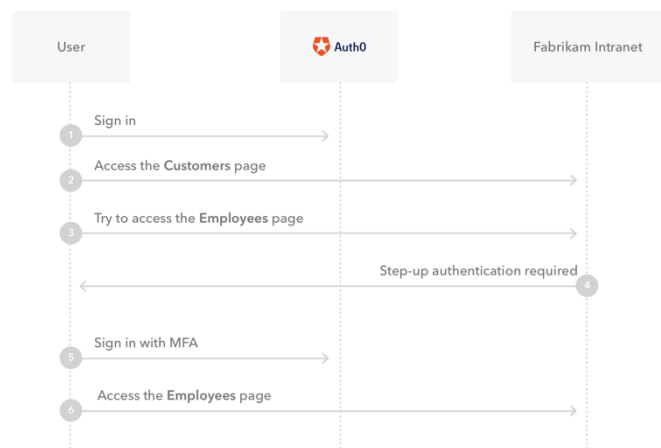
- Role based permissions
- Leverage actionable data for personalized targeting and omnichannel user growth.
- Use our powerful logs and log streaming capabilities for auditing and analysis.

## Multi-factor Authentication

MFA reduces the likelihood of many types of cyberattacks. It's common for malicious actors to steal breached passwords or programmatically attempt to attack user accounts. An additional MFA factor, such as a fingerprint or one-time password, impedes these violations. Okta offers MFA options that can be activated and adapted to your customer and business needs, whenever and wherever you choose. Adaptive MFA and Step-Up MFA, for example, deliver secure authentication around sensitive areas of your application or risk-triggered situations without sacrificing the user experience.

### Step-up Authentication

With step-up authentication, applications that allow access to different types of resources can require users to authenticate with a stronger authentication mechanism to access sensitive resources (such as billing pages, or high-risk transactions). Step-up authentication can be added to your app with Okta's extensible MFA support. Your app can verify that the user has logged in using MFA and, if not, require the user to step-up to access certain resources.



### Supported Factors

Auth0 supports MFA out of the box with the following authentication factors.

- Guardian Push Notification  
<https://auth0.com/docs/multifactor-authentication/factors/push>
- Any Third-Party OTP Authenticator (Google Authenticator, etc.)  
<https://auth0.com/docs/multifactor-authentication/factors/otp>
- SMS <https://auth0.com/docs/multifactor-authentication/factors/sms>

- Email <https://auth0.com/docs/multifactor-authentication/factors/email>
- Duo <https://auth0.com/docs/multifactor-authentication/factors/duo>

Auth0 provides MFA user interfaces for enrollment and challenges (for the supported providers listed above) as a part of Universal Login which can be fully customized and branded, as described: <https://auth0.com/docs/universal-login/guardian>.

## Adaptive Multi-factor Authentication

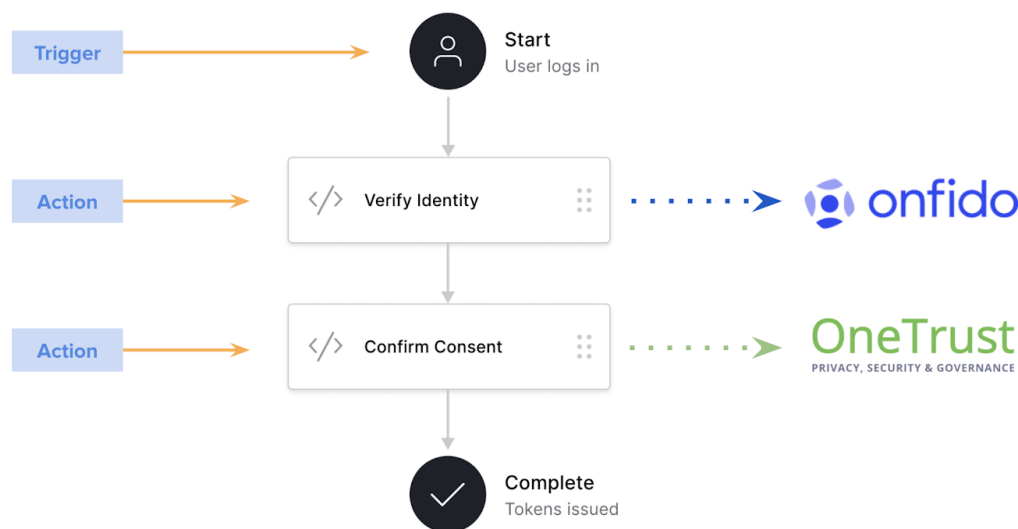
With Adaptive MFA, Auth0 can use a combination of three confidence scores to assess risk and assign an overall risk score, further detailed in the following table.

