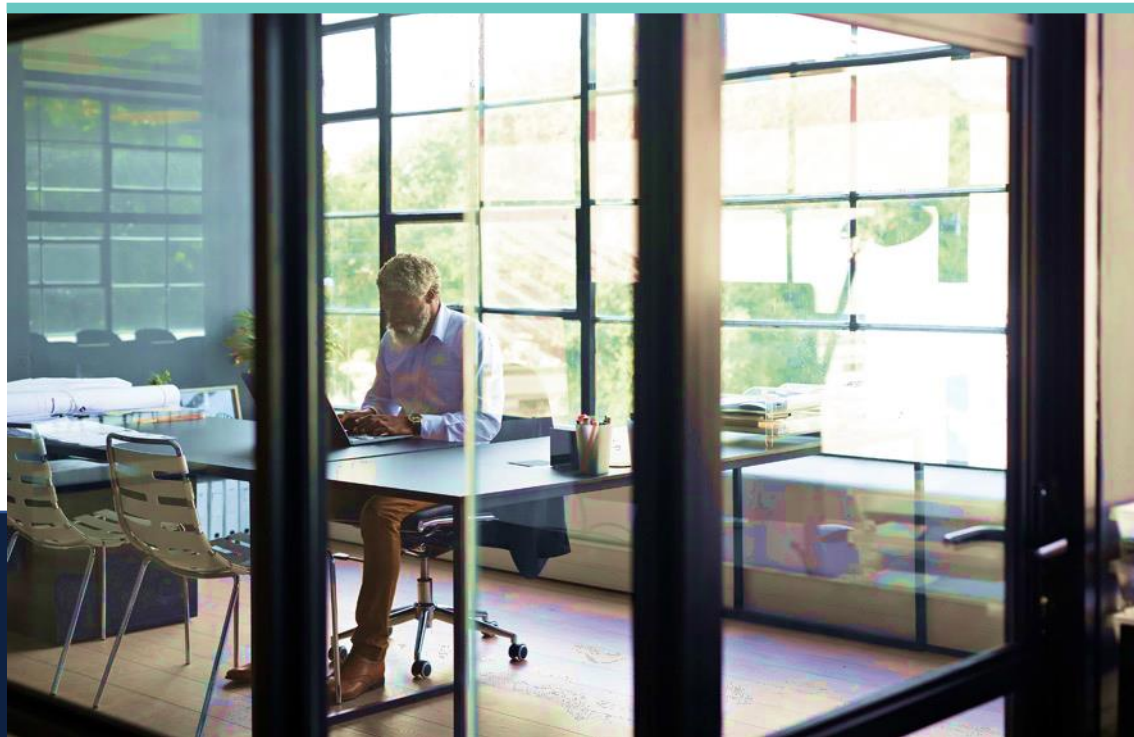


CUSTOMER IDENTITY AND ACCESS MANAGEMENT STRATEGIES

SUMMARY RESULTS



NOVEMBER 2024

WHO DID WE SURVEY?



Between August and October 2024, Gatepoint Research invited selected executives to participate in a survey themed *Customer Identity and Access Management Strategies*.

Candidates from several industries were invited via email and 85 executives have participated to date.

Management levels represented are all senior decision-makers: 7% hold the title CxO or are VPs, 20% are directors, 28% are senior or department managers, 45% are data, system, or application architects or engineers.

100% of responders participated voluntarily; none were engaged using telemarketing.

