20TH ANNIVERSARY EDITION

WSO2CON ASIA

PLATFORMLESS MODERNIZATION

Building Secure Consumer Apps: Identity, AI, and Beyond



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Overview

1. Challenges in Securing Consumer Apps
2. Securing a Simple Consumer App — Hands-on
3. IAM Capabilities for Consumer App — Hands-on
4. Preview of WSO2 CIAM Roadmap

Challenges in Securing Consumer Apps

Challenges in Securing Consumer Applications



UX & DX Challenges



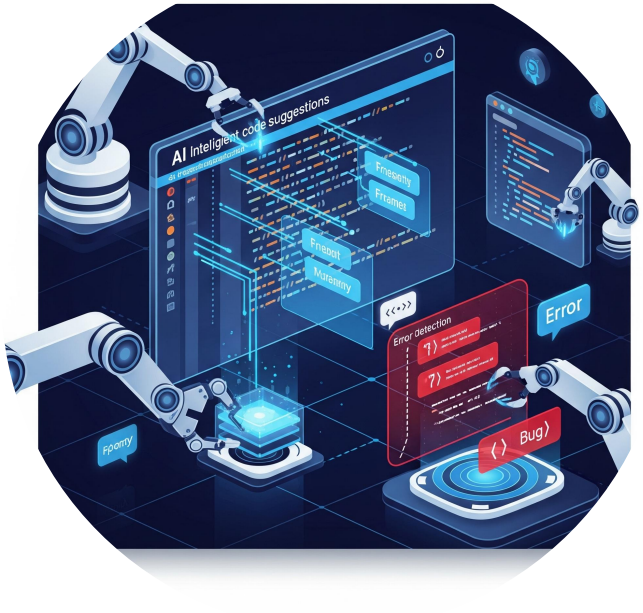
- Customer experience challenges impact users directly.
- Developer experience challenges affect app creation.
- Both categories are crucial for successful apps.
- Addressing both improves overall customer experience.

AI for Developers

AI for IAM

Config-as-Code autopilots

SDK scaffolding & code generation



IAM for AI

Self-healing integration diagnostics

Continuous threat-model feedback loop

Build vs Buy

- Developers face a critical choice
- Build from scratch or utilize existing providers
- Existing providers offer out-of-the-box solutions
- Adapts to an ever-evolving threat landscape



A single code-base, multiple deployment options



WSO2 Identity Server

The Leading Open Source IAM

Identity Server is a powerful, modern and highly extensible identity and access management solution for your on-premises or cloud environment

ASGARDEO By WSO2

Multi-tenant SaaS IAM

Asgardeo is an AI-powered and developer-focused multi-tenant IDaaS solution that provides seamless, secure authentication and user management

Powered by WSO2 Identity Server

WSO2 IAM Features for Consumer Apps

WSO2 Foundational CIAM Capabilities

Access Management Features

- ✓ Single sign-on
- ✓ Social ID & federated login
- ✓ Strong authentication
- ✓ Passwordless authentication
- ✓ Risk-adaptive, multi-factor authentication
- ✓ Flexible login identifiers
- ✓ Role-based access control
- ✓ Account takeover protection

Identity Administration Features

- ✓ User registration & onboarding
- ✓ Progressive profiling
- ✓ Account management
- ✓ User self-service
- ✓ Privacy & consent management
- ✓ Account provisioning
- ✓ Identity assurance
- ✓ Identity bridging

System Features

- ✓ Customizable branding
- ✓ Integration with popular sales & marketing apps
- ✓ Analytics, dashboard and reporting

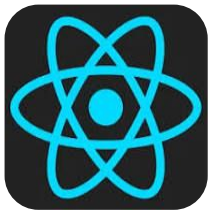


Clone the iam-tutorial repo to follow

Securing a Simple Consumer App

Why DIY when you can FLY?

Avoid wasting time and utilize the existing.