| Assessor                  | Risk Signal                                                                                                                | How it is computed                                                                                                                                                                                                                                           |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>New Device</b>         | User attempts to sign in from a device that has not been used to access the account in the last 30 days.                   | User agent and browser cookies identify a device. At login time, the device information is compared to the list of devices for the account.                                                                                                                  |
| <b>Impossible Travel</b>  | User attempts to sign in from a geolocation that indicates an impossible travel situation when compared to the last login. | The distance between the last valid location and the location of the attempted sign in is computed; the time difference between the sign in attempt is used to compute a hypothetical travel velocity. Velocity is compared to a reasonable travel velocity. |
| <b>Untrusted IP</b>       | User attempts to sign in from an IP address known to be associated with suspicious behavior.                               | Auth0 uses intelligence from traffic events to determine the likelihood that the IP address has been used by bad actors to perpetrate high velocity attacks.                                                                                                 |
| <b>Overall Risk Score</b> | A combination of all three factors above.                                                                                  | Auth0 automatically uses all three scores to assign an overall risk score. However, Actions can be used to modify and/or create your own logic based upon the risk assessors (or even external sources and partners, too).                                   |

## Actions & Extensibility

By enabling developers, businesses can quickly solve complex identity problems. Actions is our next-generation extensibility tooling built to give developers more customization options and a better development experience. Actions are tenant-specific, serverless Node.js functions hosted by Okta that execute at certain triggers during the runtime. Actions are used to customize and extend Auth0's capabilities based on custom logic. Code is stored and runs on infrastructure hosted and maintained by Okta.

The processes that can be extended with Actions are called "flows". Each flow is made up of one or more "triggers" and represents the logical pipeline through which information moves during a single point in the Auth0 journey. Multiple Actions can be added to a trigger, with each Action executing in the order in which it was placed. Some triggers are executed synchronously, blocking the flow in which they are involved, and some are executed asynchronously.



Actions and flows improve the developer experience through the following:

- **Flow Editor.** Visually drag and drop Actions to build custom identity flows. No need to rewrite code to reorder and reconfigure functions.
- **Modern code editing.** Easily write JavaScript functions with validation, IntelliSense code completion, and type definitions. Spend less time in docs with real-time syntax checking and auto-completion of commands and functions.
- **Drafting and version control.** Draft, review, and test custom code and flow configurations within a single user interface. Save your changes without having to commit to production.

- **Testing and debugging.** Quickly determine causality by tracking state changes. Each Action is uniquely tagged and can be traced for contextual information on why it failed.

## Machine-to-Machine

With AuthO's support for machine-to-machine (M2M) communication, enable secure access to APIs from another internal and/or external non-interactive third-party app with minimal configuration. Simplify communication between APIs and trusted services, and easily handle authentication and authorization for non-interactive applications ranging from IoT and trusted subsystem interactions to daemons.



### Application Backends

Enable app servers, APIs, and services to make authenticated requests to your API without the need of human interaction.



### CLIs

Build powerful tools and CLIs that can connect and authenticate to your APIs.



