WSO2CON NORTH AMERICA

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Secure your Agentic B2B Applications



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Overview

01 What B2B CIAM is — and why it matters more than you think

02 Why building B2B apps breaks the IAM tools you already know

03 The WSO2 answer: organizations as first-class citizens

04 Securing a B2B SaaS app, end to end — built with Next.js + Asgardeo

05 Beyond humans: exposing AI agents as a service

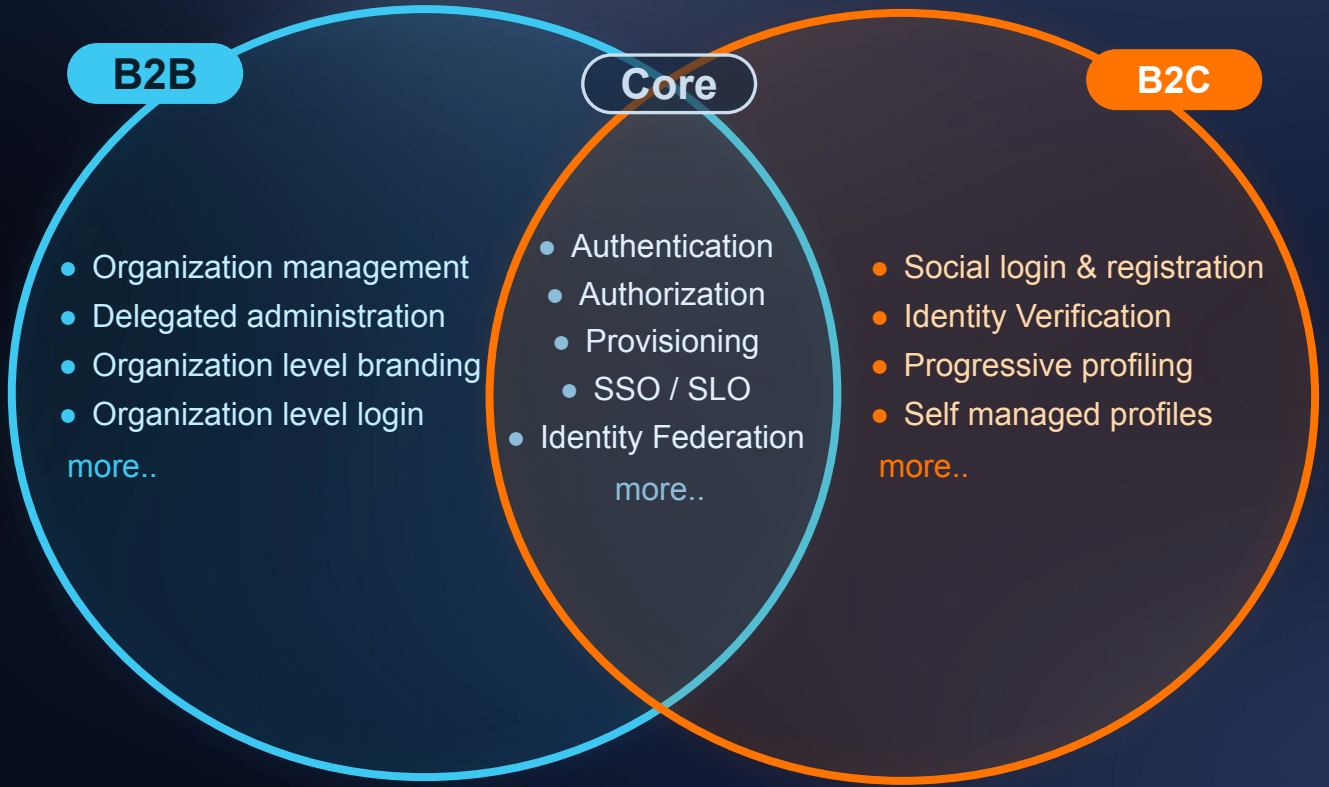
WSO2

`git clone`