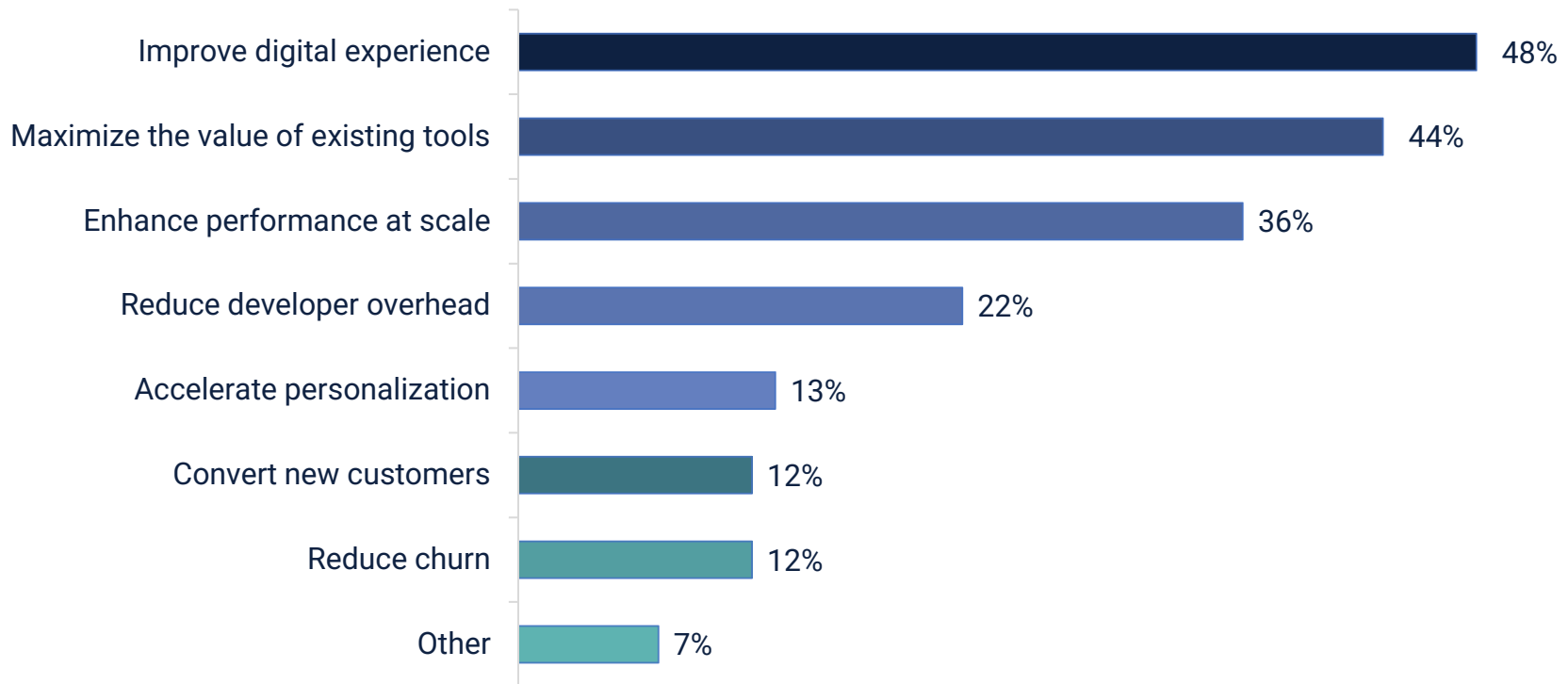
EXECUTIVE SUMMARY

Surveyed organizations prioritize enhancing digital experiences and maximizing the value of existing tools in identity and access management (IAM). Many use multi-factor authentication and single sign-on, but they face complexity in managing customer identities due to separate business units and global structures, impacting revenue when customer data is fragmented. To meet IAM goals, respondents emphasize the need for integration with all identity data sources, along with self-service options, passwordless login, and risk-based authentication to improve security and personalization.

This survey asks respondents to report:

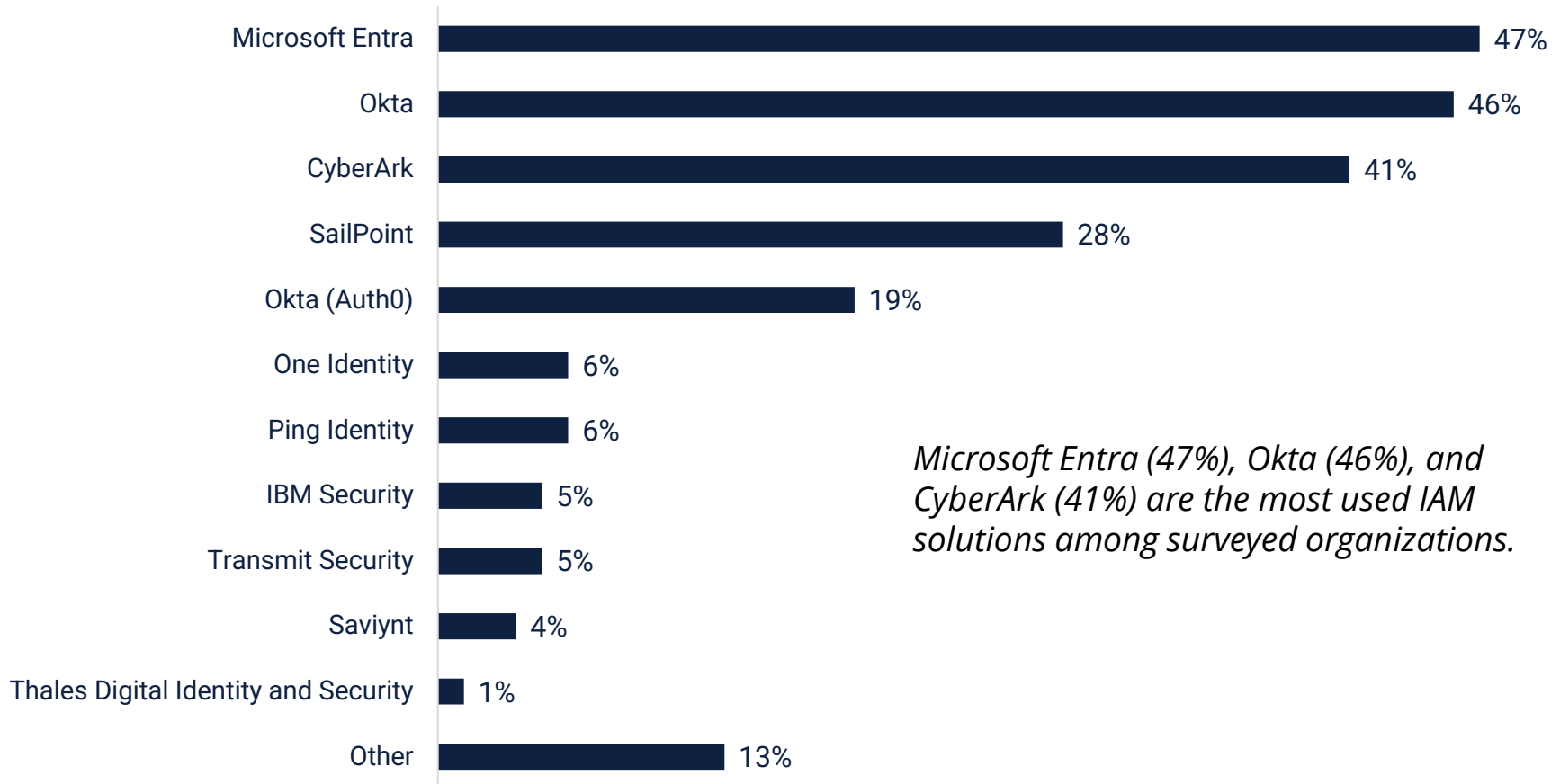
- What are your top two customer identity and access management (IAM) goals?
- Which methods do you use to authenticate identity access to your applications?
- What aspects of your business make managing customer identity complex?
- What capabilities do you need to add to meet your revenue and customer IAM goals?

What are your top two customer identity and access management (IAM) goals?

