WSO2CON NORTH AMERICA

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Creating Seamless and Secure Authentication Experiences: From Consumers to AI Agents



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Overview

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03 Building the IAM Journey Hands-on

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Challenges in Securing Consumer Applications



The Balancing Act



- Security that frustrates users
  → they leave

- Great UX with weak security
  → you're exposed

AI is Fundamentally Changing Identity Management

Developers productivity is supercharged through **AI for IAM** across the identity integration lifecycle.

- Copilot-driven SDK integration
- Natural language login flow configuration
- MCP server for zero-click setup



Securing AI-native applications requires **IAM for AI** through emerging identity patterns and controls.

- Agent authentication & delegated access
- Scoped permissions & consent
- Auditability for autonomous actions

Blending identity and intelligence with
seamless, secure authentication

https://wso2.ai

Build vs Buy

Build from scratch:

- Full control, full burden
- Every evolving threat is your problem
- Auth is never "done" — it's a moving target

Use an identity provider:

- Focus on your business logic
- Security, compliance, and standards handled
- New capabilities (passkeys, adaptive auth) on day one



A single open source solution powering 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

SaaS IAM

Asgardeo is a developer-focused IDaaS solution that provides seamless, secure authentication and user management. It is available as a multi-tenant SaaS or private cloud deployment.

Verifiable Security Assurance and Regulatory Trust

GDPR · California Consumer Privacy Act · Digital Operational Resilience Act · CERTIFIED ISO 27001 · AICPA SOC · OpenID CERTIFIED · W3C WAI-AA WCAG 2.1

Available for purchase via

Microsoft Azure MARKETPLACE · aws marketplace · Google Cloud Platform Marketplace

Follow Along!

```
git clone
https://github.com/wso2con/2026-AUS-iam-tutorial-1
```



Asgardeo Free Sign Up
https://asgardeo.io/signup

DEMO

Securing a Consumer App

The Manual Mode

WSO2

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Securing a Consumer App

The AI Mode

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Elevating the IAM experience

CIAM capabilities that make the difference

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Authentication was just the beginning

Customer data, verifiable credentials, and agent identity

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WSO2 Customer Data Service (CDS)

Why Organizations Struggle with Customer Data:

- Siloed data across different systems (CRM, Analytics, IAM, Apps)
- Fragmented customer identities
- Costly integrations and inconsistent user profiles
- Inability to unify customer context around a single trusted user identity

Need: Unified, identity-aware, compliance-ready customer data management

CDS Core Capabilities

- Profile Building
  - Go beyond traditional identity attributes by building rich customer profiles.
  - Incorporate dynamic user traits and application-specific data to enable deeper personalization and insights.
- Profile Unification
  - Track users seamlessly across sessions—even before they sign up.
  - Enable profile unification by merging anonymous and identified profiles intelligently.
- Guest User Tracking
  - Avoid forcing users to sign up prematurely.
  - Allow them to explore your application freely and convert at their own pace without loosing the data.
- Offload Customer Data Storage to IAM
  - Delegate customer data storage to a Customer Data Management (CDM) in IAM solution.
  - This ensures scalability, flexibility, and centralized control for personalized experiences and reduce data security risks.