`https://github.com/wso2con/2026-AUS-iam-tutorial-2`
to follow up

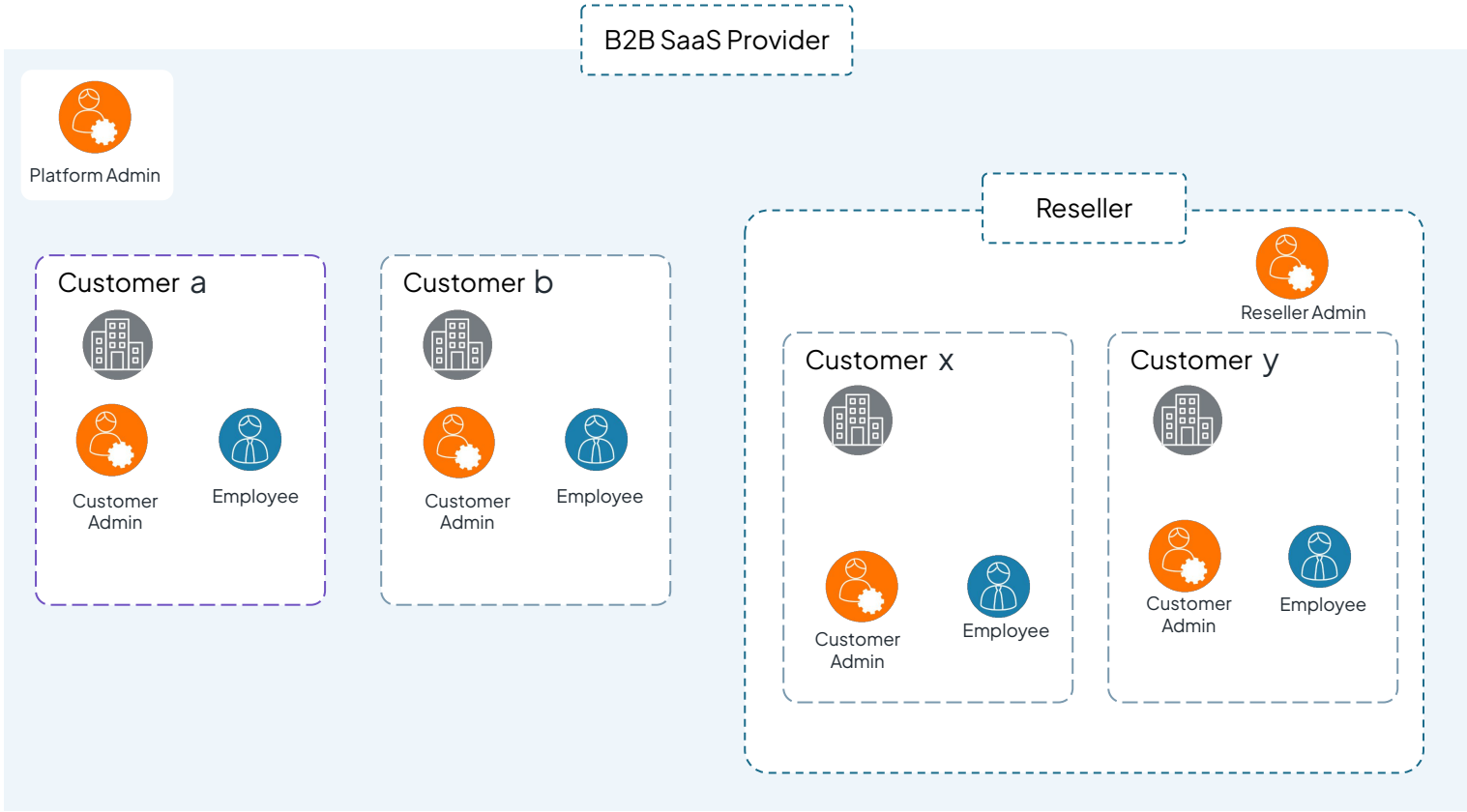


WSO2

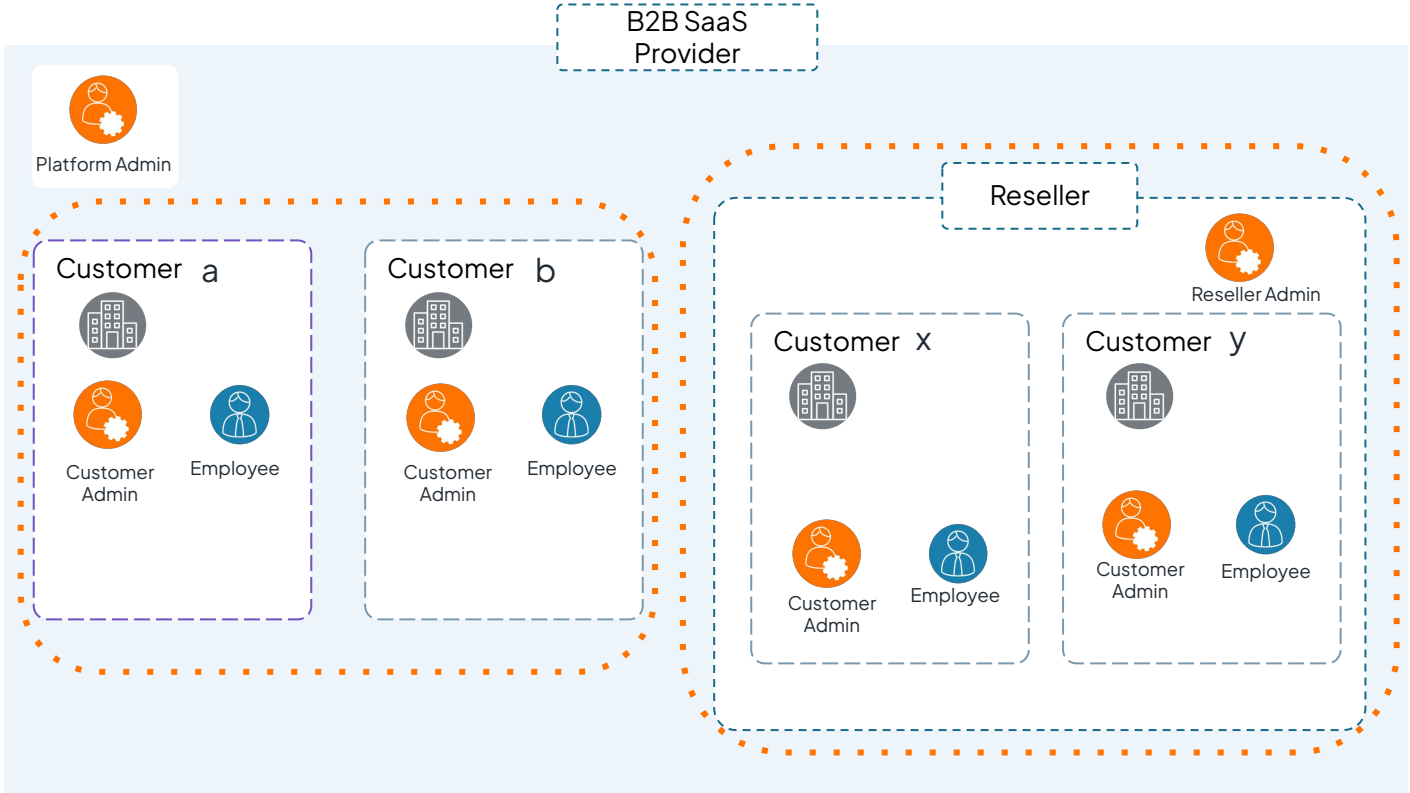
Customer Identity and Access Management



CIAM for B2B Interactions

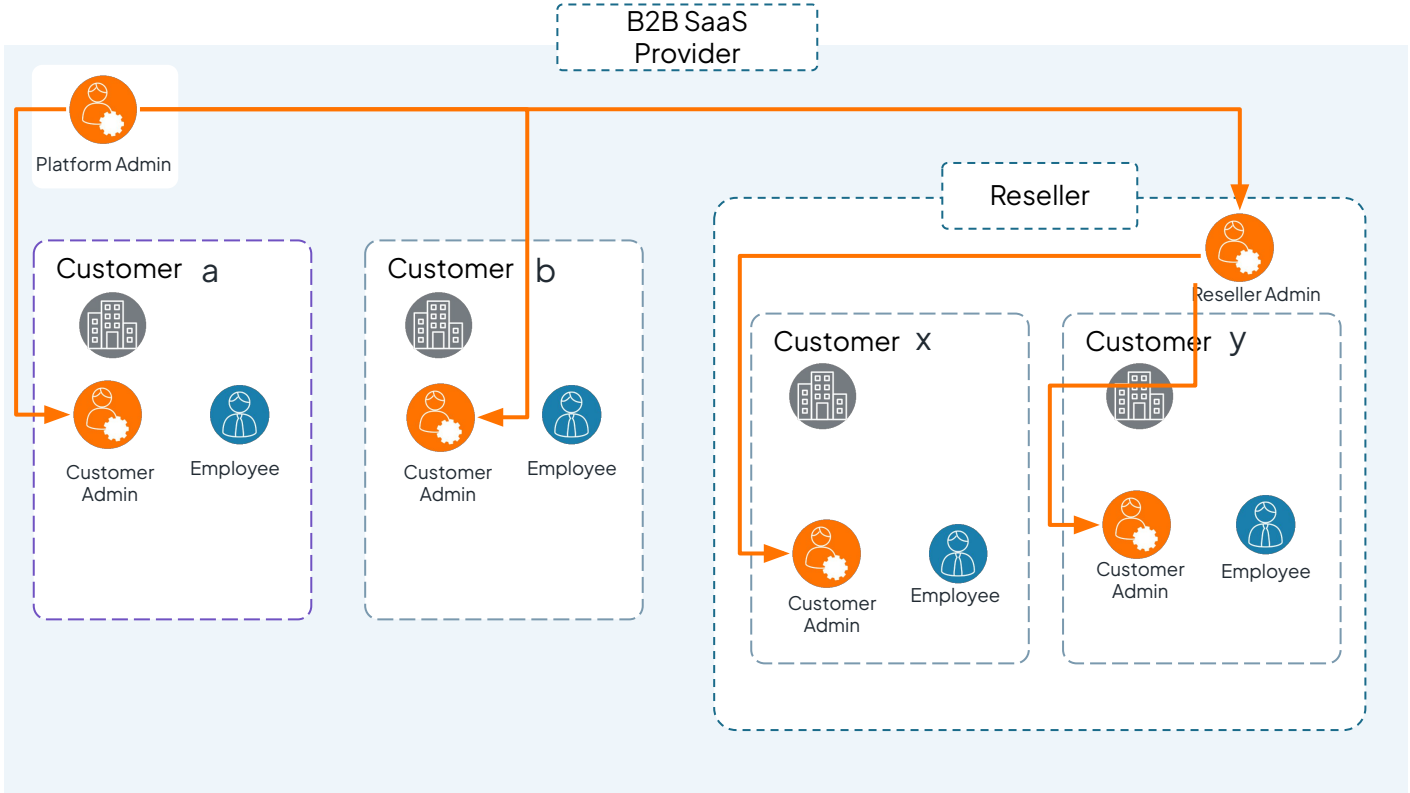


Requirements and Challenges in B2B Application Development