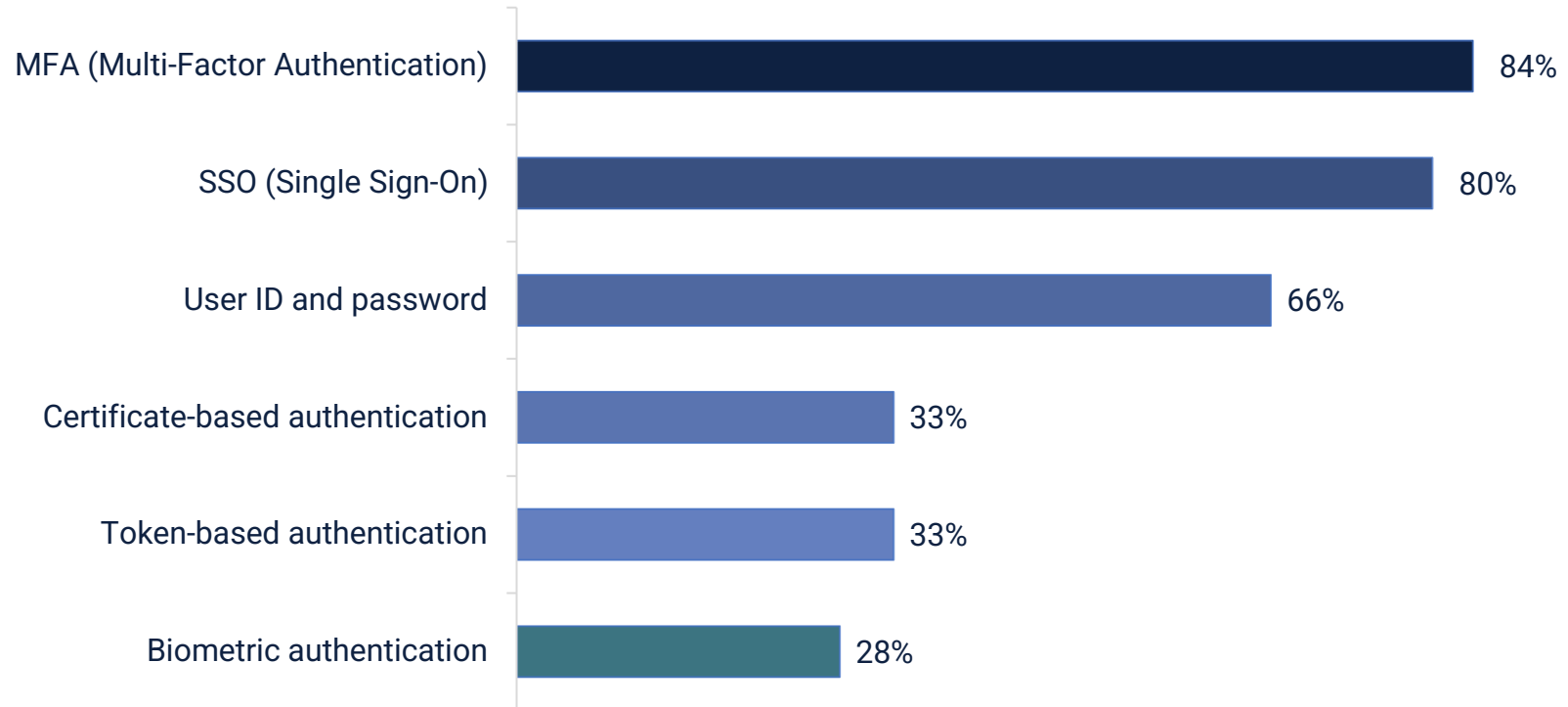


Survey respondents push two IAM goals ahead of others: improvements to the digital experience (48%) and maximizing the value of existing tools (44%).

Which identity and access management solutions are you using today?

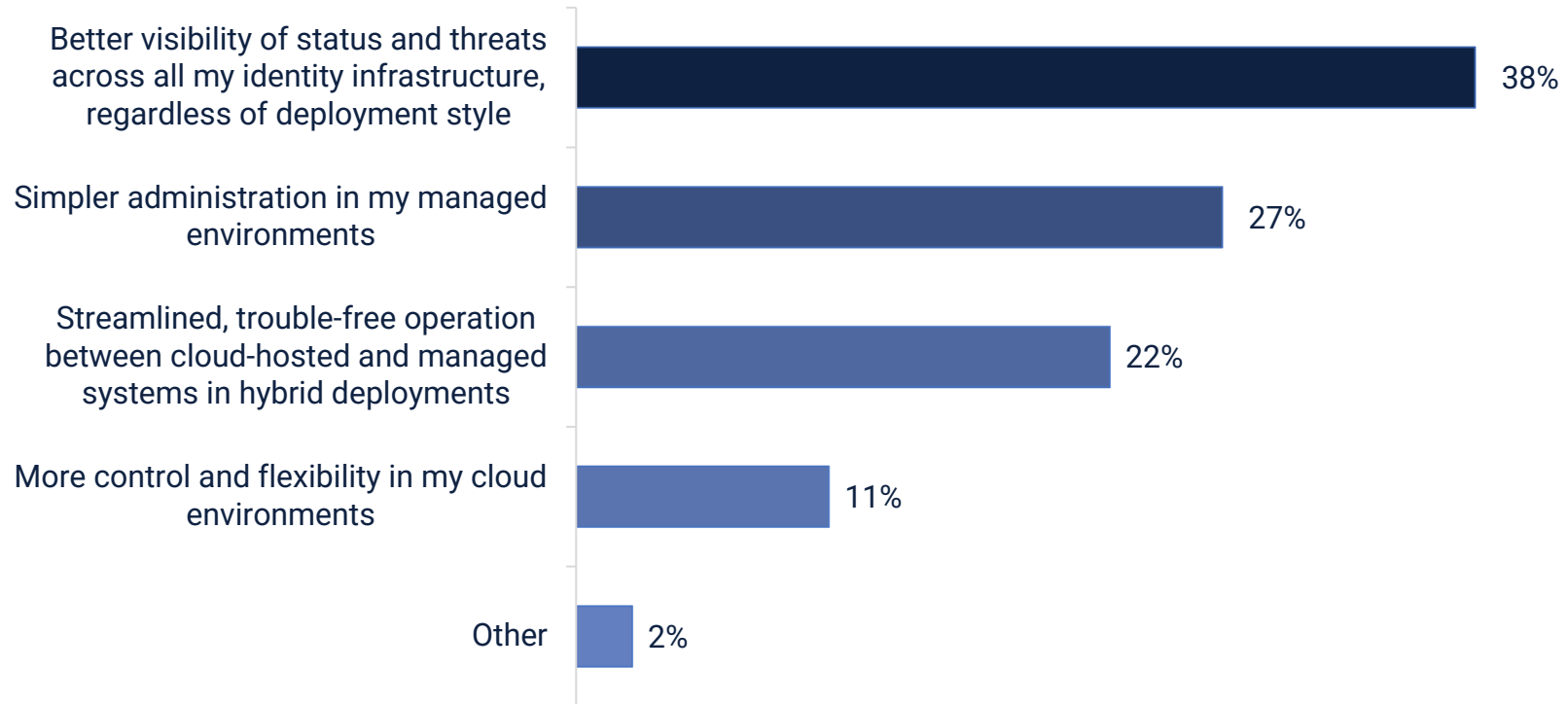


Which methods do you use to authenticate identity access to your applications?