DEMO

Customer Data Service

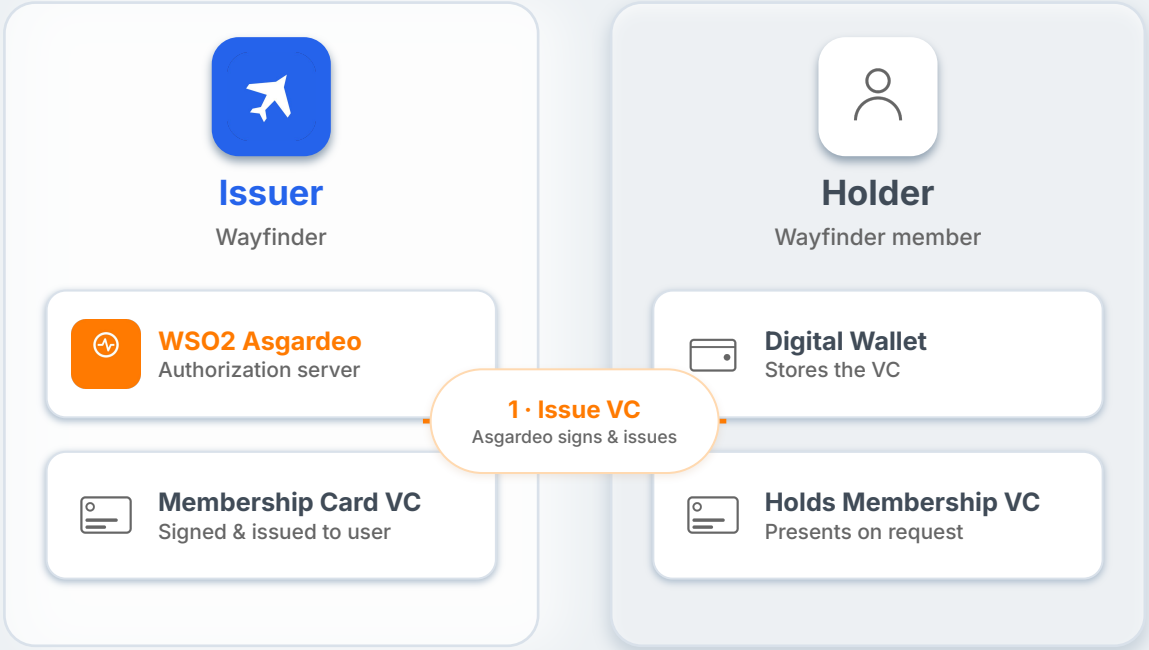
Profile Unification

WSO2

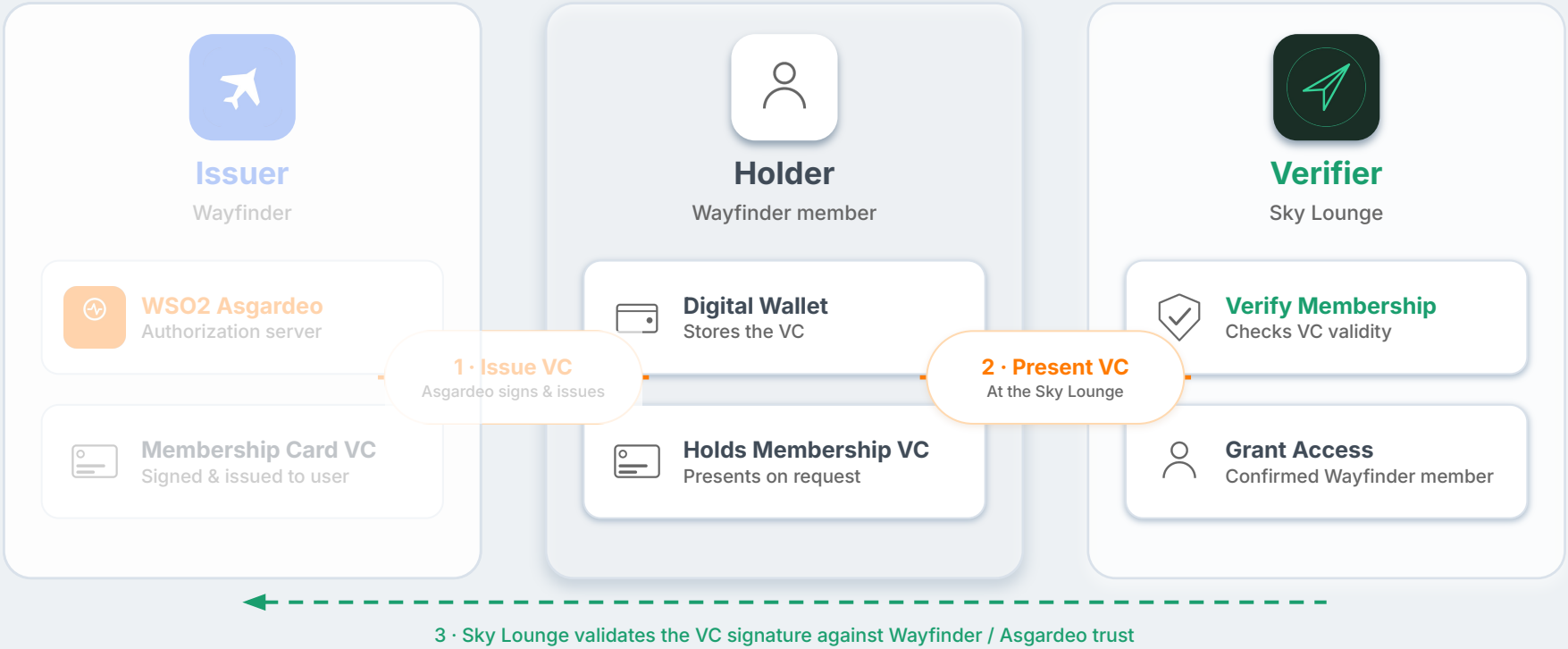
Verifiable Credentials

