20TH ANNIVERSARY EDITION

WSO2CON ASIA

PLATFORMLESS MODERNIZATION

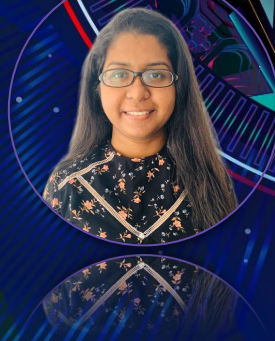
Securing B2B Applications: IAM Strategies for the Modern Enterprise



Maduranga Siriwardena

Associate Director & Architect

WSO2



Anuradha Karunarathna

Technical Lead

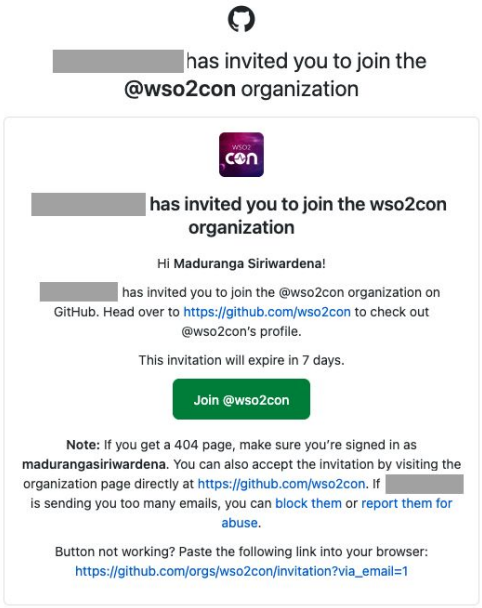
WSO2

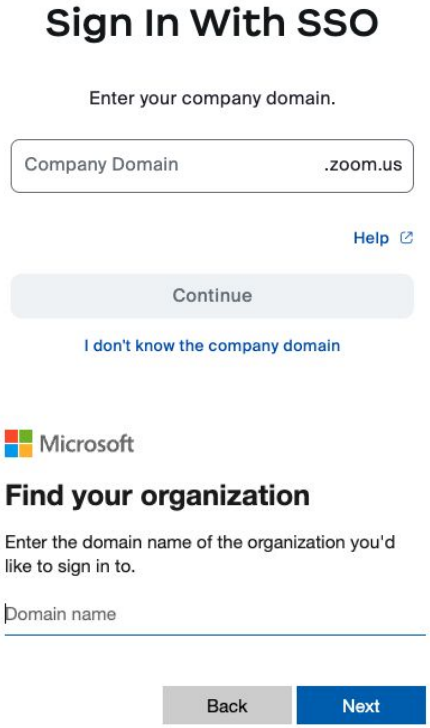
Overview

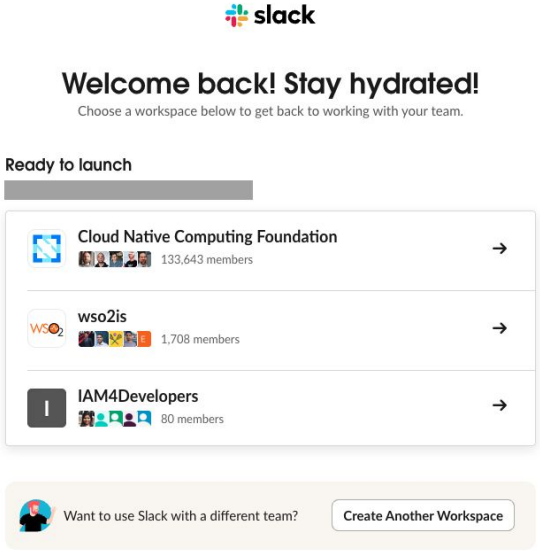
- What is B2B CIAM and why it matters ?
- Challenges in building B2B apps
- How WSO2 address?
- Building a B2B application using Next.js + ASGARDEO
- Explore using AI Agents as a service

Source code

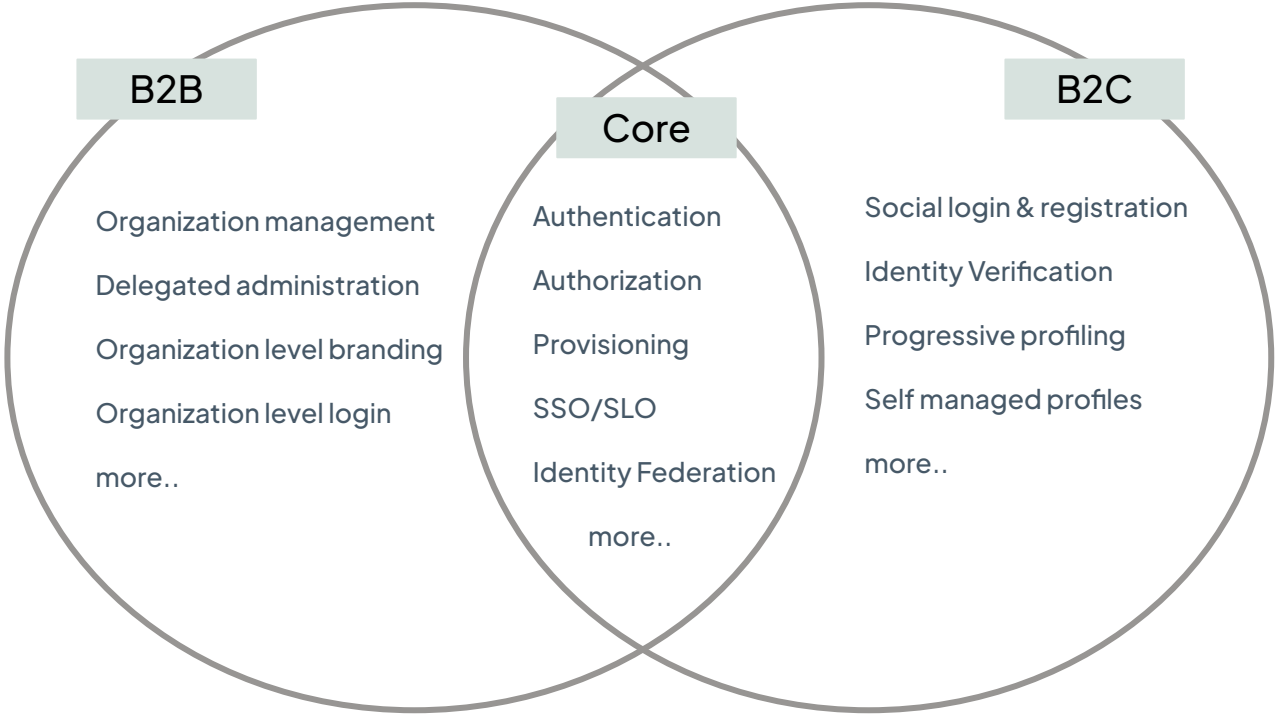
Visit https://github.com/wso2con/2025-CMB-iam-tutorial to access the source code


has invited you to join the
@wso2con organization
has invited you to join the wso2con organization
Hi Maduranga Siriwardena!
has invited you to join the @wso2con organization on GitHub. Head over to https://github.com/wso2con to check out @wso2con's profile.
This invitation will expire in 7 days.
Join @wso2con
Note: If you get a 404 page, make sure you're signed in as madurangasiriwardena. You can also accept the invitation by visiting the organization page directly at https://github.com/wso2con. If is sending you too many emails, you can block them or report them for abuse.
Button not working? Paste the following link into your browser:
https://github.com/orgs/wso2con/invitation?via_email=1