Almost all respondents report using multi-factor authentication (84%) or single sign-on (80%). An additional 66% use user ID and password.

What's the number one thing you wish you could change about your deployment environments?



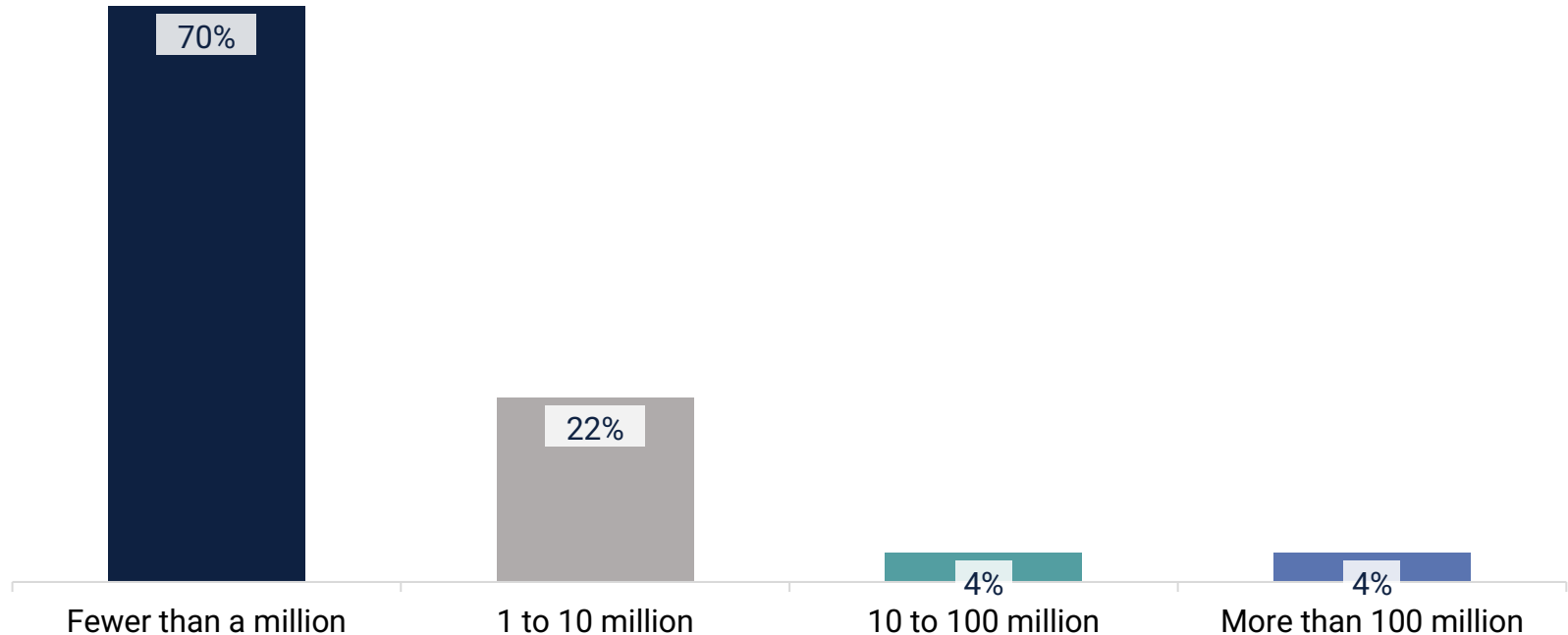
Organizations want a unified view of security status and threats across all identity systems, regardless of where they're deployed, say 38%. Respondents also wish they had simpler administration in their managed environments (27%).

Summary Results | November 2024

Copyright ©2024 Gatepoint Research. All rights reserved.