WSO2

Verifiable Credentials (VC) with WSO2 Asgardeo



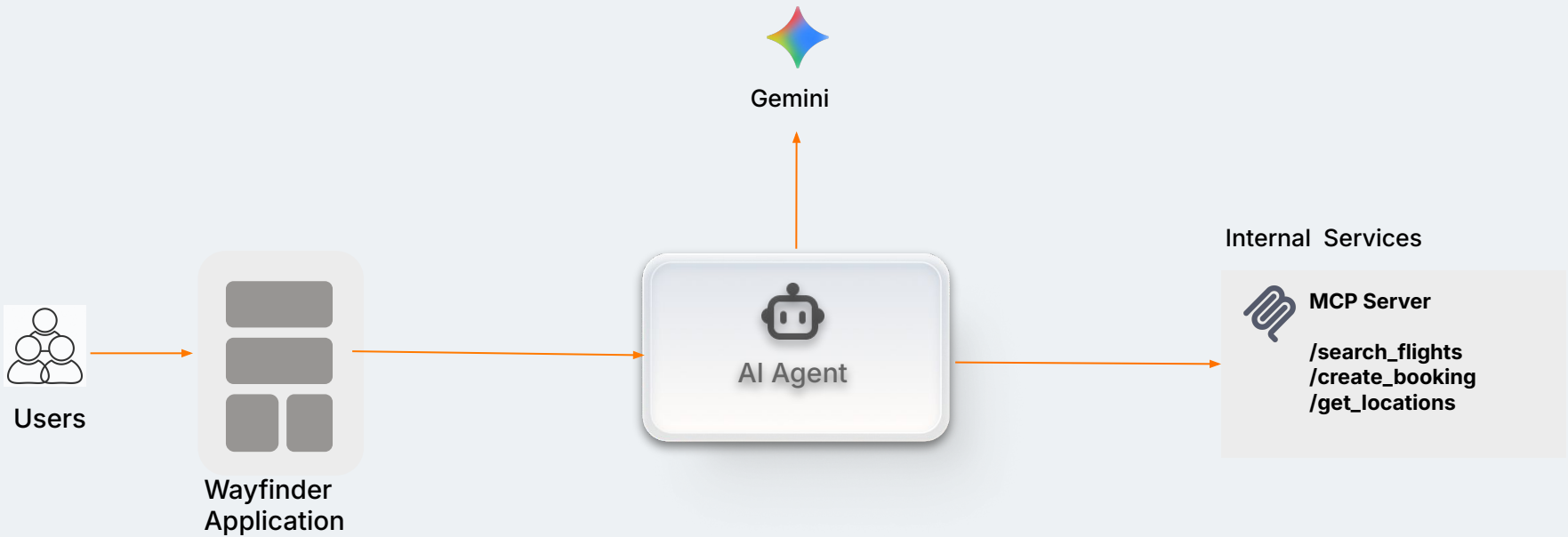
Verifiable Credentials (VC) with WSO2 Asgardeo