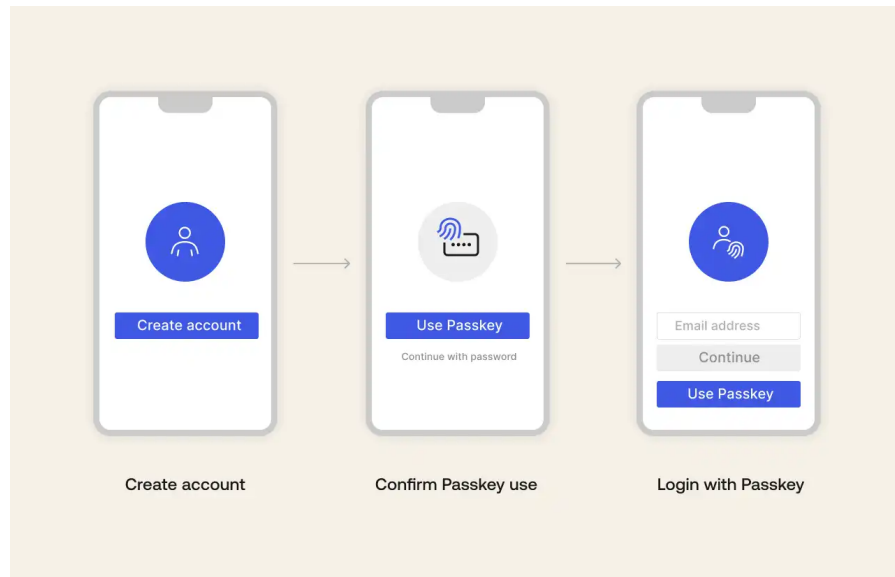
### Continuous Processes

Let job schedulers, daemons, and other system processes securely interact with your API.

## Passwordless

Over two-thirds of people reuse passwords across sites, resulting in an increasingly insecure technology ecosystem due to the large volume of exposed, insecure user credentials and resulting credential stuffing attacks. With passwordless connections, users can log in without a password. Instead, they use a variety of other authentication methods like Webauthn Biometrics, email, SMS, or a magic link sent to the user—mitigating the risk of bad actors being able to login using breached and/or reused credentials. Supported passwordless connections are outlined, as follows.

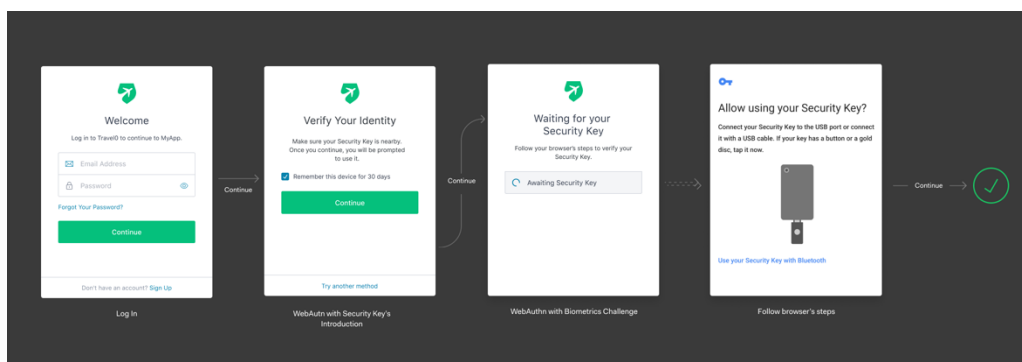
- **Email:** The user is asked to enter their email address, to which AuthO sends a one-time-use code. The user enters the code into your application.
- **Magic Link:** The user is asked to enter their email address, to which AuthO sends an email with a link in it. The user clicks the link and is directly logged in to your application.
- **SMS:** The user is asked to enter their phone number, to which Okta sends a one-time-use code.