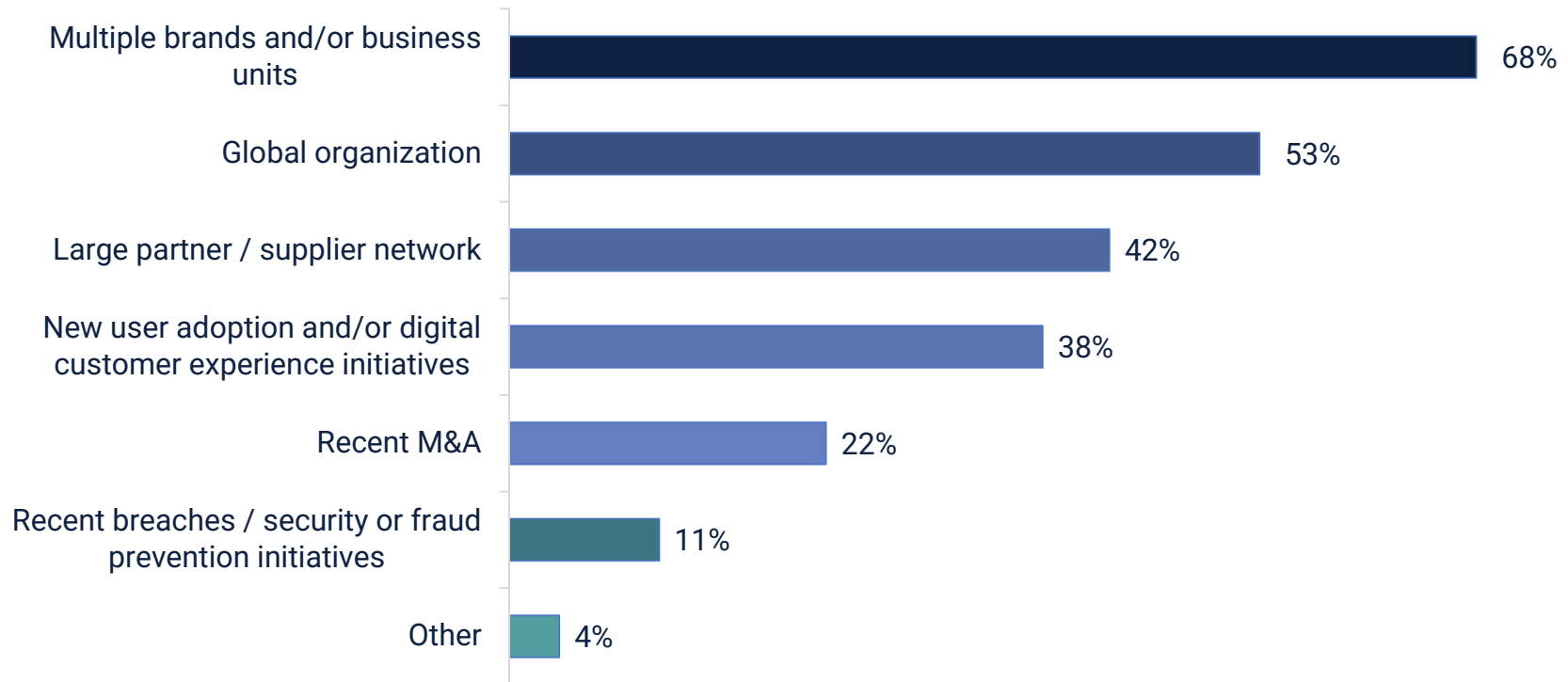
This report is the sole property of Gatepoint Research and November not be used, reproduced or redistributed in any form including, but not limited to, print & digital form without express written consent of Gatepoint Research.

How many identities do you need to secure?



Most (70%) need to secure fewer than a million identities. However, over a fifth are responsible for securing between one and ten million, and a handful are responsible for even more.

What aspects of your business make managing customer identity complex?



