

Is Authentication Costing You Revenue?

Managing modern identity is a challenging task. Keeping up with evolving standards, best practices and constantly patching security bugs and holes takes time and money away from your core business.

Building and managing modern identity in-house requires lots of time, money, and resources, but does not provide a great differentiator for your product. In fact, it puts a great burden on your organization. Rather than spending time implementing new features for your business, developers have to worry about data breaches and preventing unauthorized access. Is your organization prepared to build, manage, and support identity?

Enterprise customers and their users are demanding enterprise federation, single sign on, social connections, and much more. These features are challenging to implement and must be maintained taking valuable development cycles away from implementing your business logic. Having a modern identity platform in place can reduce risk, shorten your sales cycles and increase revenue for your organization. Let's discuss how.

Reducing Risk

Security and data breaches are highly damaging to organizations. According to a recent survey, 97% of consumers are unsettled by data breaches and 29% stated that it would take months to begin trusting the company again. Aside from the negative PR, financial costs in both penalties, lawsuits, and lost contracts can be very damaging to any organization.

Modern identity means having the tools to securely collect and protect user data the way your customers demand. Governance of user data is a key factor for many organizations, so supporting both federated connections like Active Directory and providing traditional username and password authentication can be the difference between closing and missing out on the deal. Additional features like multifactor authentication and anomaly detection lend credibility to your organization.

Decreasing the Sales Cycle

The enterprise sales cycle is already too long. Meetings, contracts, and due diligence slow the sales cycle. Having to build authentication and enterprise federation proof of concepts for various enterprise connections delay the process further. Not being able to support enterprise federation the way a customer requires can cost you the sale. Having enterprise federation should be a “check-the-box” item rather than a feature to be scrutinized.

Auth0 features a comprehensive enterprise toolkit that supports features like federation through all major identity providers, single sign on (SSO), auditing, analytics, and enhanced security features like multifactor authentication and anomaly detection. Many of these features can be enabled and configured with the flip of a switch and a few lines of code.



Increased Revenue

Having a modern authentication platform does not result in increased revenue alone. Freeing up your developers to focus on building the unique features of your business, on the other hand, does. A modern identity platform allows you to upsell your customers advanced features like single sign on (SSO), enterprise connections, and enhanced security features with ease. Give your developers the time and resources saved by offloading modern identity to Auth0 to focus on expanding your core business. Your developers can focus on developing new features, enhancing your platform, and providing better support while Auth0 provides a best in class modern identity platform that you and your customers can trust.

Authentication with Auth0

Auth0 provides a complete platform for managing modern identity. Our modern authentication toolkit gives your organization all the tools it needs to support:

- + Enterprise federation and single sign-on with just a few lines of code
- + Enterprise connections include: AD, LDAP, ADFS, SAML, Ping, Google Apps, and more
- + Social connections with all major providers including LinkedIn, Facebook, Twitter, Google, and more
- + Traditional username and password authentication with enhanced security features including multifactor authentication and anomaly detection
- + Painless user migration from existing systems without requiring password resets
- + Audit and view identity-based analytics to ensure organizational compliance
- + The authorization extension extends capabilities at time of login to meet any use case

Our platform is designed to run where you are, with both cloud and self-hosted options. At Auth0, our goal is to make identity simple and easy, so you can spend less time worrying about authentication and focus on what makes your product unique.

Try Auth0 for free at [Auth0.com](https://auth0.com) Or schedule a custom demo at email:

sales@auth0.com or phone: **(425) 312-652**