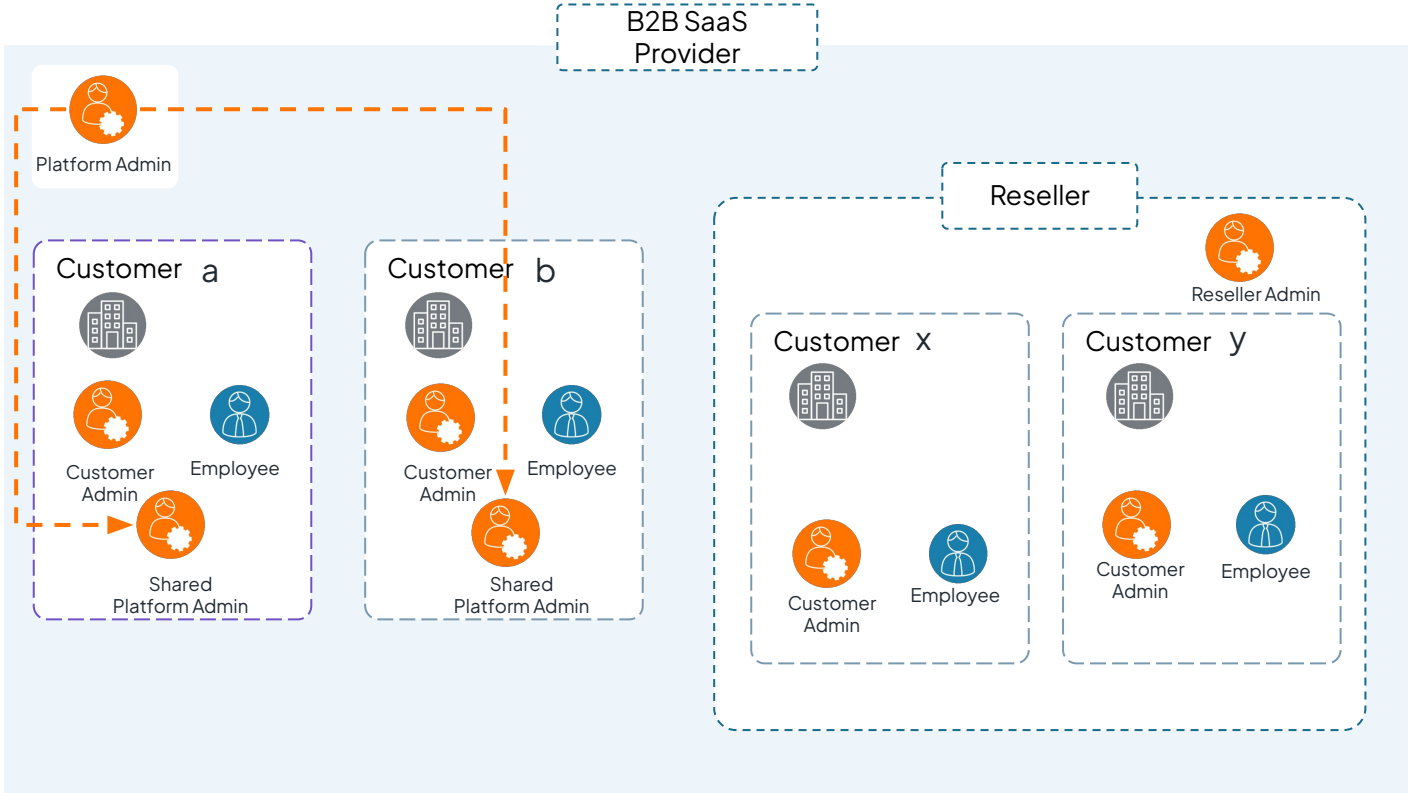
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- Delegated administration for organizations
- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective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