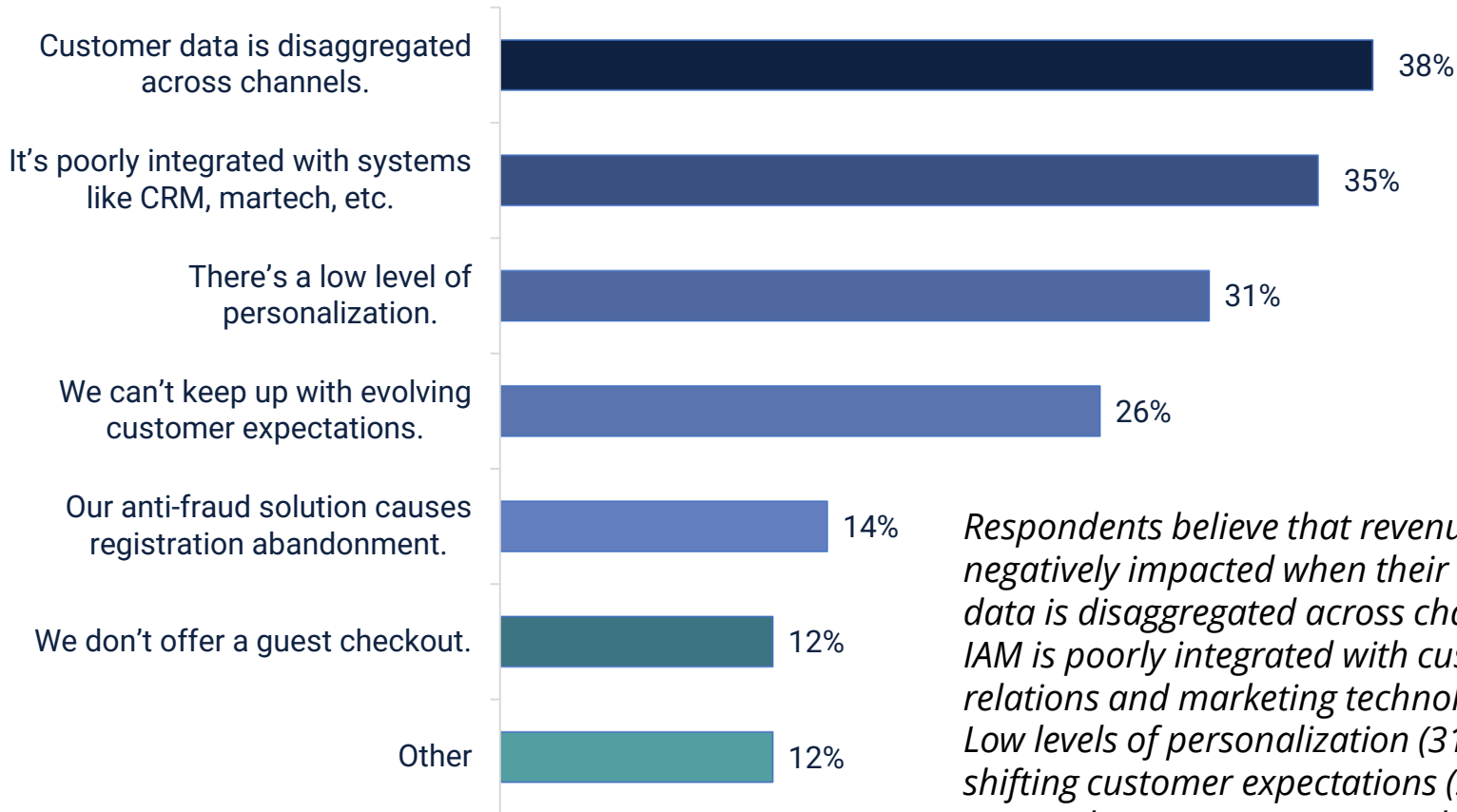
Separate brands or divisions within business units creates challenges for handling customer identity, say 68%. Over half also cite global organization as a challenge complexifying customer identity.

Summary Results | November 2024

Copyright ©2024 Gatepoint Research. All rights reserved.

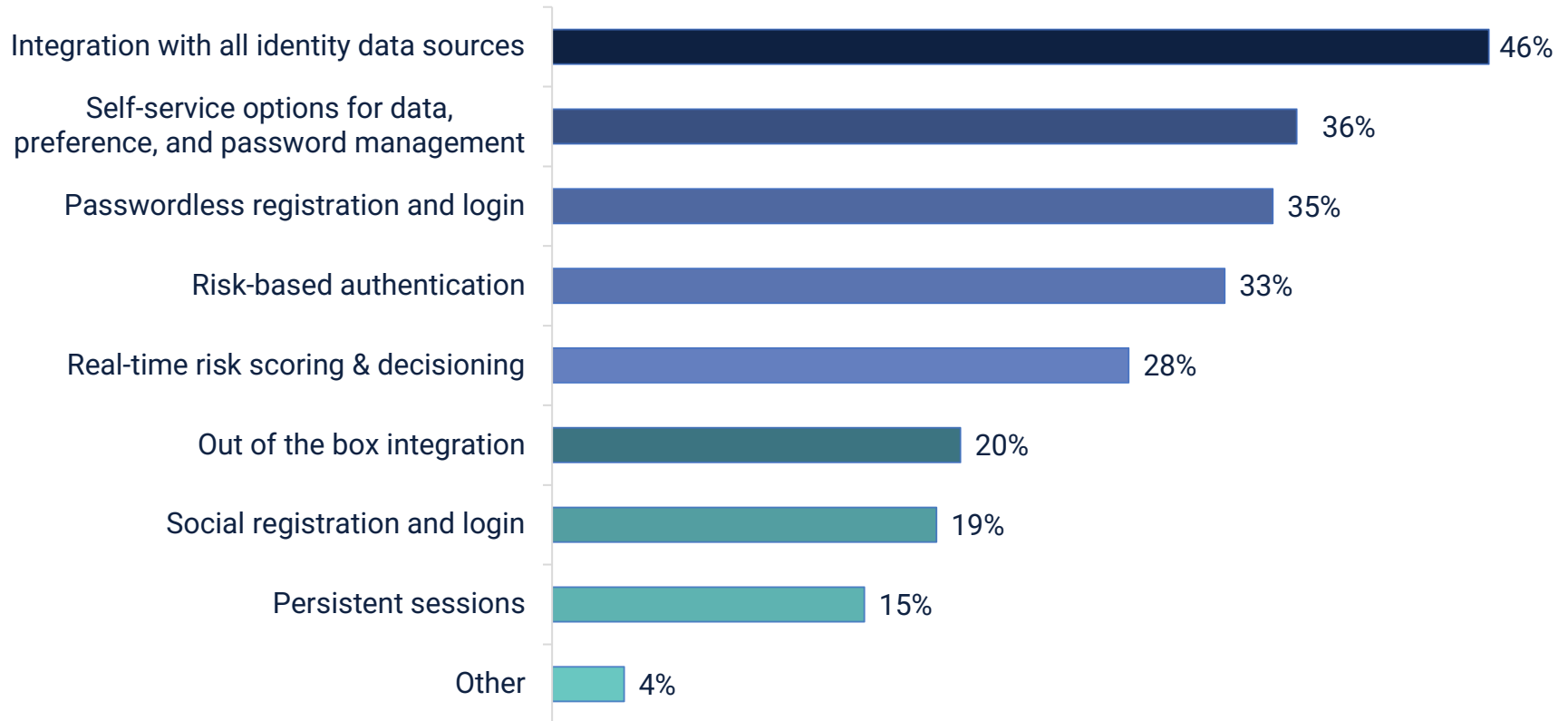
This report is the sole property of Gatepoint Research and November not be used, reproduced or redistributed in any form including, but not limited to, print & digital form without express written consent of Gatepoint Research.