## FIDO-II Compliant Authenticators (WebAuthn)

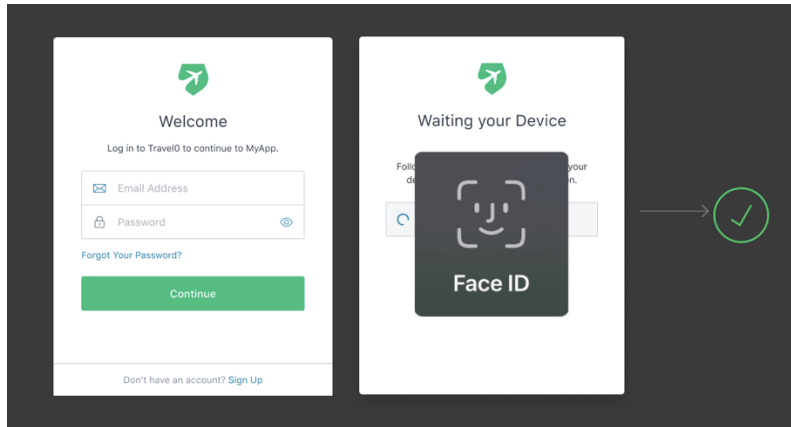
WebAuthn, our FIDO2 compliant authenticator, provides the combined benefit of minimum friction with maximum security. WebAuthn not only has a better completion rate (95 percent) than other authentication methods, but it also has a lower time to complete (5 seconds). Together, these characteristics mean that when you use WebAuthn for passwordless sign-in, you can expect higher end-user conversion and retention. WebAuthn allows users to authenticate using one of two methods:

- Roaming authenticators are removable and cross-platform, like a Yubikey, and can be used on multiple devices. To authenticate with a roaming authenticator, you need to connect it to the device (through USB, NFC, or Bluetooth), provide proof of presence (by touching it, for example), and optionally provide user verification, for example, by entering a PIN.



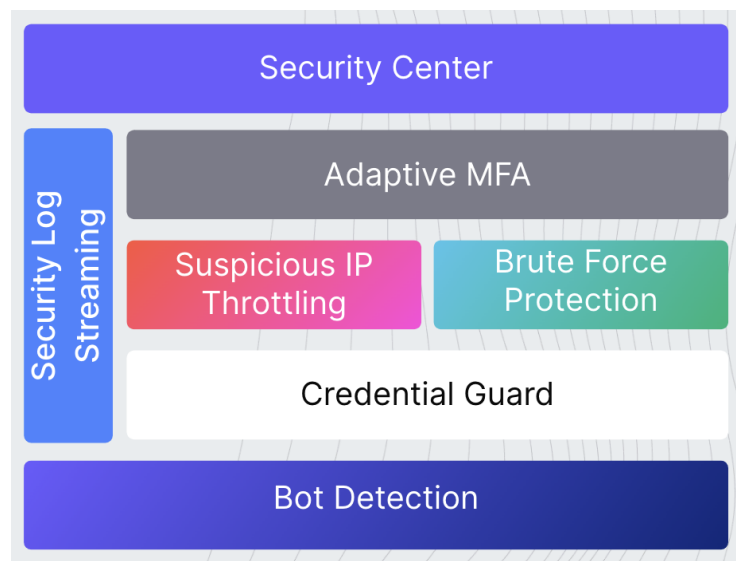
- Platform authenticators are enrolled at the browser-system level and only work for the specific combination enrolled. Some examples include MacBook's Touch ID,

Windows Hello, iOS Touch/Face ID, and Android's fingerprint/face recognition alongside common browsers like Chrome, Firefox, etc. Biometric data is stored on the device and never sent to the server. When biometrics cannot be used, alternative authentication methods are prompted for.



## Attack Protection

Attack Protection is a collection of features that can identify patterns in login behavior that do not resemble what is considered normal in a particular context and implement controls to place friction in the login experience to increase the cost for potential attackers and bad actors. The identification of patterns and placing of controls can take a variety of forms and flavors. For instance, outlier patterns during login can be in the form of a login attempt from a place or device never seen before for a particular user. Controls, for example, can take the form of login challenges (such as MFA) or CAPTCHA.