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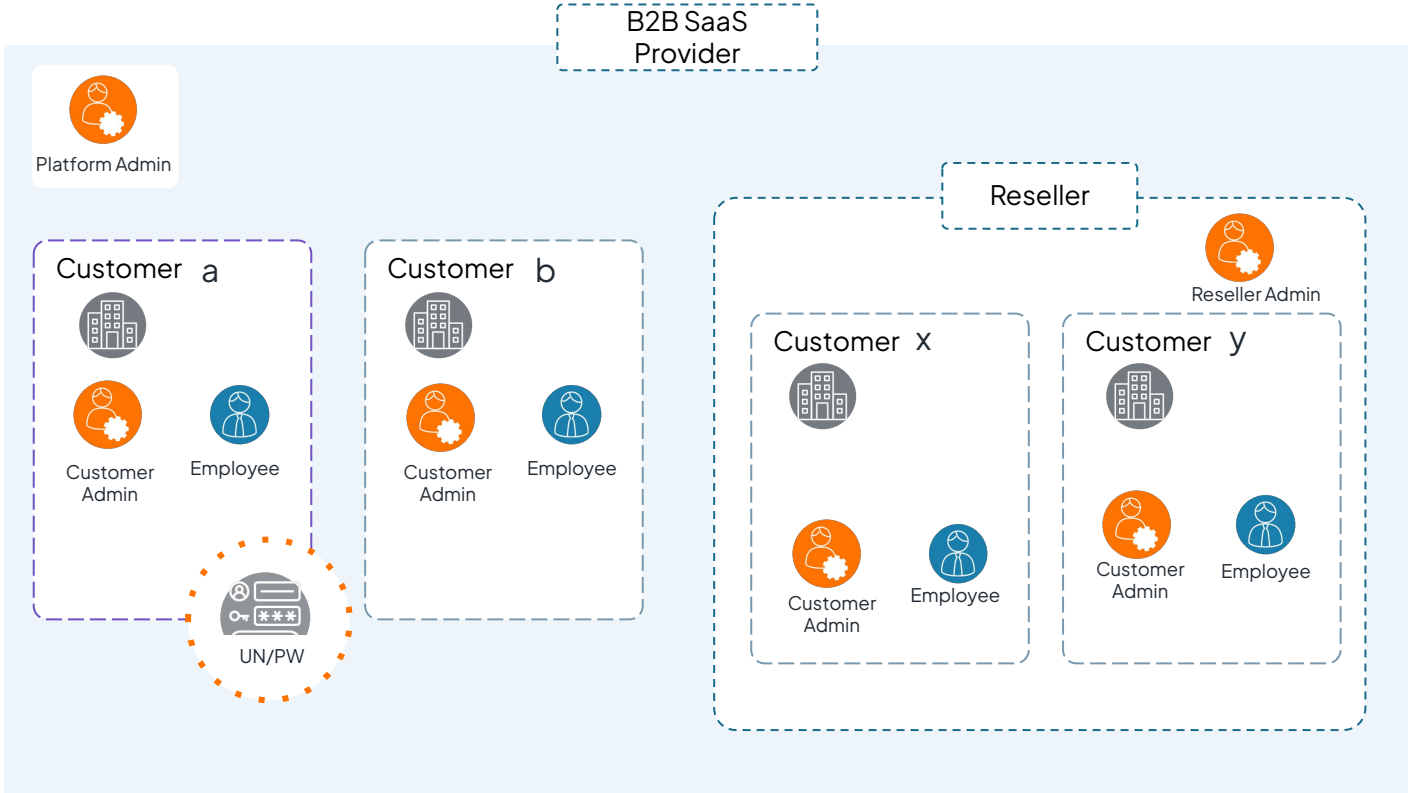
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