In what ways could your IAM solution be negatively impacting revenue growth?



Respondents believe that revenue is negatively impacted when their customer data is disaggregated across channels and IAM is poorly integrated with customer relations and marketing technology systems. Low levels of personalization (31%) and shifting customer expectations (26%) also pose a threat to revenue growth for many.

What capabilities do you need to add to meet your revenue and customer IAM goals?



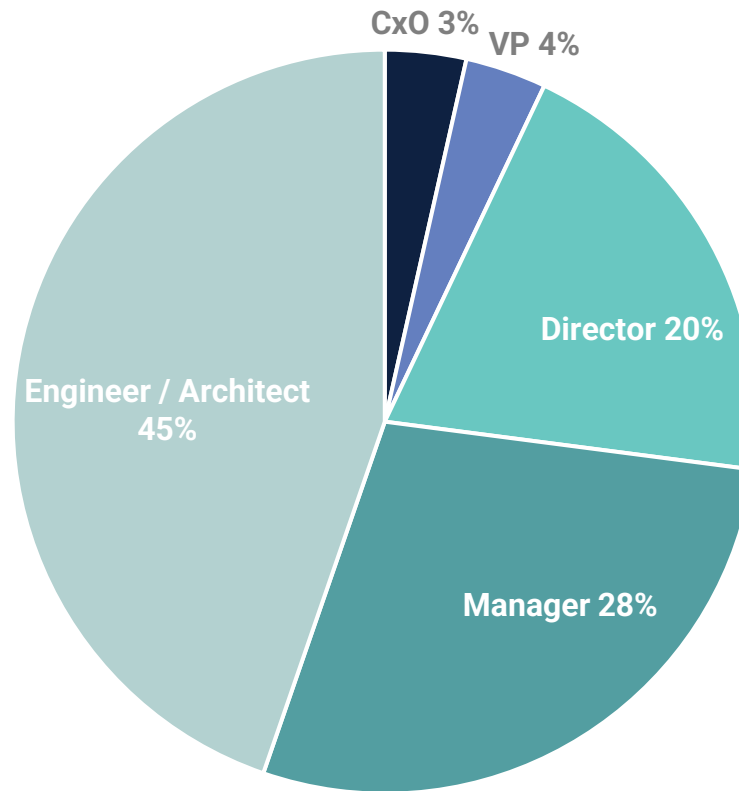
Above all, integration with all identity data sources is the capability necessary to meet revenue and customer IAM goals (46%). A third or more say they need self service options (36%), passwordless registration and login (35%), or risk-based authentication (33%).

Summary Results | November 2024

JOB LEVEL



27% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

Ping Identity provides identity access management (IAM) platform for authentication, MFA, passwordless, and threat protection for large organizations around the world.

[Learn more at pingidentity.com](https://pingidentity.com)