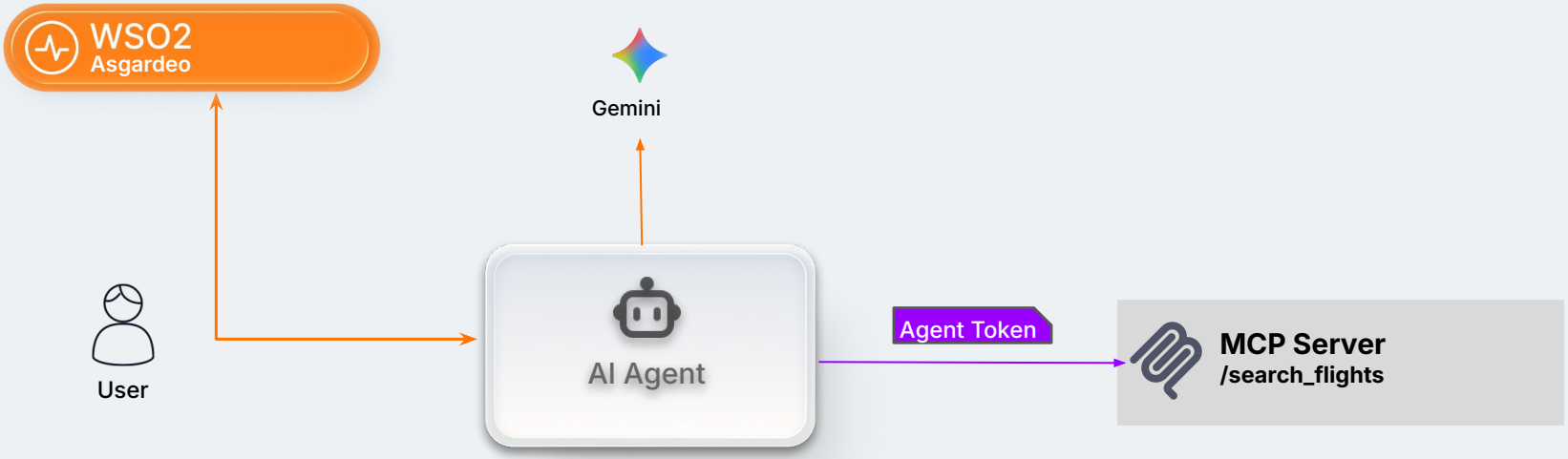


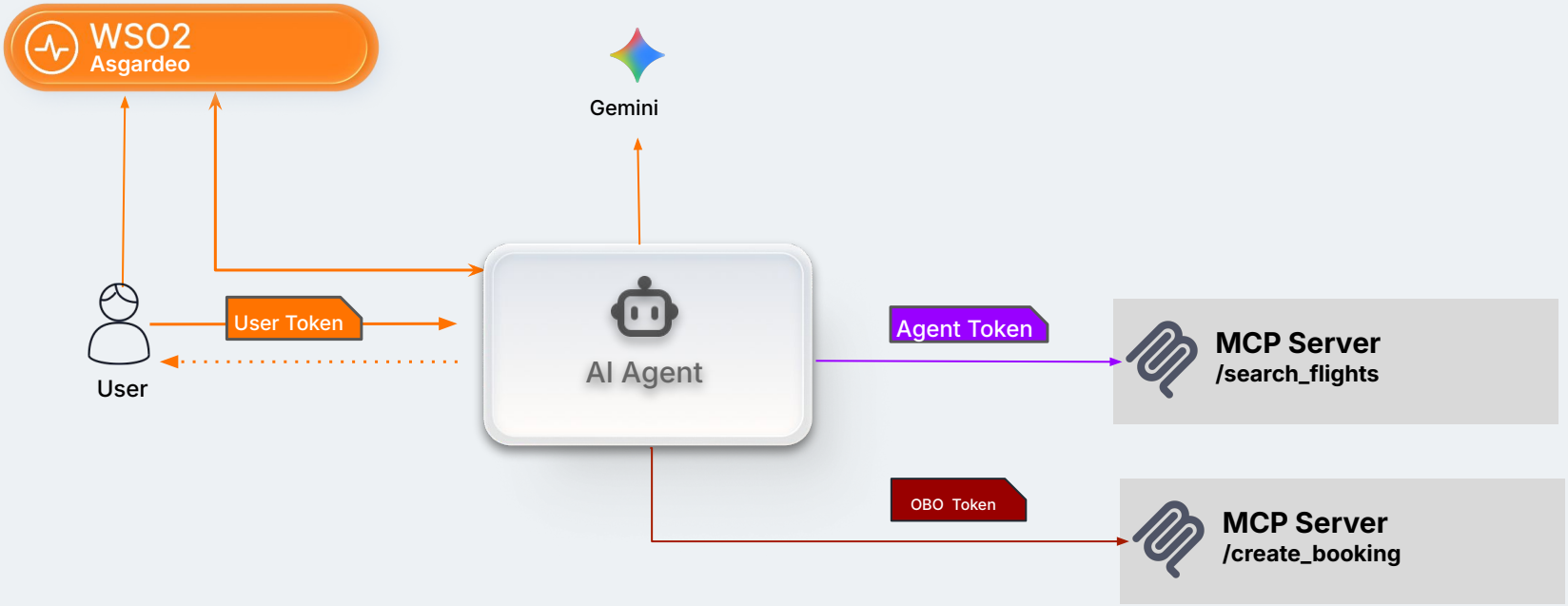
From Consumers to AI

The identity journey continues

WSO2


Gemini
Internal Services
MCP Server
/search_flights
/create_booking
/get_locations
AI Agent
Users
Wayfinder