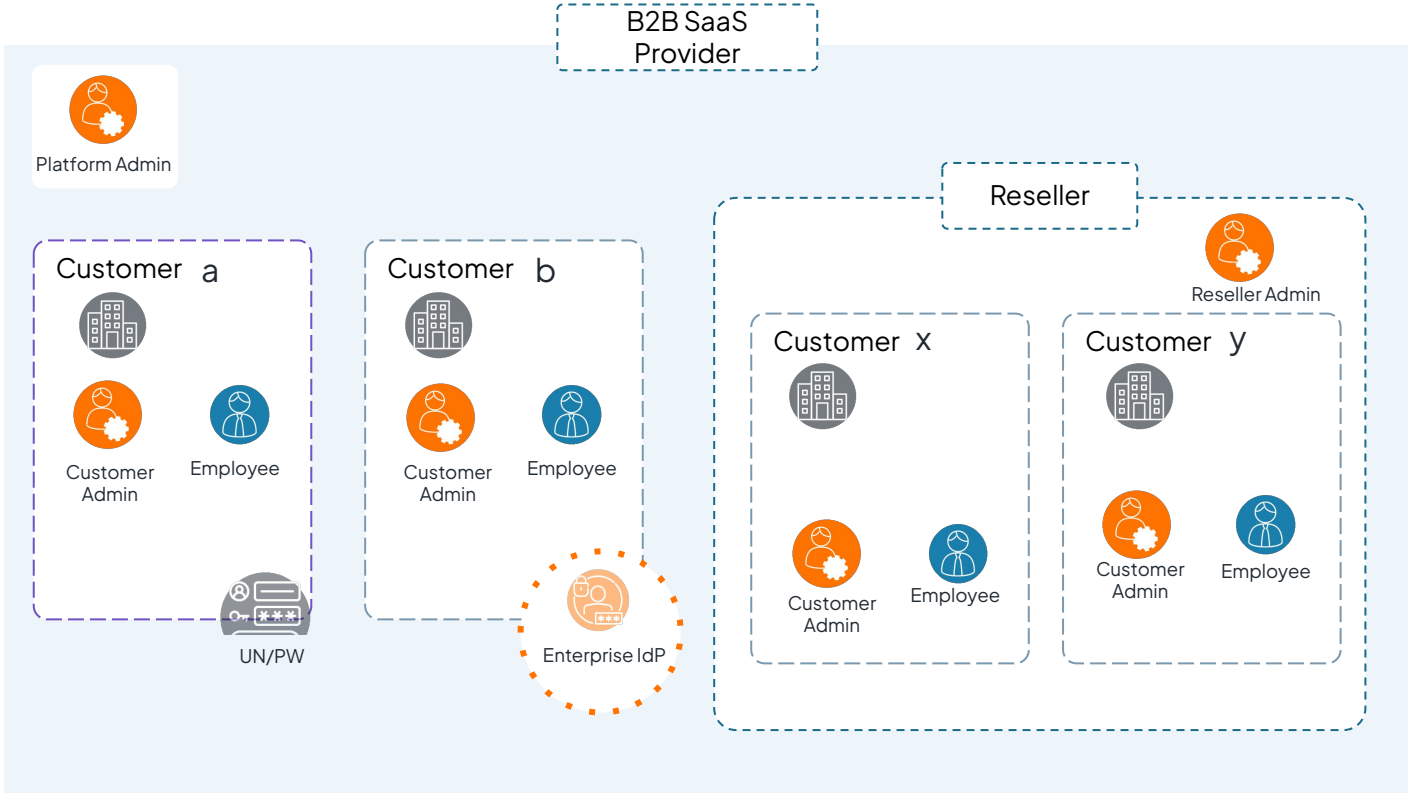
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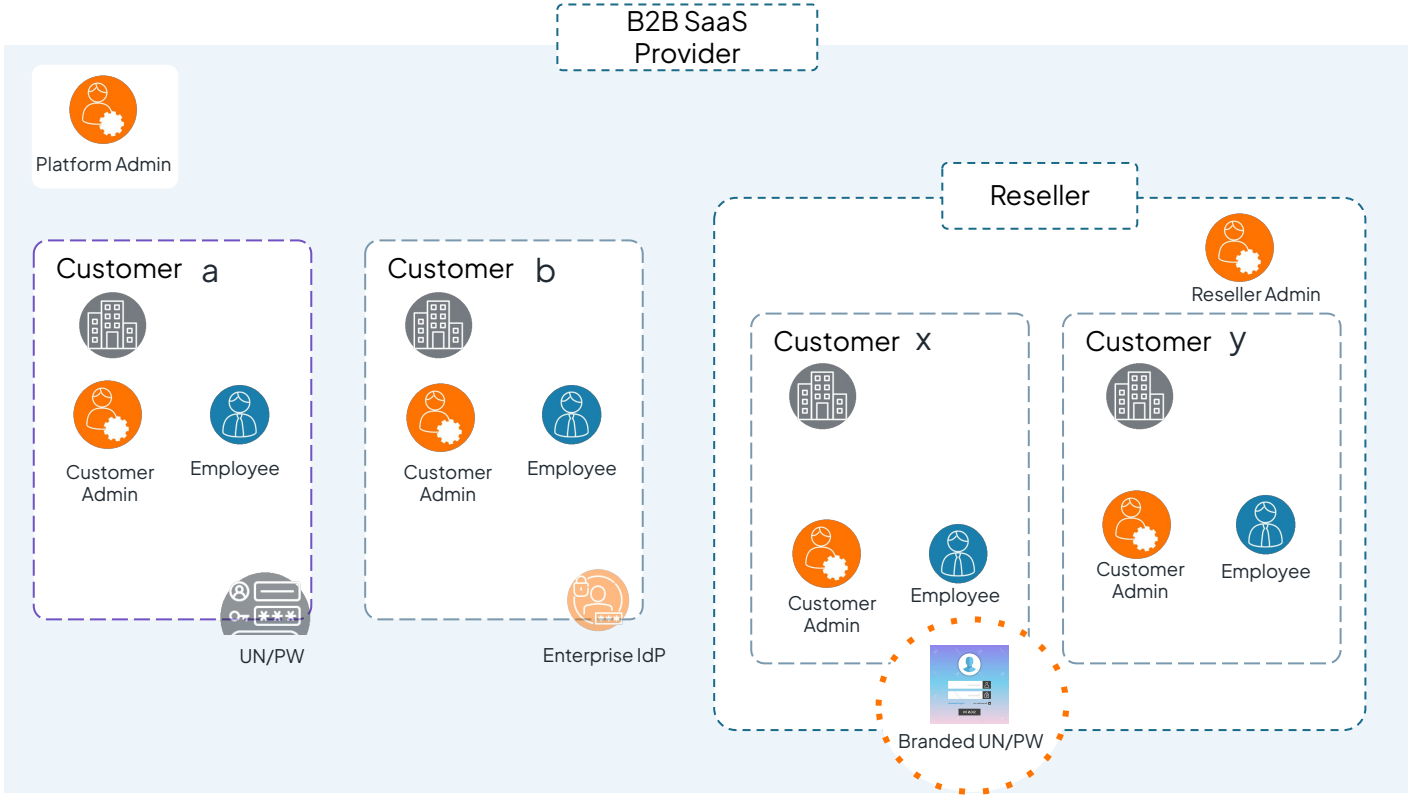
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