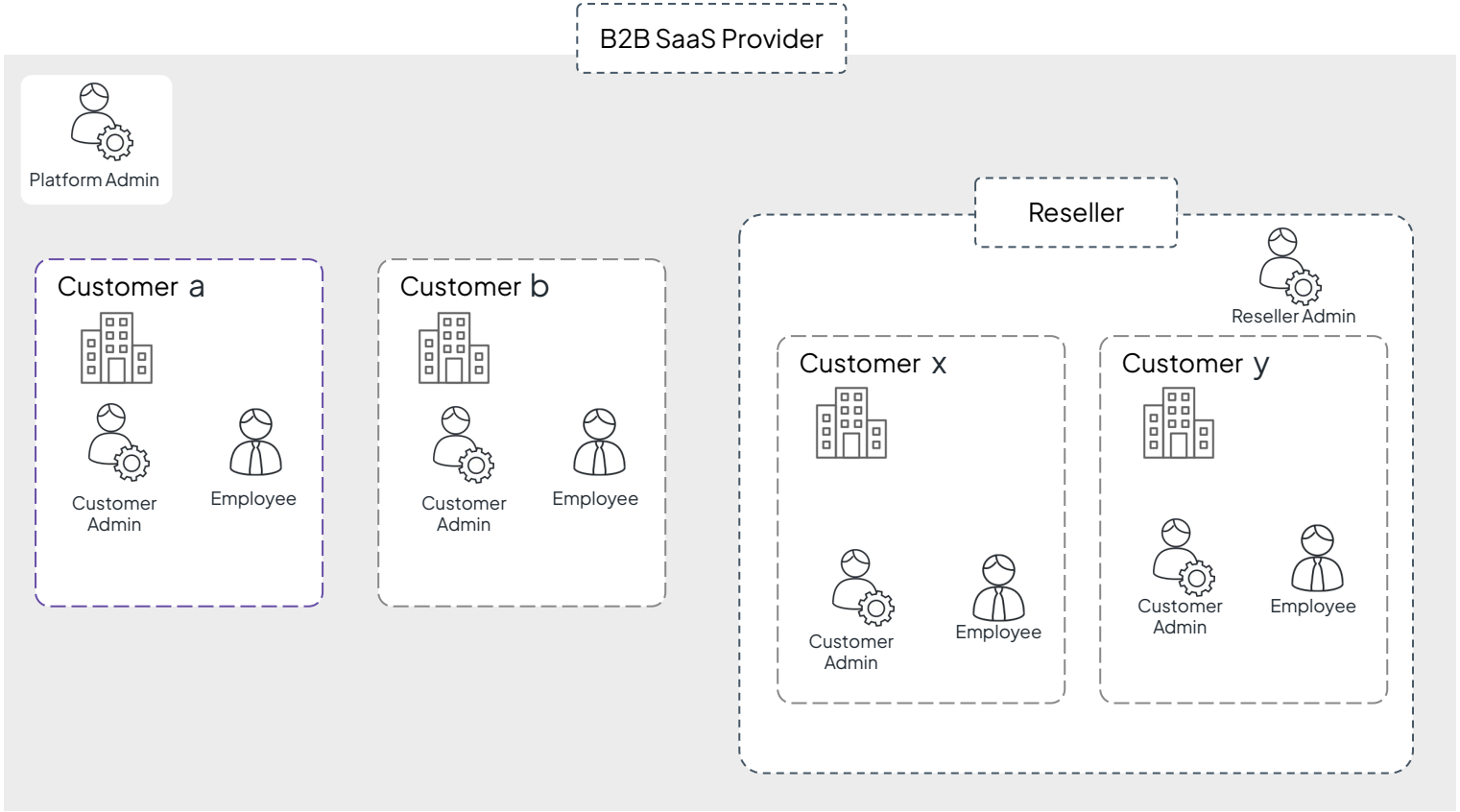

Sign In With SSO
Enter your company domain.
Company Domain
.zoom.us
Help
Continue
I don't know the company domain
Microsoft
Find your organization
Enter the domain name of the organization you'd like to sign in to.
Domain name
Back
Next


slack
Welcome back! Stay hydrated!
Choose a workspace below to get back to working with your team.
Ready to launch
Cloud Native Computing Foundation
133,643 members
wso2is
1,708 members
IAM4Developers
80 members
Want to use Slack with a different team?
Create Another Workspace