Application

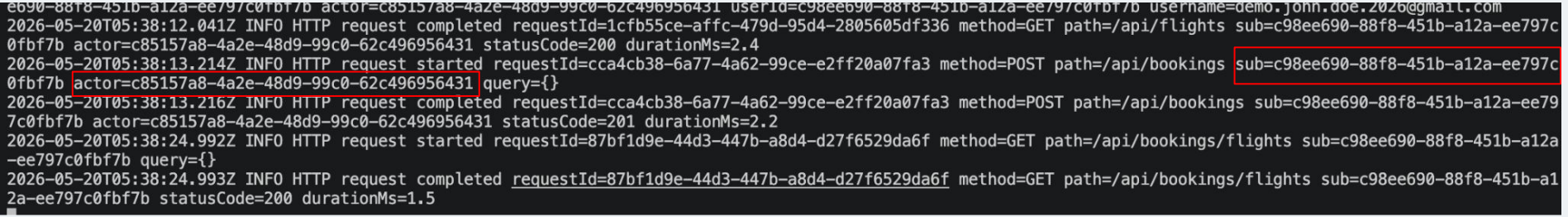

WSO2
Asgardeo
Gemini
User
AI Agent
Agent Token
MCP Server
/search_flights


WSO2
Asgardeo
Gemini
User
User Token
AI Agent
Agent Token
MCP Server
/search_flights
OBO Token
MCP Server
/create_booking