Auth0 provides easy-to-use attack protection features that can detect attacks and stop malicious actors from accessing your applications. The Attack Protection toolkit includes:

- **Bot Detection.** Mitigate scripted attacks by detecting when a request is likely to be coming from a bot. When triggered, it displays a CAPTCHA or Google reCAPTCHA step in the login experience to eliminate bot and scripted traffic.

<https://auth0.com/docs/secure/attack-protection/bot-detection>

- **Suspicious IP Throttling.** Block traffic from any suspicious IP addresses that rapidly attempt too many logins or signups. This helps protect your applications from high-velocity attacks that target multiple accounts.  
<https://auth0.com/docs/secure/attack-protection/suspicious-ip-throttling>
- **Brute Force Protection.** Safeguard against brute-force attacks that occur from a single IP address and target a single user account. When the same IP address tries and fails multiple times (for example, 10 times) to log in as the same user, brute-force protection can block and notify the user, along with notifying admins that a block has been placed.  
<https://auth0.com/docs/secure/attack-protection/brute-force-protection>
- **Breached Password Detection and Credential Guard.** Okta tracks large security breaches that occur on major third-party sites. If Okta identifies that any of your users' credentials were part of a breach, the breached password detection security feature triggers. Auth0 can notify users and/or block accounts that are at risk. For enterprise customers, Okta optionally offers Credential Guard to include a team of dedicated security experts who infiltrate criminal communities to gain access to exposed data as soon as breaches occur. With this advantage, customers can better protect their users and applications by resetting stolen passwords sooner.  
<https://auth0.com/docs/secure/attack-protection/breached-password-detection>

|                 | Breached Password Protection                                                         | Credential Guard                                                                                                        |
|-----------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Data collection | Web scanners and scrapers search for user credentials in published security breaches | Dedicated security team infiltrates criminal communities and gains access to breach data that isn't otherwise available |
| Detection time  | 7-13 months                                                                          | 12-36 hours                                                                                                             |
| Coverage        | English only                                                                         | 35 languages worldwide                                                                                                  |

## Private Cloud

The Private Cloud deployment option on AWS or Azure is a dedicated, fully managed instance of the Auth0 platform. It provides complete tenant isolation, data residency, higher performance guarantees, PCI compliance, separate development instances, and more. The Private Cloud service is often used when a customer needs to meet data residency

requirements and/or there is a requirement for a guaranteed level of requests per second (RPS).

### Data Residency and Isolation

With Private Cloud on AWS or Azure, you can choose the region where your data is stored. Auth0 can provide a list of available regions that use multiple availability zones for the deployment. All data can remain and be stored in the chosen region. This is crucial in instances where regulations prevent data from being stored or processed outside the origin region.

### Operational Differences

The table below compares each deployment option for Private Cloud on AWS.

| Feature                       | Public Cloud              | Private Cloud on AWS Basic | Private Cloud on AWS Performance | Private Cloud on AWS Performance Plus |
|-------------------------------|---------------------------|----------------------------|----------------------------------|---------------------------------------|
| Tenancy                       | Multi                     | Single                     | Single                           | Single                                |
| Requests per second (RPS)     | 100                       | 100                        | 500                              | 6,000                                 |
| Service level agreement (SLA) | 99.99%                    | 99.99%                     | 99.99%                           | 99.99%                                |
| Data residency                | Public cloud regions only | Yes                        | Yes                              | Yes                                   |
| Dev environment               | No                        | No                         | 1                                | 1                                     |