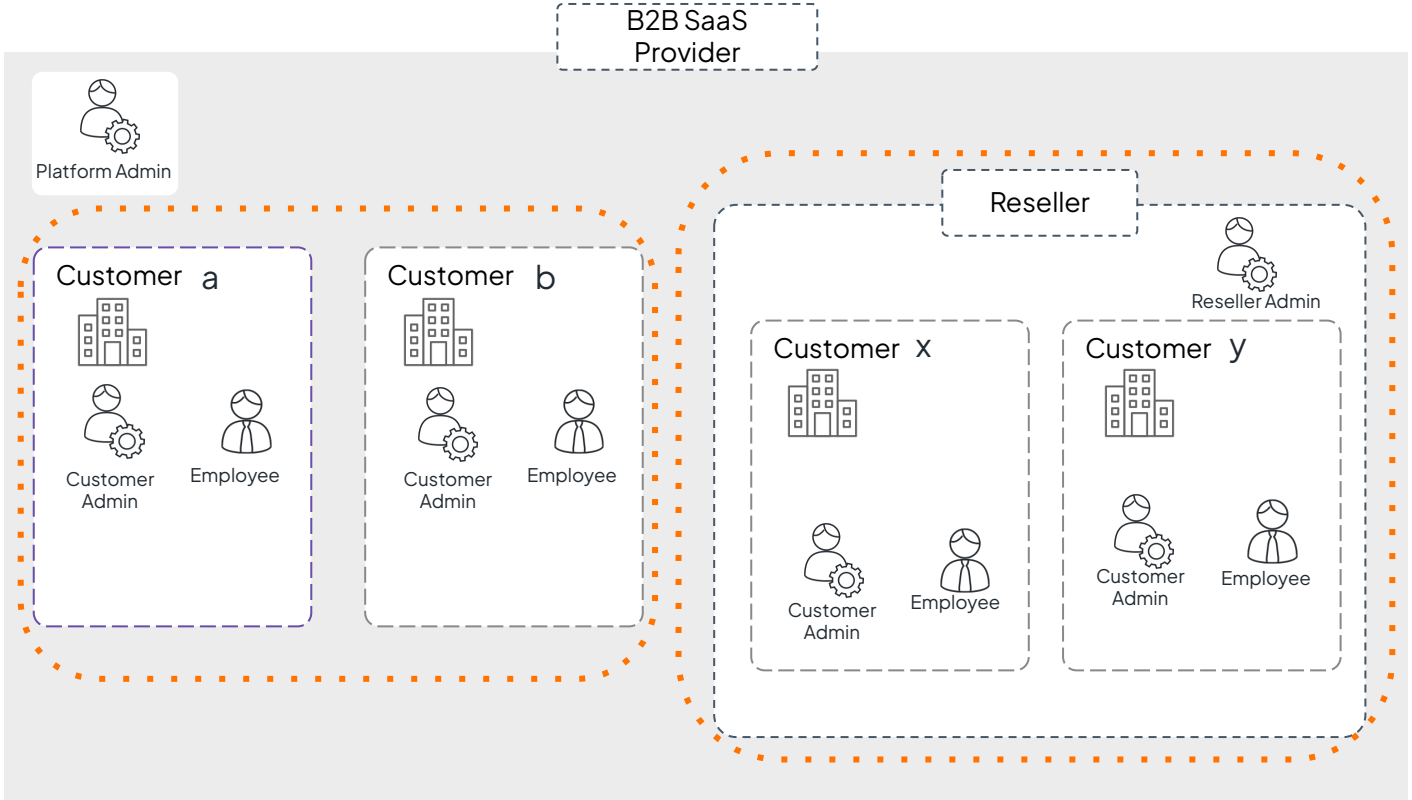
Customer Identity and Access Management



CIAM for B2B Interactions

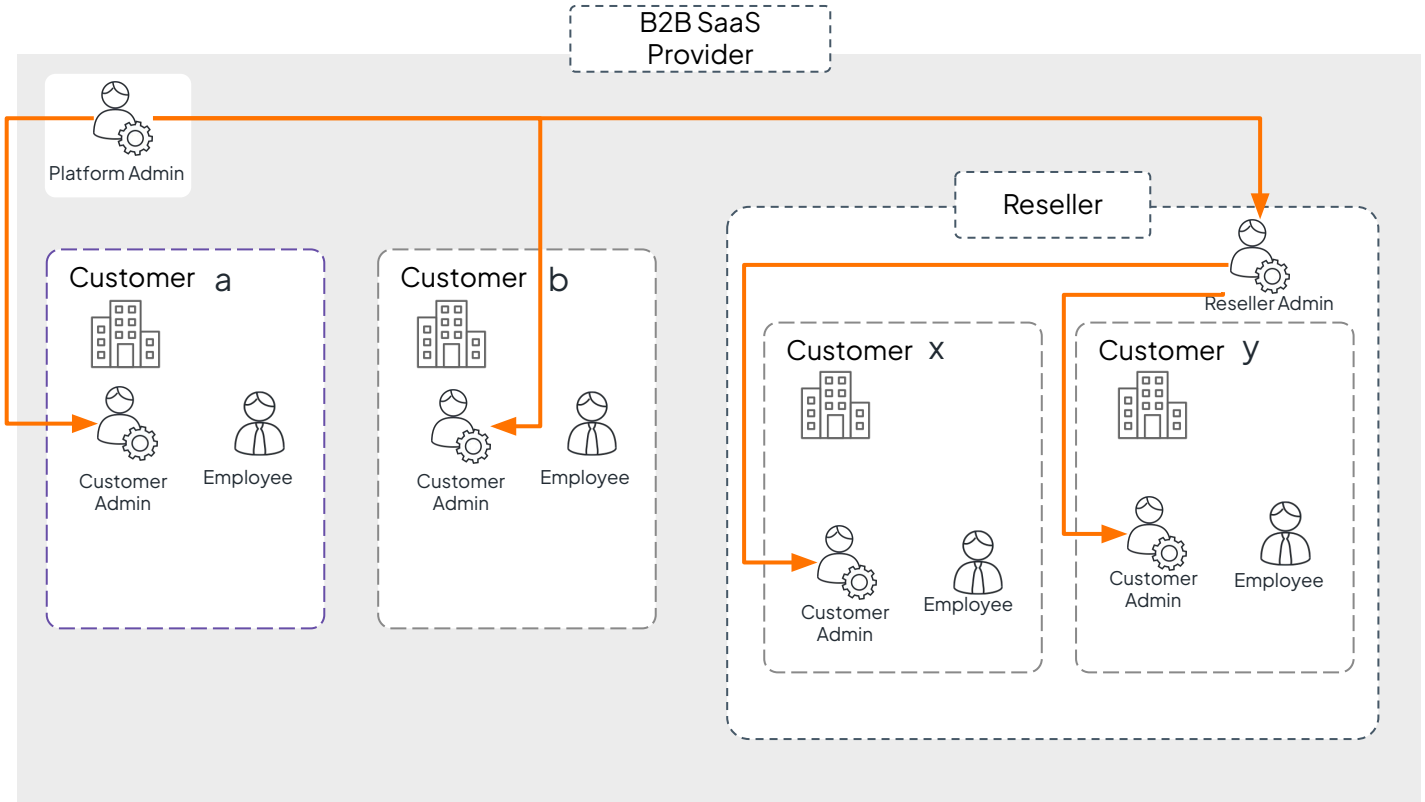


Requirements and Challenges in B2B Application Development



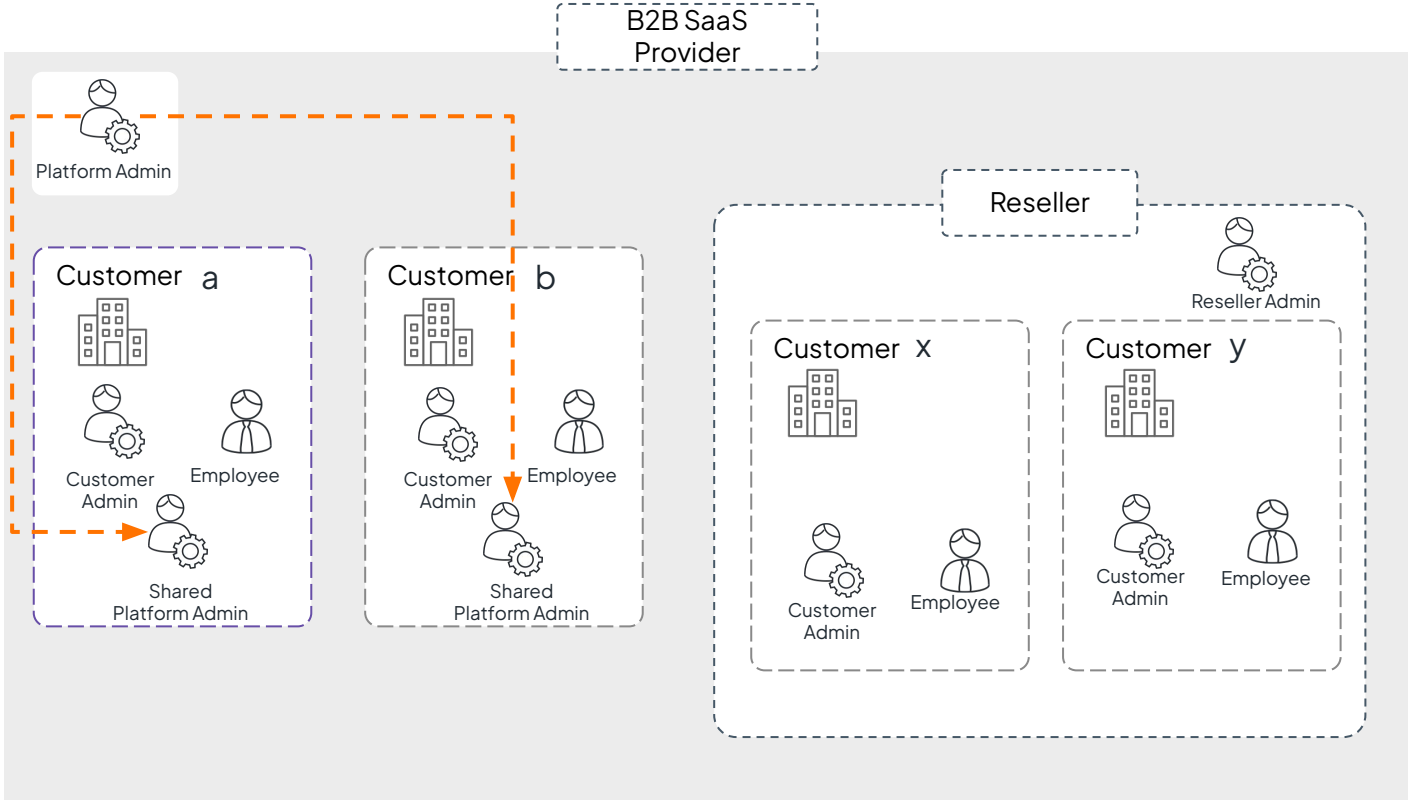
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Requirements and Challenges in B2B Application Development