Track agent activities across different systems



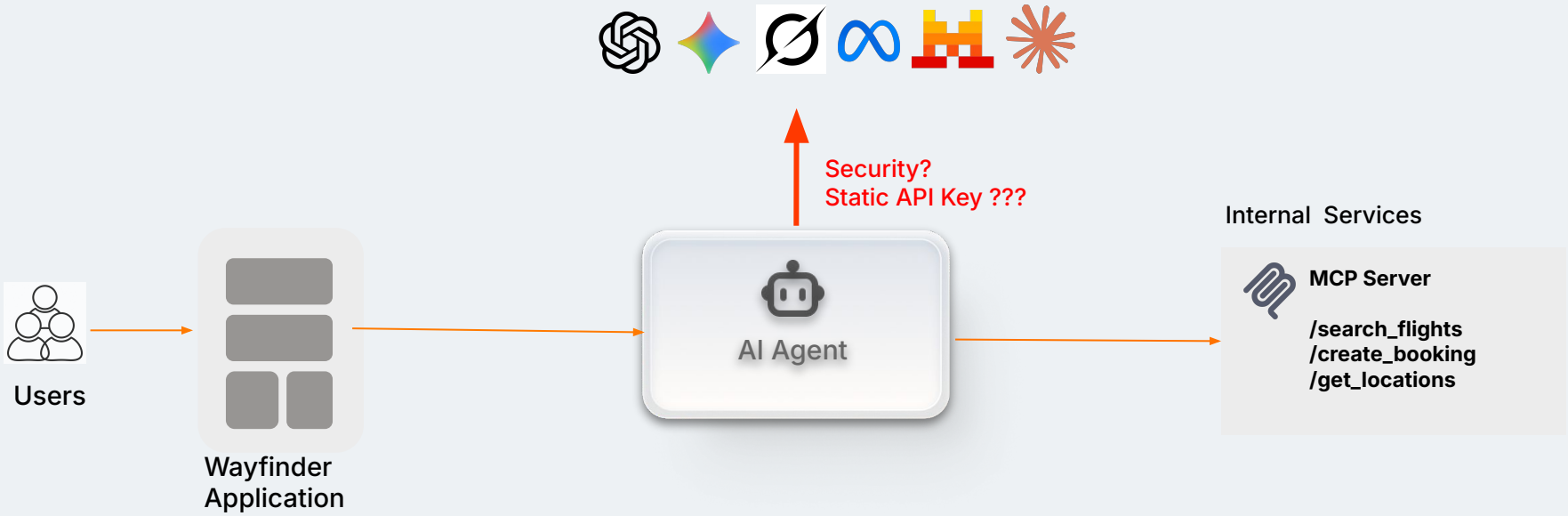
Track agent activities across different systems