### Auth0 Fine-Grained Authorization

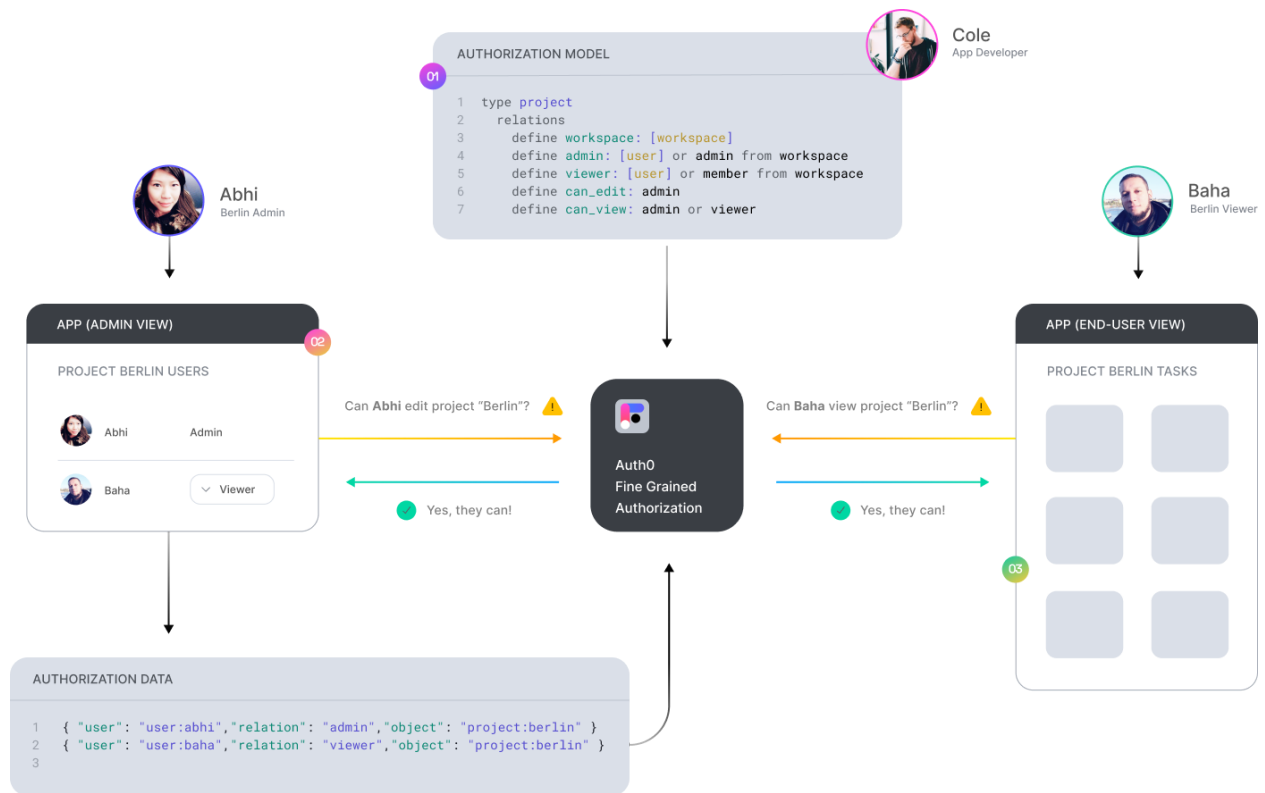
Available for both the Okta and Auth0 Platforms, Auth0 Fine-Grained Authorization (Auth0 FGA) provides a cloud-native, centralized, and API-driven approach to managing complex authorization requirements that is also flexible and scalable. Okta's centralized view into authorization policies allows customers to efficiently manage their compliance goals. Authorization as a service eliminates authorization complexity across systems, users, and

applications and delivers scalable and fully flexible authorization: customers can now use Okta to build team collaboration, multi-tenancy, custom roles, IoT, and cloud entitlement management.

In comparison, legacy identity vendors use traditional, role-based methods of authorization that have limited granularity, are static, and are implemented at the application level. Okta distinguishes itself with a cloud-native, centralized authorization as a service that speeds time-to-value by making it easier and faster for developers to build superior customer experiences, innovate rapidly, and scale their business.