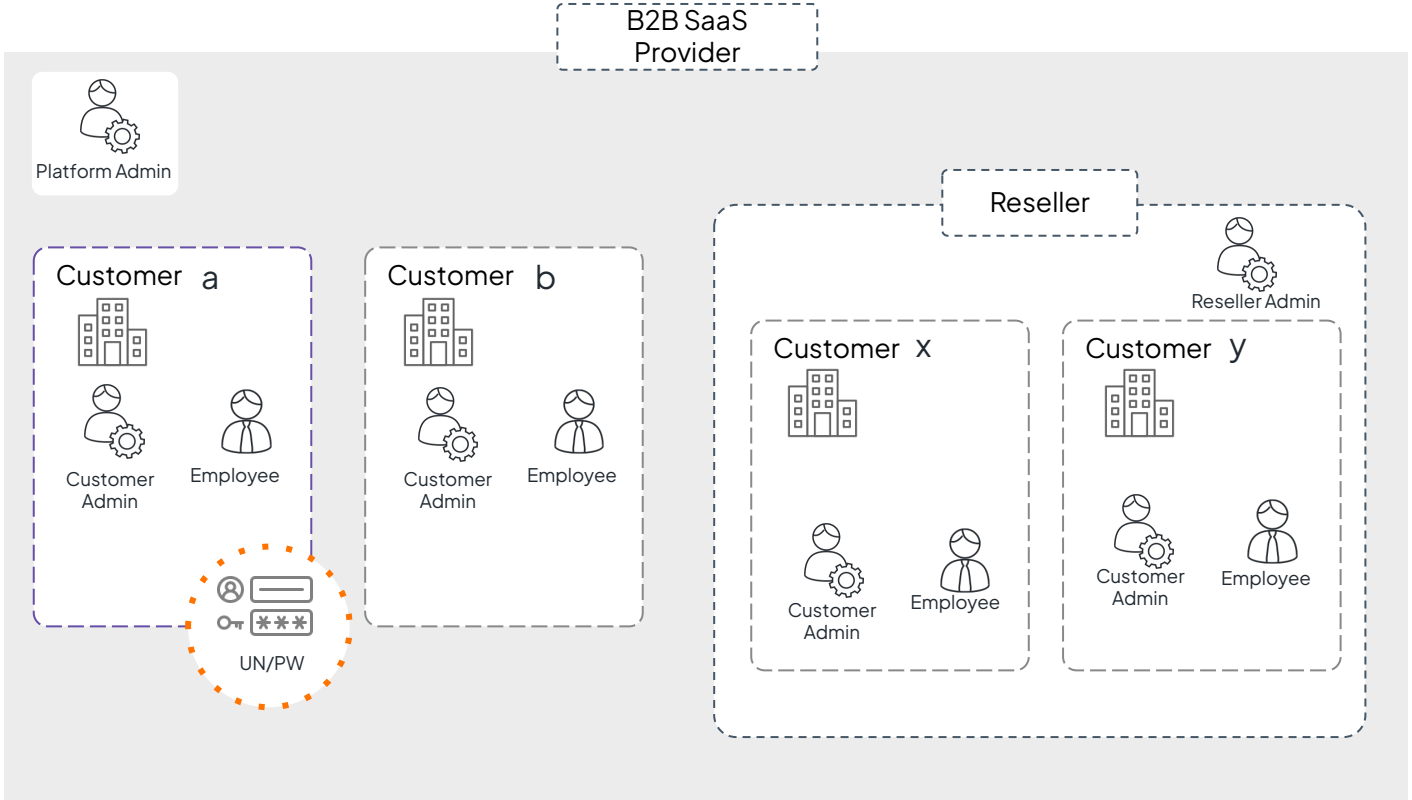
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Requirements and Challenges in B2B Application Development



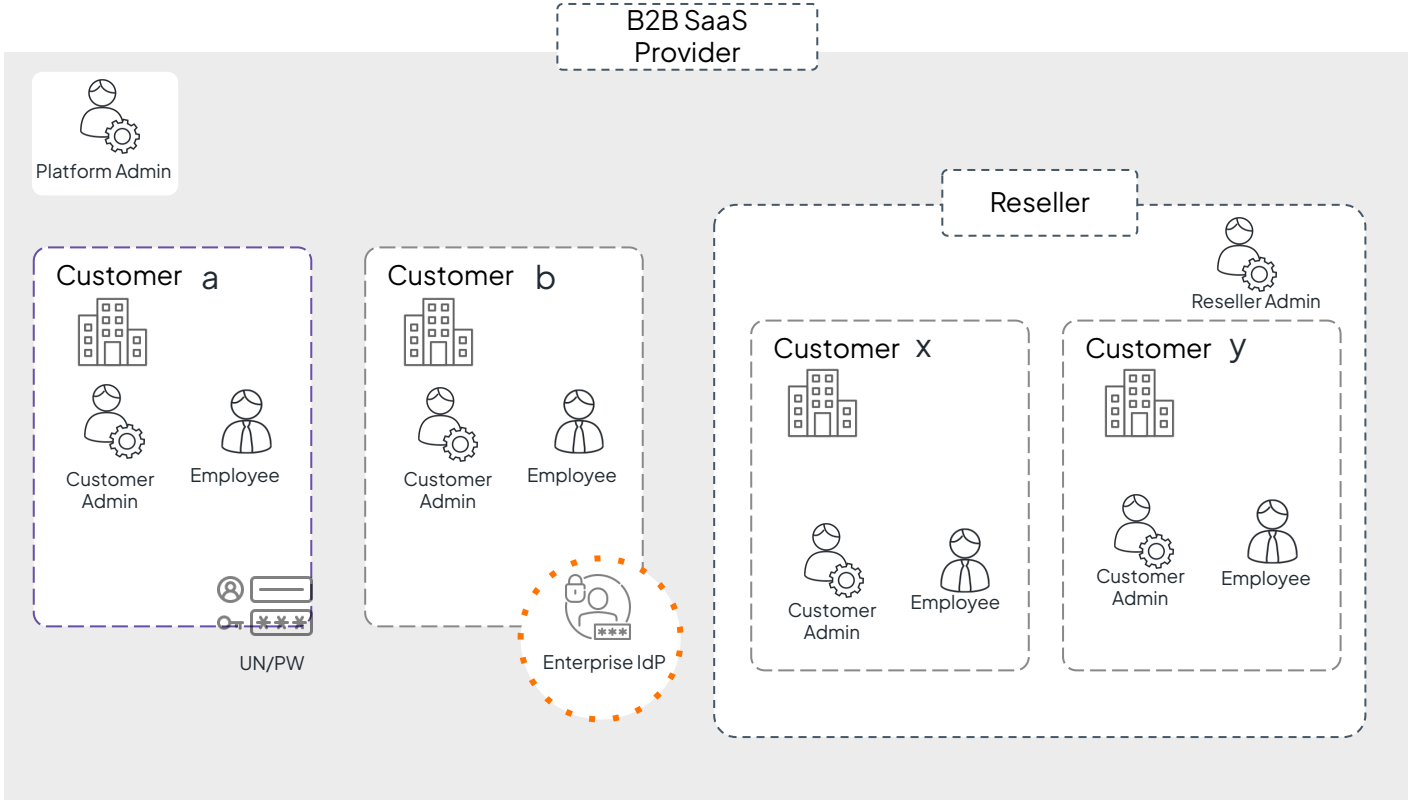
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Requirements and Challenges in B2B Application Development