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Ambient Agents

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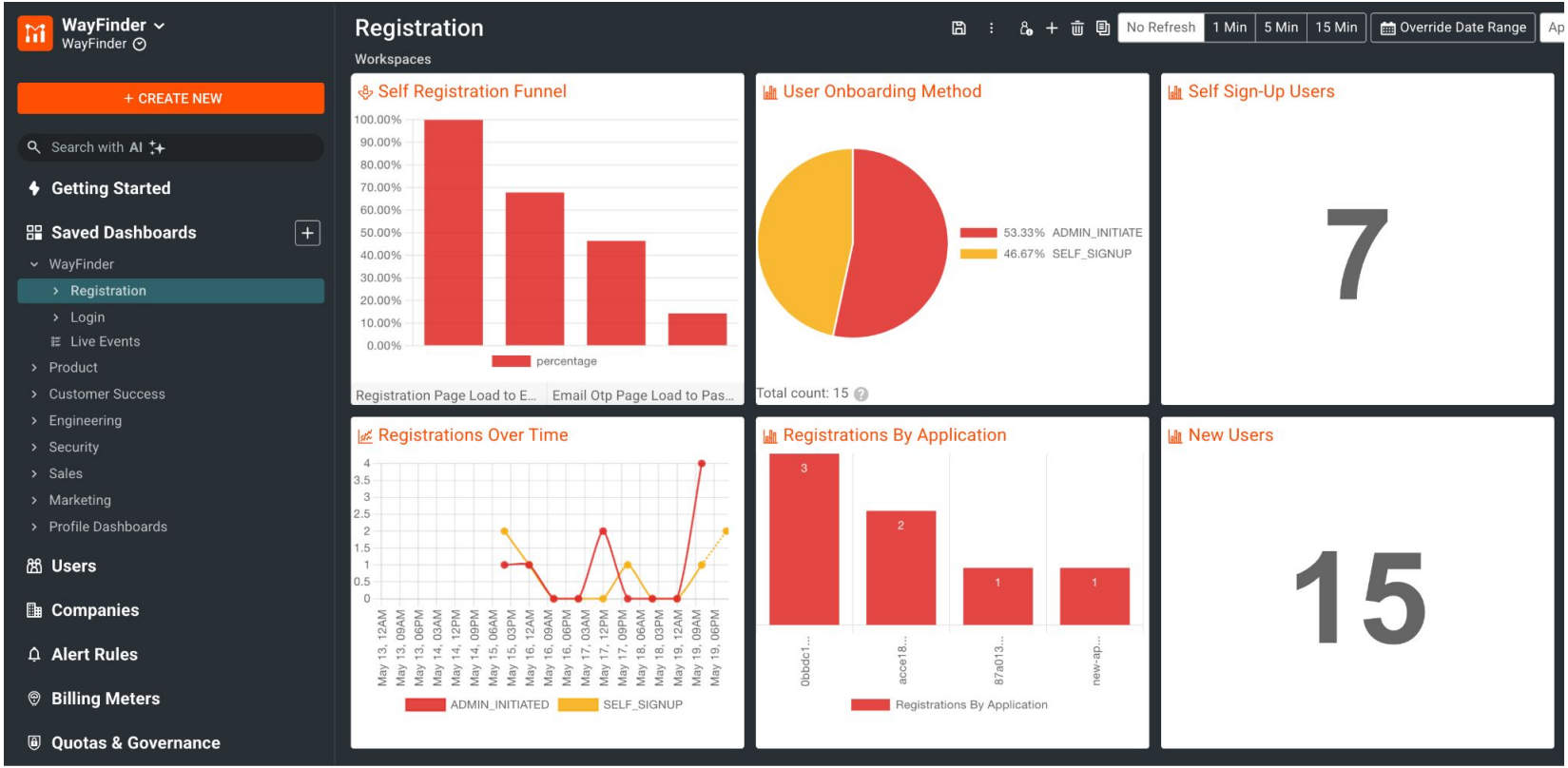

Security?
Static API Key ???
Internal Services
Users
Wayfinder Application
AI Agent
MCP Server
/search_flights
/create_booking
/get_locations