React Auth SDK

by WSO2

+

Identity and Access Management Solution

e.g., ASGARDEO by WSO2

React Auth SDK

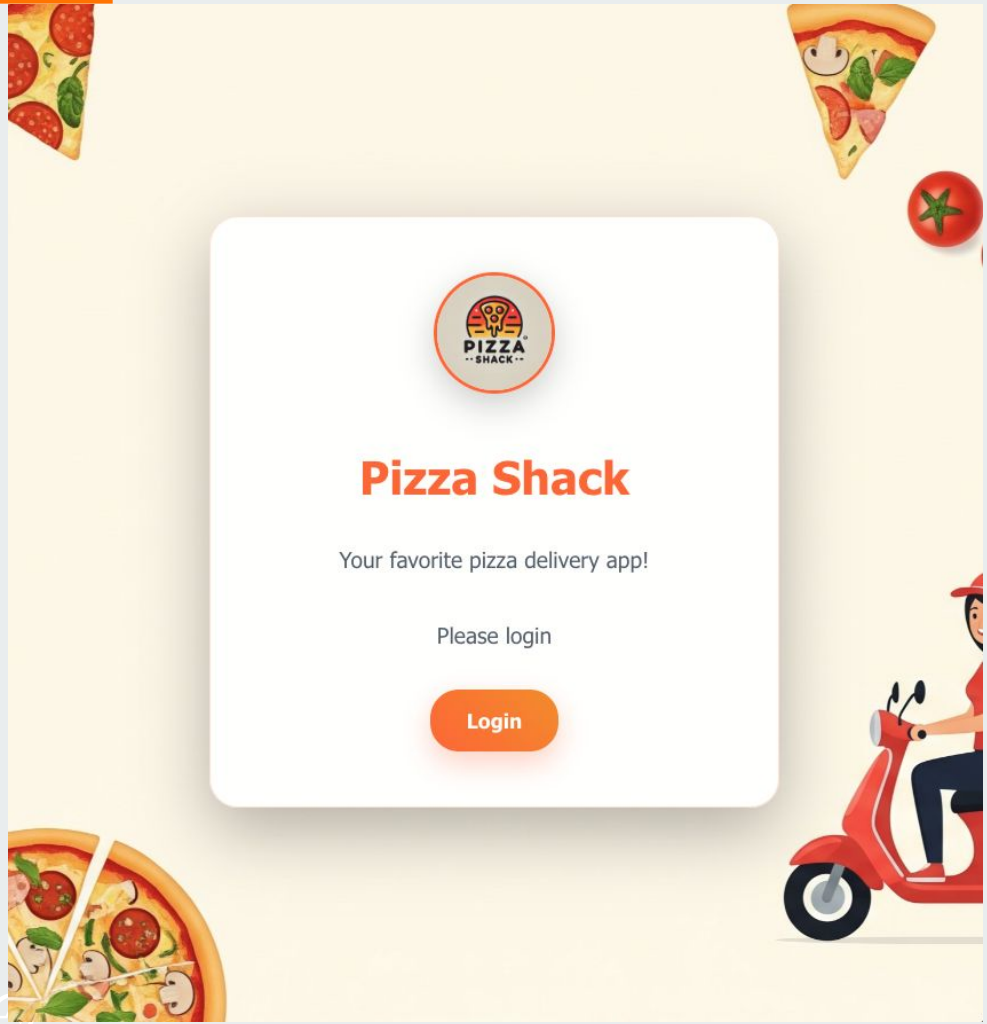
- Open source and open standard
  - Built on OpenID Connect standard protocol
- Secure by design
  - Has built in access token secure storage architecture to prevent XSS attacks
- Support for latest React versions
  - Tested and used in enterprise applications
- Backend for Frontend (BFF) is not a must
- Rich with OOTB features
  - Sign-In, Sign-Out, State management
  - Post authentication hooks
  - Extended configurations

Demo

Try yourself …

- React Quickstart guide
  - https://wso2.com/asgardeo/docs/quick-starts/react/
- Quick start video guide
  - https://www.youtube.com/watch?v=MibyiVVEV7Q
- React detailed guide
  - https://wso2.com/asgardeo/docs/complete-guides/react/introduction/
- Asgardeo MCP server
  - https://wso2.com/asgardeo/docs/quick-starts/mcp-server/