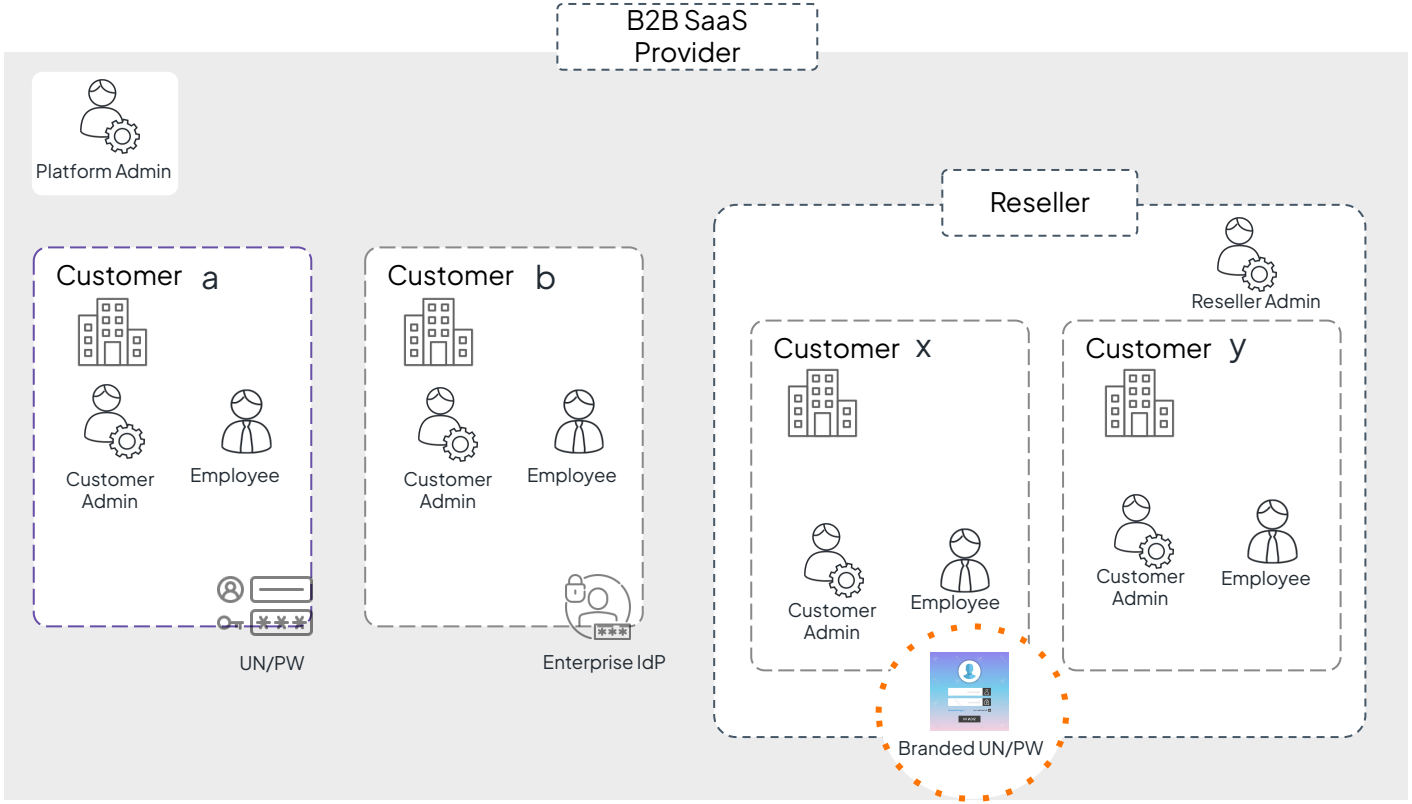
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Requirements and Challenges in B2B Application Development