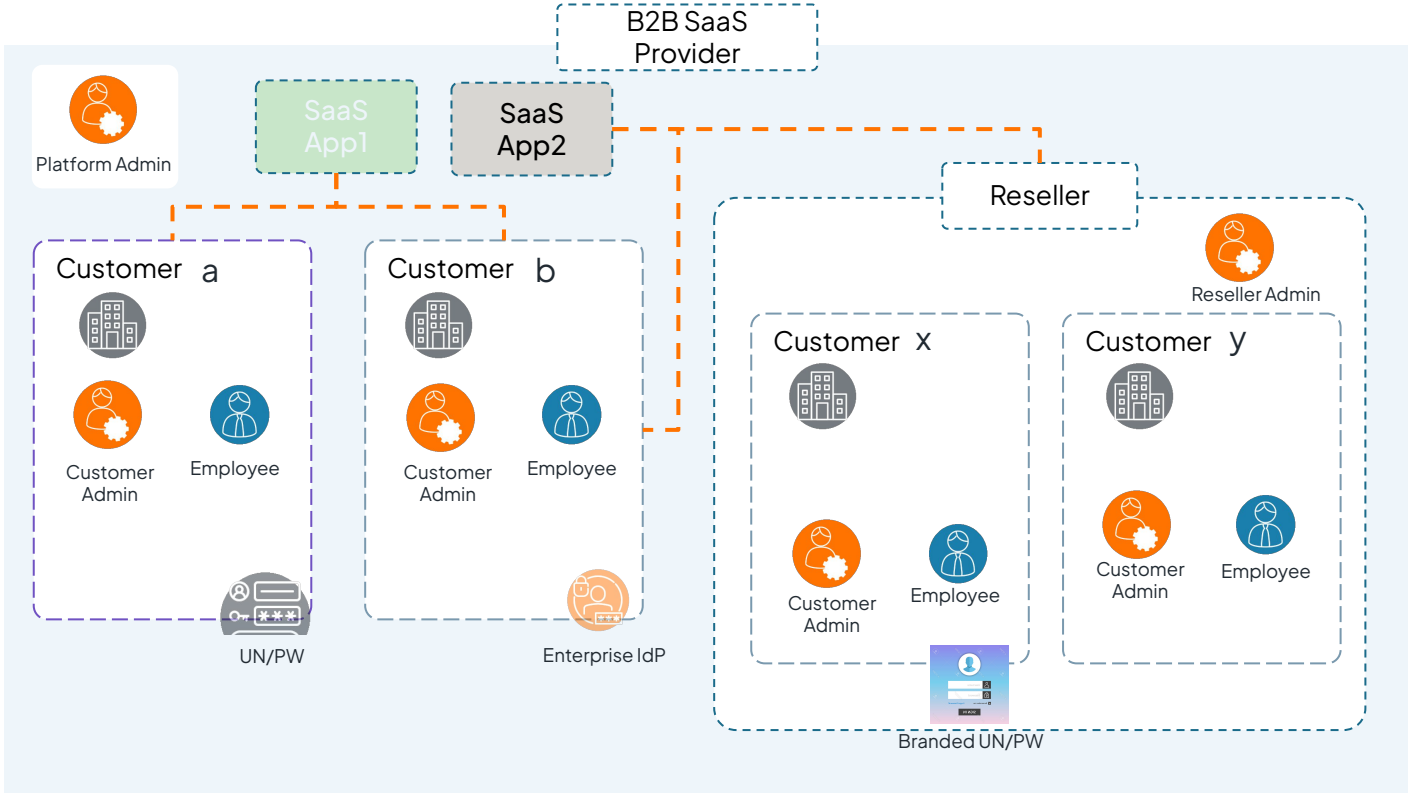
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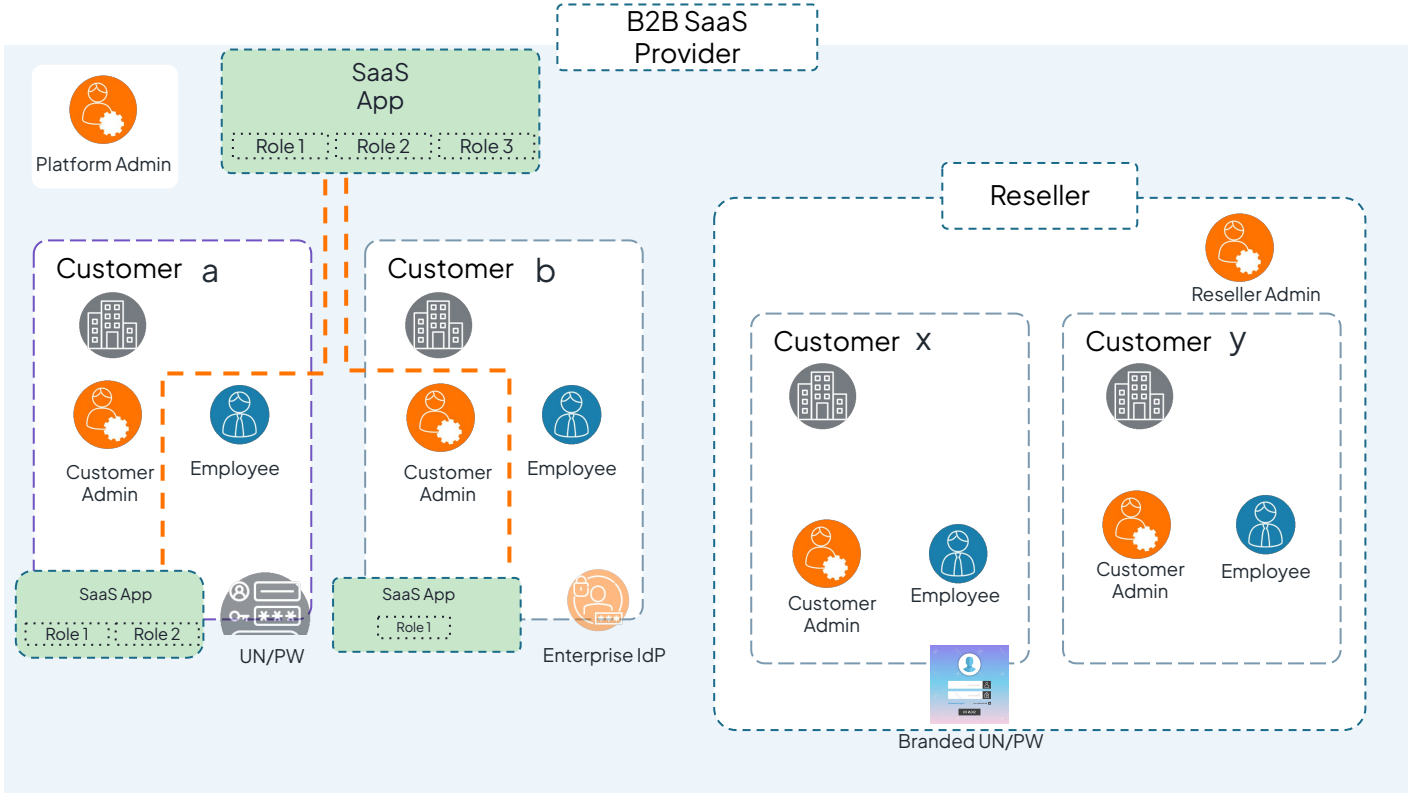