#### Key Features and Benefits of AuthO FGA:

- **Centralized Authorization Management:** AuthO FGA allows organizations to manage all their authorization policies in a centralized location. This centralization simplifies the management of access control policies across multiple applications and services, reducing complexity and ensuring consistency in policy enforcement across the organization.
- **Policy-Based Access Control:** AuthO FGA supports policy-based access control (PBAC), enabling the definition of complex access control policies using an expressive policy language. This approach allows for granular control over who can access what resources under what conditions, improving the security posture of applications.
- **Scalability and Performance:** AuthO FGA is designed to be highly scalable, leveraging cloud-native infrastructure to handle high volumes of authorization requests with low latency. This ensures that authorization checks are performant even in large-scale, distributed environments.
- **Flexibility and Extensibility:** AuthO FGA provides an extensible framework that can be customized to meet specific business needs. It supports various data models and relationships, making it suitable for a wide range of use cases. Flexibility in defining policies and relationships allows organizations to tailor the authorization system to their unique requirements.
- **Ease of Integration:** AuthO FGA integrates seamlessly with existing Okta identity and access management (IAM) solutions, as well as other third-party services. Easy integration simplifies the adoption of fine-grained authorization and reduces the time and effort required to implement robust access control.



Learn more: <https://auth0.com/fine-grained-authorization>

# Customer Success and Implementation Services

## Customer Success

Okta has a complete customer support structure in place that includes 24x7x365 options, a 99.99% guaranteed uptime SLA, phone and online support. Our packages include Basic, Silver, and Gold. Additional information about Okta's support packages can be found here: <https://www.okta.com/services/success-and-support/>

|               |                                                       |                                                                                                     |                                                                                                                                                                                                     |                                                                                                                                           |
|---------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>  | Fundamental resources to get you started              | Included for all paying* customers with less than \$20k product subscription                        |  Access to public training and support center, including knowledge articles, documentation, and online communities |  24/5 online support                                   |
| <b>Silver</b> | 24/7 support you need, when you need it               | 15% of ARR and required for all customers with annual product subscription spend of \$20k to \$200k |  One Expert Learning Pass and 10% off additional training                                                        |  24/7 support                                        |
|               |                                                       |                                                                                                     |  Customized recommendations and self guided resources specific to your needs                                     |  One Oktane pass                                     |
| <b>Gold</b>   | Personalized engagements to accelerate business value | 25% of ARR and required for all customers with annual product subscription spend of \$200k+         |  Six Expert Learning Passes and 20% off additional training                                                      |  Fastest around-the-clock support response times     |
|               |                                                       |                                                                                                     |  Success planning and roadmap alignment tailored to your goals                                                   |  Two Oktane passes and other special access programs |
|               |                                                       |                                                                                                     |  Business and technical guidance from specialized experts                                                        |                                                                                                                                           |

\*does not include Auth0 Self-Service

# Implementation Services

Okta's Professional Services team comprises experienced consultants with many years of IAM background. A team of consultants will be assigned to guide you through planning, configuration, testing & implementation. For larger or complex implementations, Okta Professional Services offers our customers Identity Enablement & Advisory Services, to proactively mitigate operational & functional program risk. On-demand training videos, live instructor-led webinars, and other knowledge assets are available at no charge for all customers through the Okta Community. Hands-on lab courses are available for an extra fee.

It is worth noting that because Okta is a fully cloud service, our implementation fees are typically a fraction of the other vendors in the Leaders category of the Magic Quadrant. Our business is software driven and we aim to deliver as much functionality out of the box as possible, limiting the requirement for heavy customization.

Okta also has a large network of certified deployment partners. These companies range in size from small regional firms through the largest technology consulting firms in the world. All certified partners have made significant investments in training their people on how to successfully deploy Okta.