IAM Capabilities for Consumer Apps



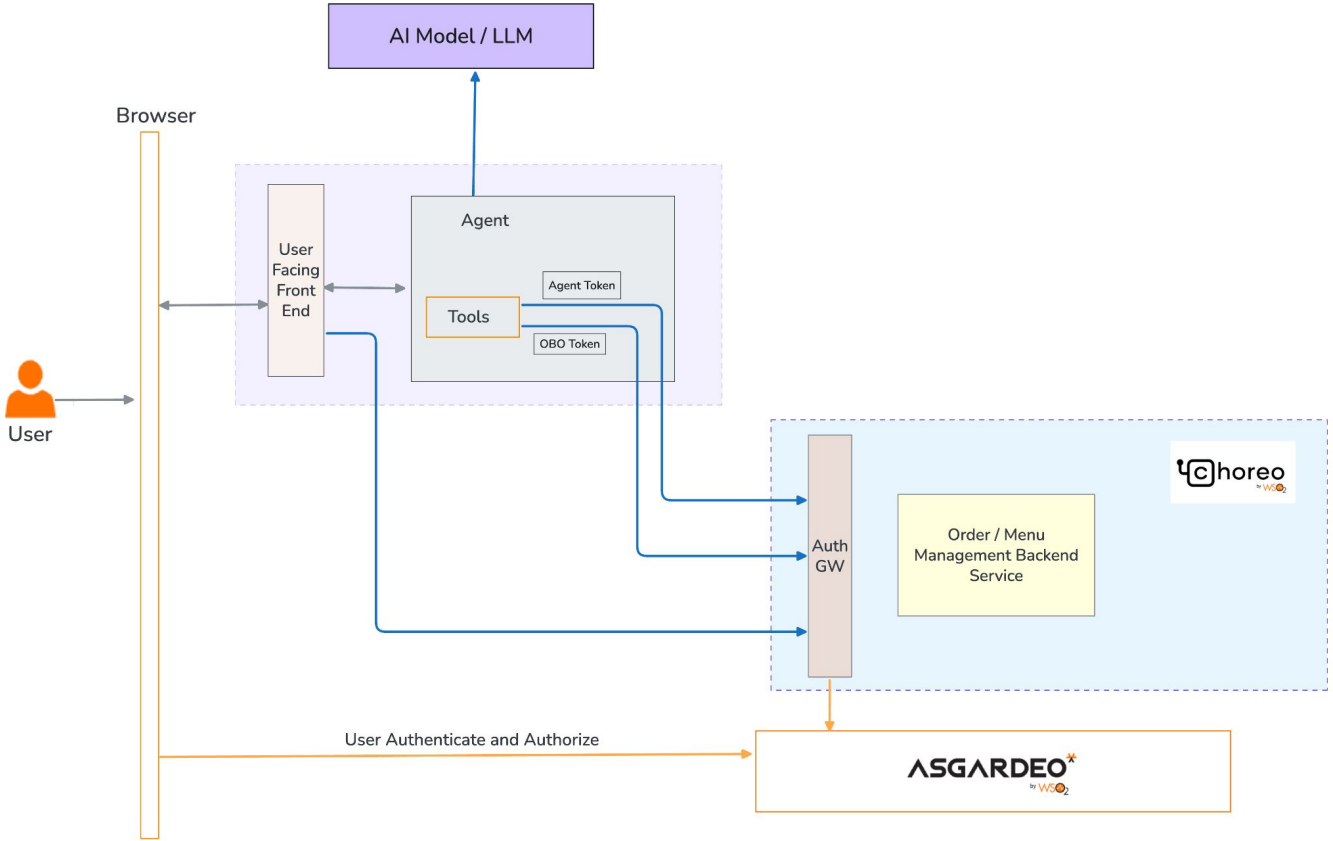
Let’s build the IAM Journey Step by Step

Managing access for a Consumer Application

- Integrate with Asgardeo
- Authentication via multiple authentication mechanisms
- Branding
- Self-registration
- Securing AI agents
- Customer data management
- Identity verification

Demo

Securing AI agents



WSO2 CIAM Roadmap Preview

IAM Roadmap

- IAM for AI
  - Access Management for AI Agents
  - MCP Server Authorization
- Customer data for IAM
- Verifiable credentials
- Advanced analytics with Moesif
- InCountry Integration with Asgardeo

Join IAM Track Tomorrow



Geethika Cooray
The State of WSO2 IAM

at 1.30pm



Omindu Rathnaweera
CIAM: Building Secure Experiences for Your Customers
at 2.00pm



Johann Nallathamby
Organizational Identity for B2B IAM and Beyond
at 2.30pm

Break



Janak Amarasena
The State of OAuth: A Guide to New and Upcoming Standards
at 3.30pm



Ayesha Dissanayaka
Secure Your AI with IAM for Agents

at 4.00pm

emojot

align
Transforming smiles, changing lives.

vodafone

Customer Panel
How Enterprises Are Modernizing with IAM
at 4.30pm

Question Time!




Thank you!
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