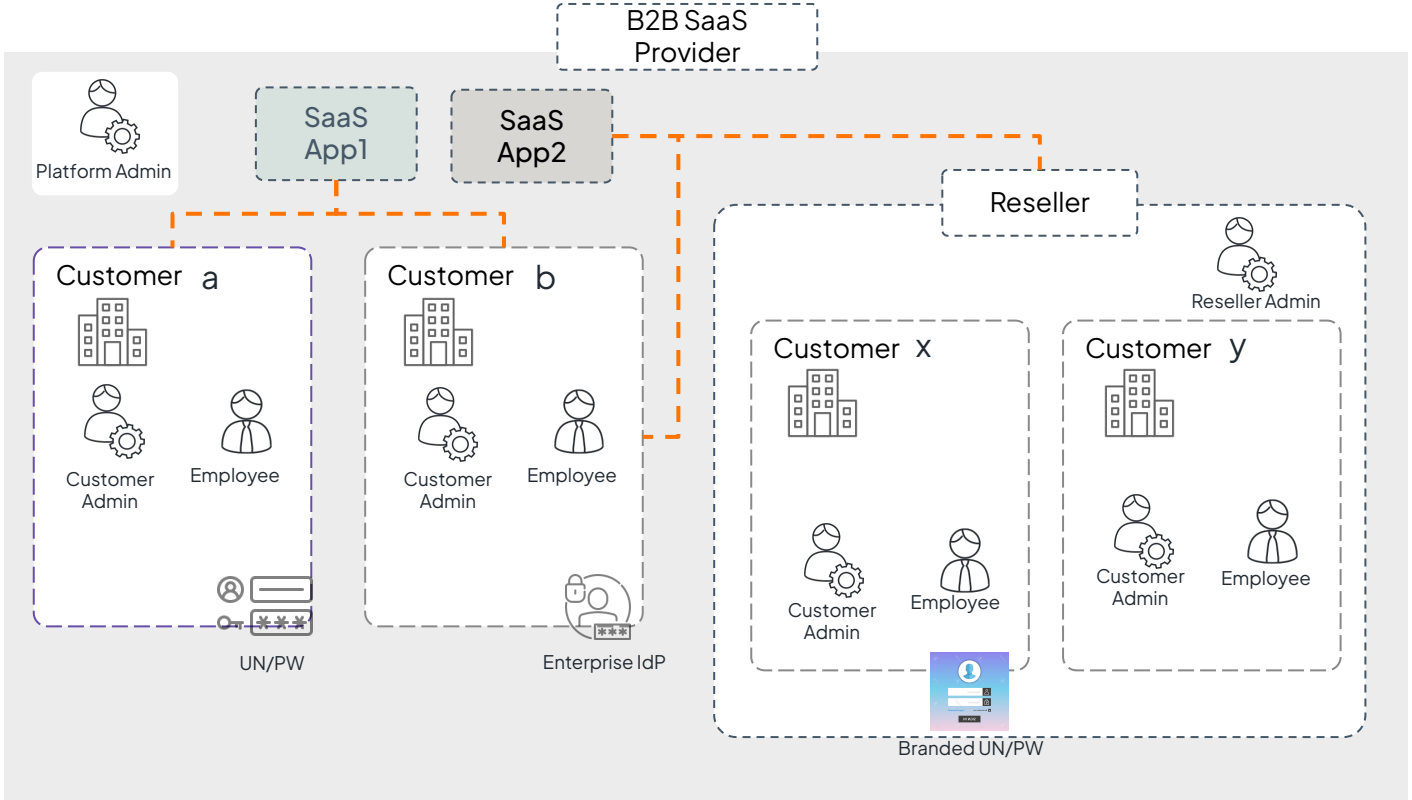
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Requirements and Challenges in B2B Application Development



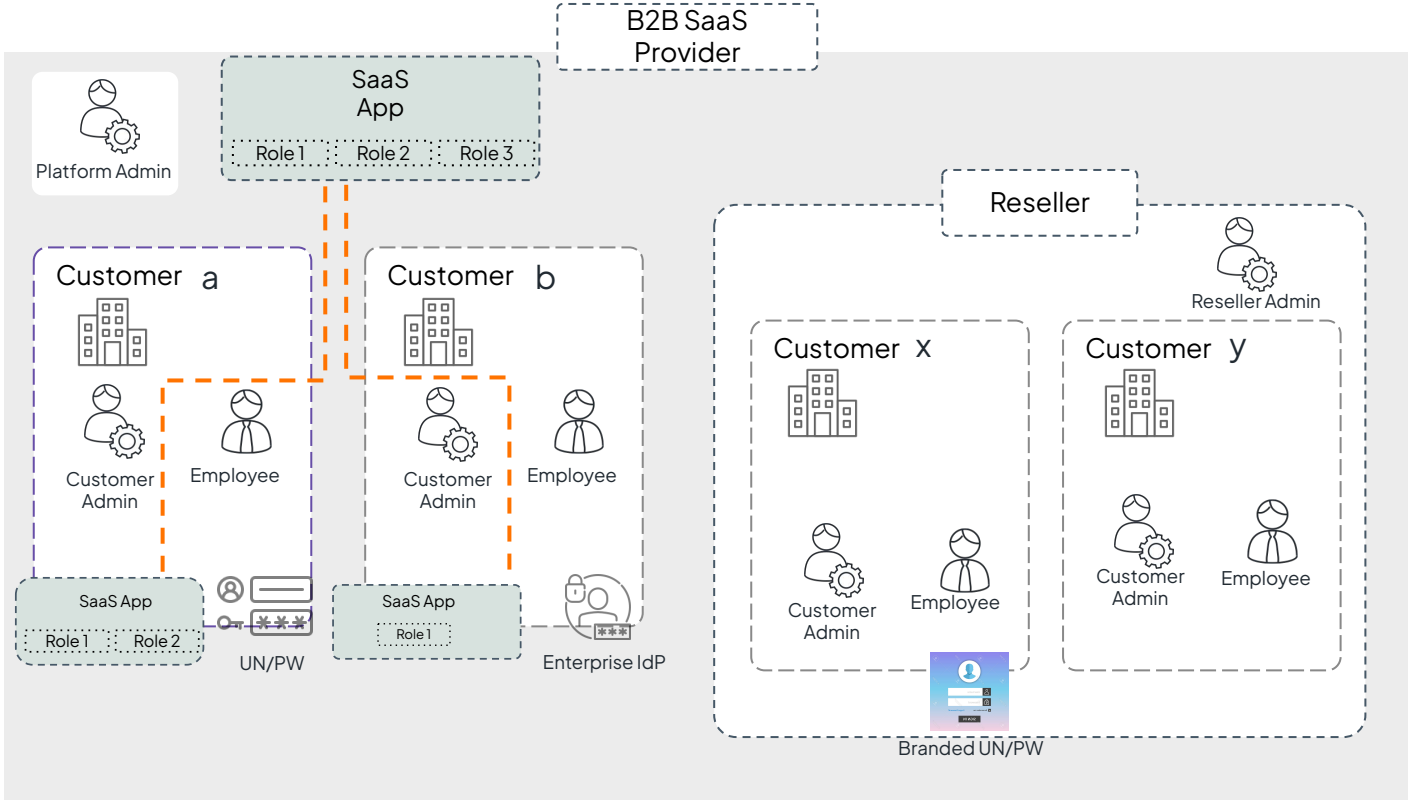
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Requirements and Challenges in B2B Application Development



- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

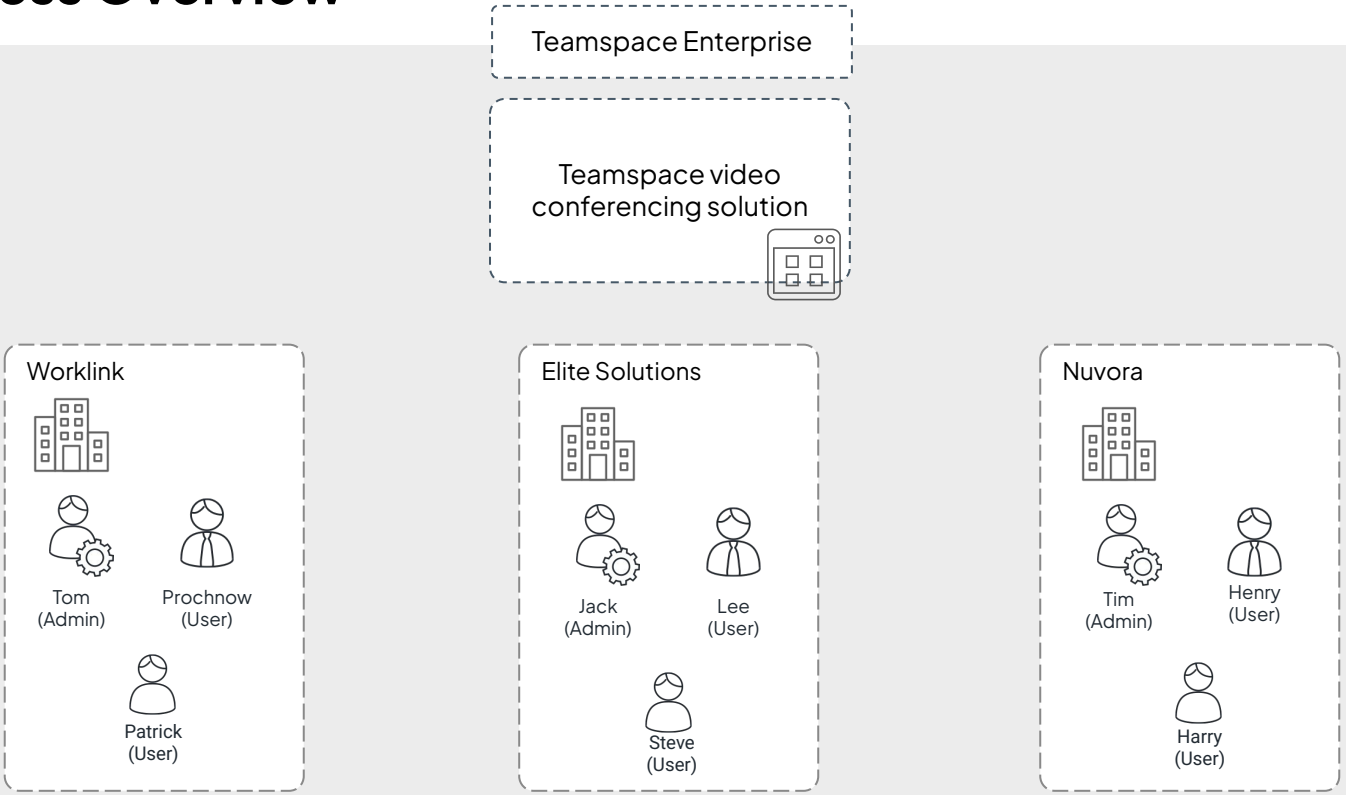
Requirements and Challenges in B2B Application Development



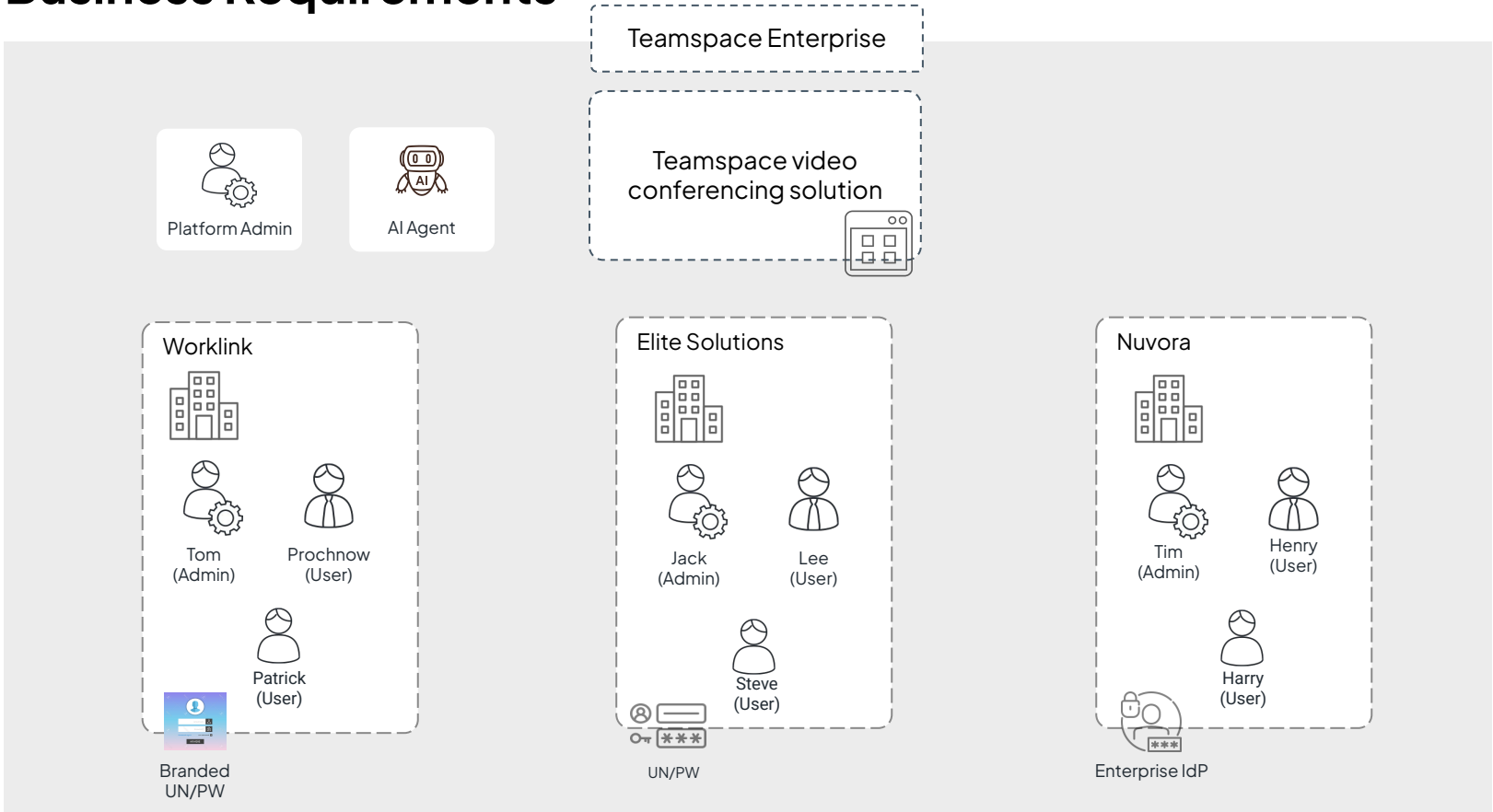
- Business relationship modeling
- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