Okta provides ongoing professional services including:

- **Consultative services** to assist customers with strategic direction, reference architecture, and subject matter expertise on security, identity, risk, compliance, and IT service management.
- **Implementation services** available to assist customer plan, configure and deploy the Okta service.
- **Identity Enablement & Advisory Services** to assist our customers in optimizing their Identity Investment by showing how technology capabilities enable their organizational objectives with a multi-year, actionable, decision-centric roadmap.
- **Major tasks** such as user deployment, application configuration, application integration, Active Directory integration.

# Social and Environmental Responsibility

We believe Okta has a long-term responsibility to maximize benefits to our society, the environment, and all of our stakeholders, including our employees, customers, and communities. We take that responsibility seriously, and we'll lead Okta with the conviction that how we build the future is as important as what we build.

In May 2020, we launched our Sustainability & Responsible Technology Program. Our sustainability efforts are led by our executive leadership team and are reviewed by the Nominating and Corporate Governance Committee of our Board of Directors.

Our commitment to integrating ethical practices and sustainable operations into our business model, creating value for both stakeholders and society, is comprehensively detailed in Okta's Sustainability Fact Sheet. This report highlights our achievements and commitments in several key areas:

- **Protecting Customers:** Okta maintains robust security through significant investments, infrastructure hardening, and adherence to various industry certifications (ISO/IEC 27001, SOC 1 Type II, SOC 2 Type II, SOC 3, FedRAMP, PCI DSS, BSI-C5, ENS High, HDX, IRAP, TISAX) and data privacy regulations. Ethical business practices are reinforced through company policies and our [Code of Conduct](#).
- **Investing in People:** Talent, Connection, and Community is a core philosophy integrated into operational practices and employee programs, with transparent data provided. Okta signed the #EqualPayCA pledge and achieved 78% employee engagement favorability in FY2025.
- **Workforce training and development:** Okta aims to empower employees and foster a culture that focuses on engagement, performance, recognition, and development. In FY2025, Okta employees completed nearly 55,000 hours of training.
- **Environmental Training:** Okta provides employees with annual sustainability updates and training through company-wide all-hands meetings, internal education opportunities, and webinars during the annual Earth Week celebration. Okta helps customers meet their climate goals; Okta's own emission-reduction efforts (like energy efficiency and renewable energy) directly reduce their customers' Scope 3 (value chain) emissions.
- **Supporting Communities:** Okta announced a partnership with CodePath to create an open-source cybersecurity lab. This lab aims to train 3,000 students annually using simulated, real-world scenarios for identifying and addressing cyber threats. Okta funded the launch of Canada's first university-based cybersecurity clinic at Toronto Metropolitan University. This clinic will offer free cybersecurity services to

nonprofits and provide students with vital hands-on experience. For more information, see the [Okta for Good Impact Report](#).

- **Health, Safety, and Wellbeing:** Okta ensures a safe working environment and offers inclusive benefits including gender-neutral parental leave, global family-forming benefits, and mental health support.
- **Human Rights:** Okta established our [Responsible AI Principles](#) and shared our approach to [Responsible AI Innovation](#). We launched a [human rights webpage](#) sharing our commitment and related policies. Okta conducted human rights due diligence through a supply chain risk assessment.
- **Committing to Sustainability:** In FY2025, Okta launched its first [Environmental Policy](#), showcasing our commitment to the environment. Okta aims for 100% renewable energy and has validated science-based targets (SBTs) to reduce GHG emissions by 67% (Scope 1 & 2) and 42% (Scope 3 business travel/commuting) by FY2030.
- **EcoVadis- Third party certification:** Okta scored 60 on the EcoVadis Sustainability Assessment and achieved the “Committed” badge.. EcoVadis analyzes a supplier’s sustainability performance into a standardized, credible, and globally recognized metric. Okta’s EcoVadis scorecard can be requested within the EcoVadis portal.

More info can be found here: <https://www.okta.com/responsibility/>