Asgardeo Events

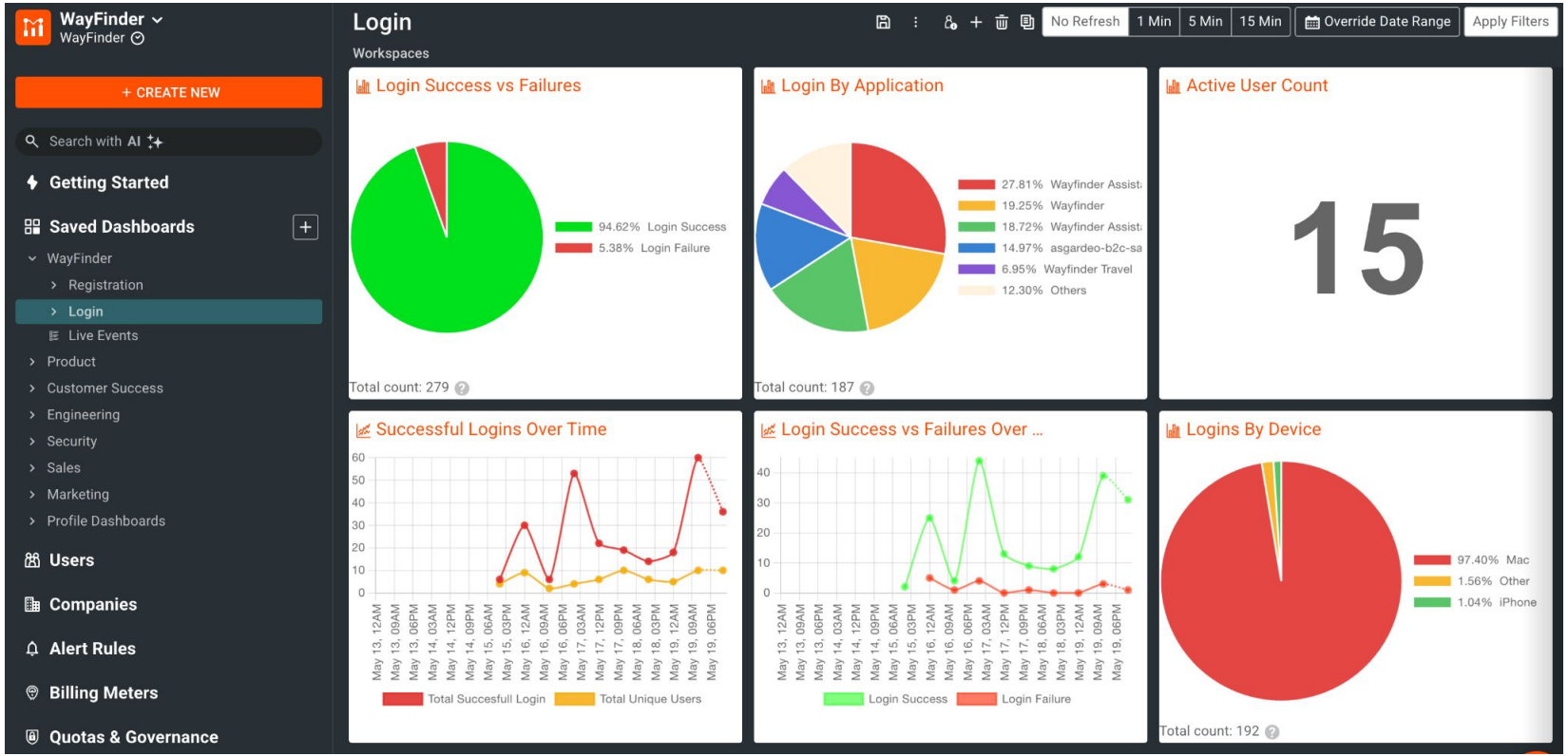
In the Moesif Dashboards

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Event-Driven Insights: Asgardeo to Moesif



Event-Driven Insights: Asgardeo to Moesif



WSO2 CIAM Roadmap Highlights

WSO2

CIAM Roadmap Highlights - 2026 and 2027

- Introduce an AI-powered Copilot to perform product configurations through natural language interactions
- Support Verifiable Credential verification
- Deliver a digital wallet compliant with the EU Digital Identity Wallet and OpenWallet specifications for verifiable credential storage and presentation.
- Expand integrations with national digital identity systems
- Built-in management for Terms of Service and Privacy Policy versioning, with the ability to prompt and notify users of policy changes and handle re-consenting.

CIAM Roadmap Highlights - 2026 and 2027

- Extend orchestration capabilities
- Enable integration with external authorization engines using the AuthZEN specification.
- Extended SDK support for technologies such as Python, Ballerina, Go, iOS/Swift, Android/Kotlin and additionally component support for custom self service portals.
- Extended Agent IAM capabilities with:
  - Issuing verifiable credentials for agents, enabling trusted agent-to-agent and agent-to-service interactions.
  - Support for approval workflows for agent activities.
  - Adopting UMA 2.0 for agent authentication.
  - Provide integrations with LLM security platforms (e.g., AI Gateway).

Question Time!

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Thank You!