Securing a B2B Application

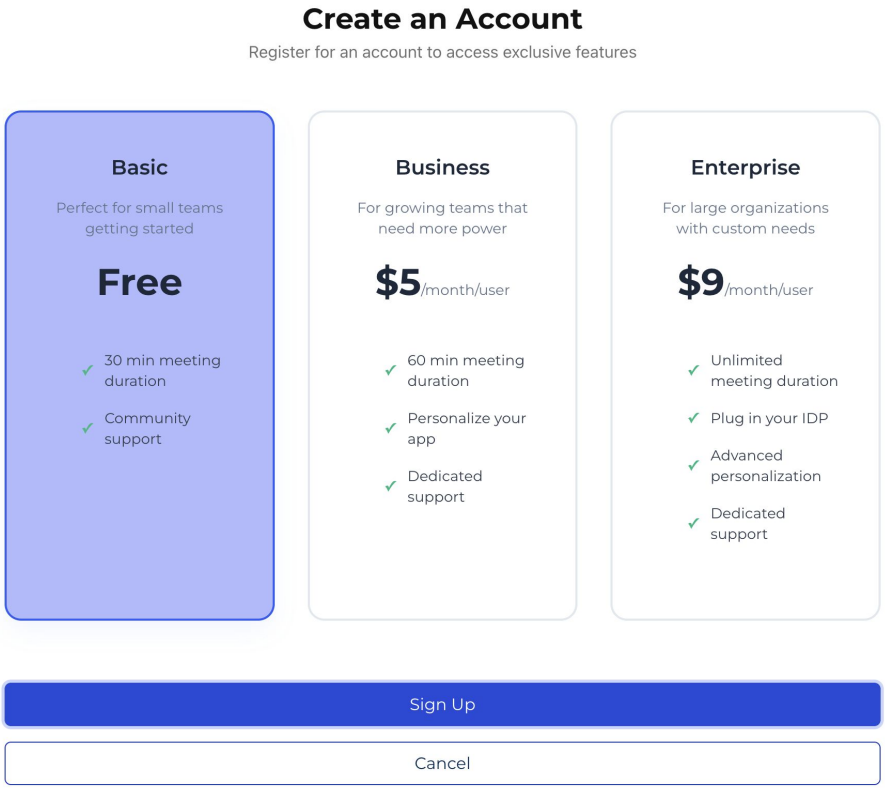
Business Overview



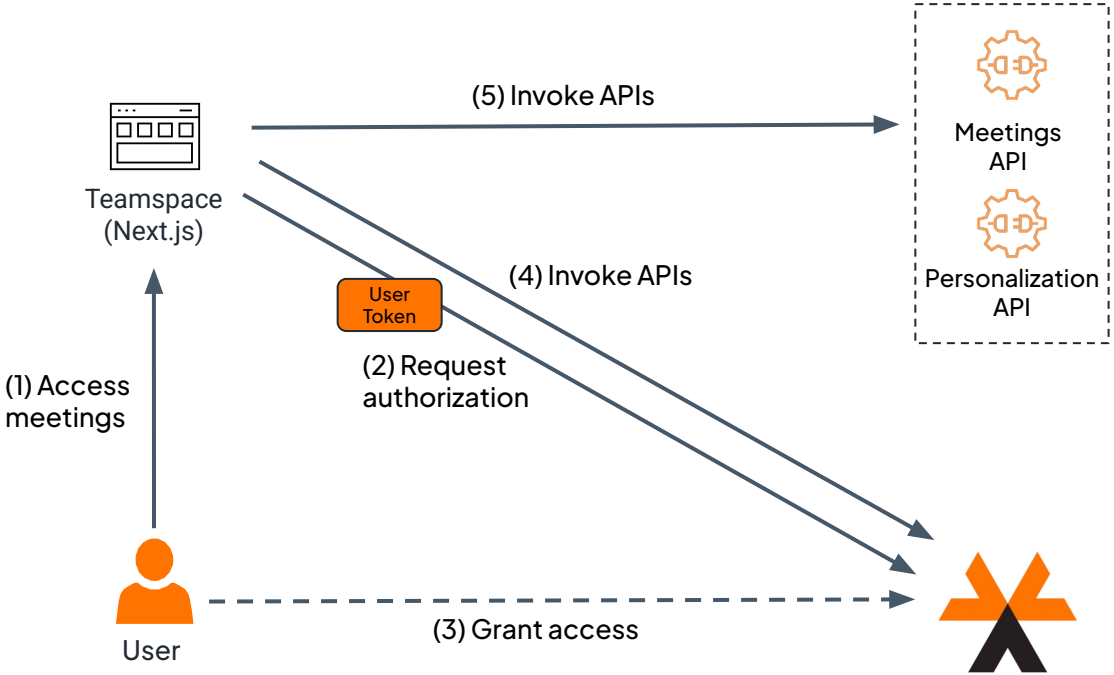
Business Requirements



Teamspace Subscription Plan



Solution Setup

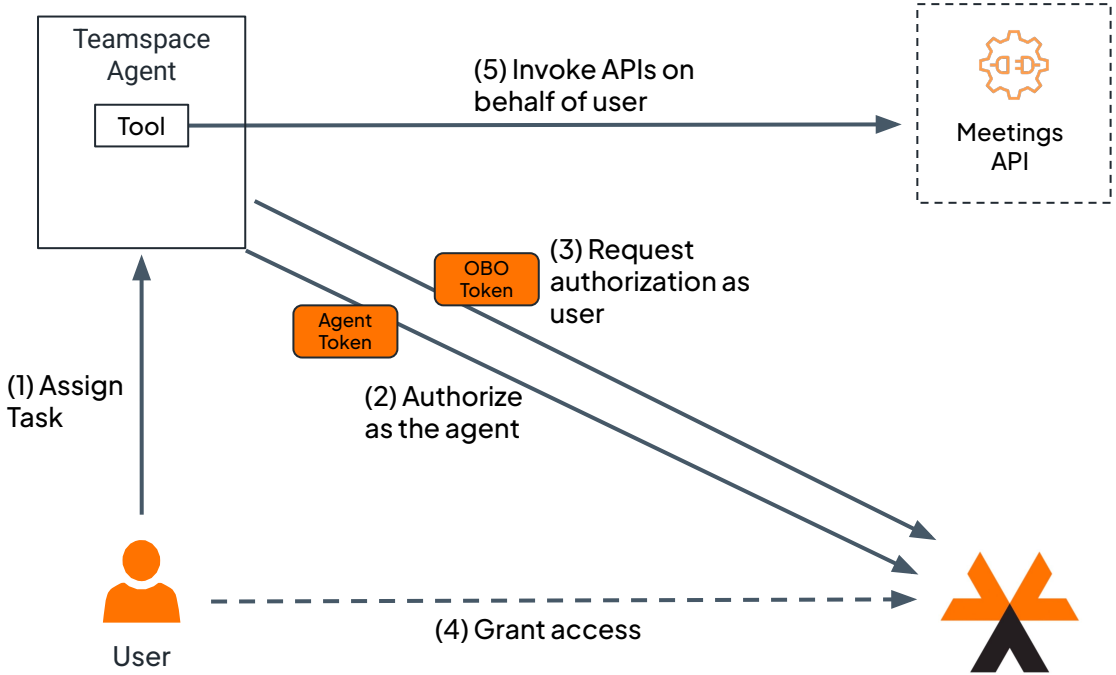




Demo

AI Agents as a Service

AI Agents as a Service





Demo

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!
20TH ANNIVERSARY EDITION
WSO2CONASIA
PLATFORMLESS MODERNIZATION

Join IAM Track Tomorrow

- 01:30 p.m. The State of WSO2 IAM
  by Geethika Cooray
- 02:00 p.m. CIAM: Building Secure Experiences for Your Customers
  by Omindu Rathnaweera
- 02:30 p.m. Organizational Identity for B2B IAM and Beyond
  by Johann Nallathamby
- 03:30 p.m. The State of OAuth: A Guide to New and Upcoming Standards
  by Janak Amarasena
- 04:00 p.m. Secure Your AI with IAM for Agents
  by Ayesha Dissanayaka
- 04:30 p.m. Customer Panel: How Enterprises Are Modernizing with IAM