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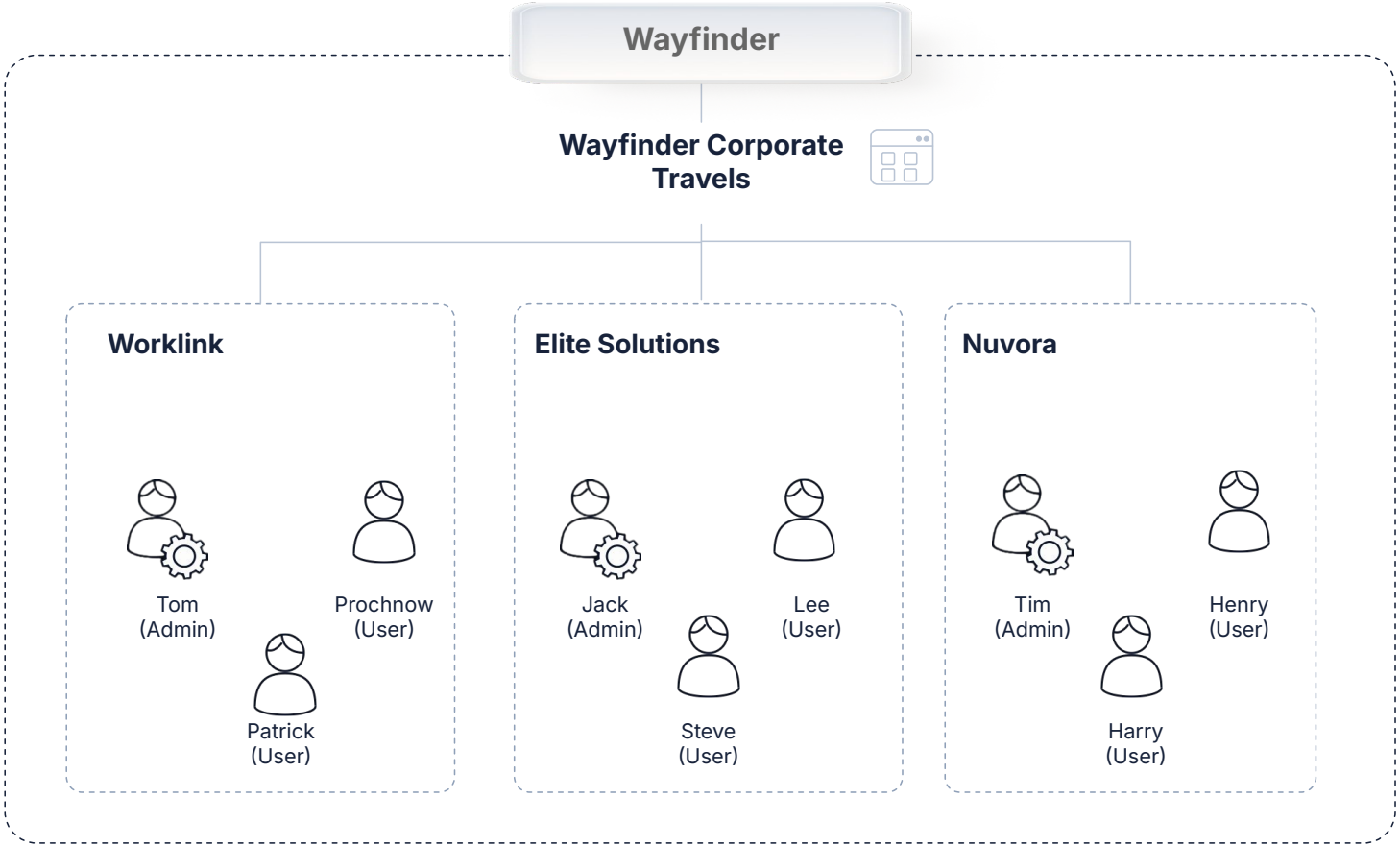


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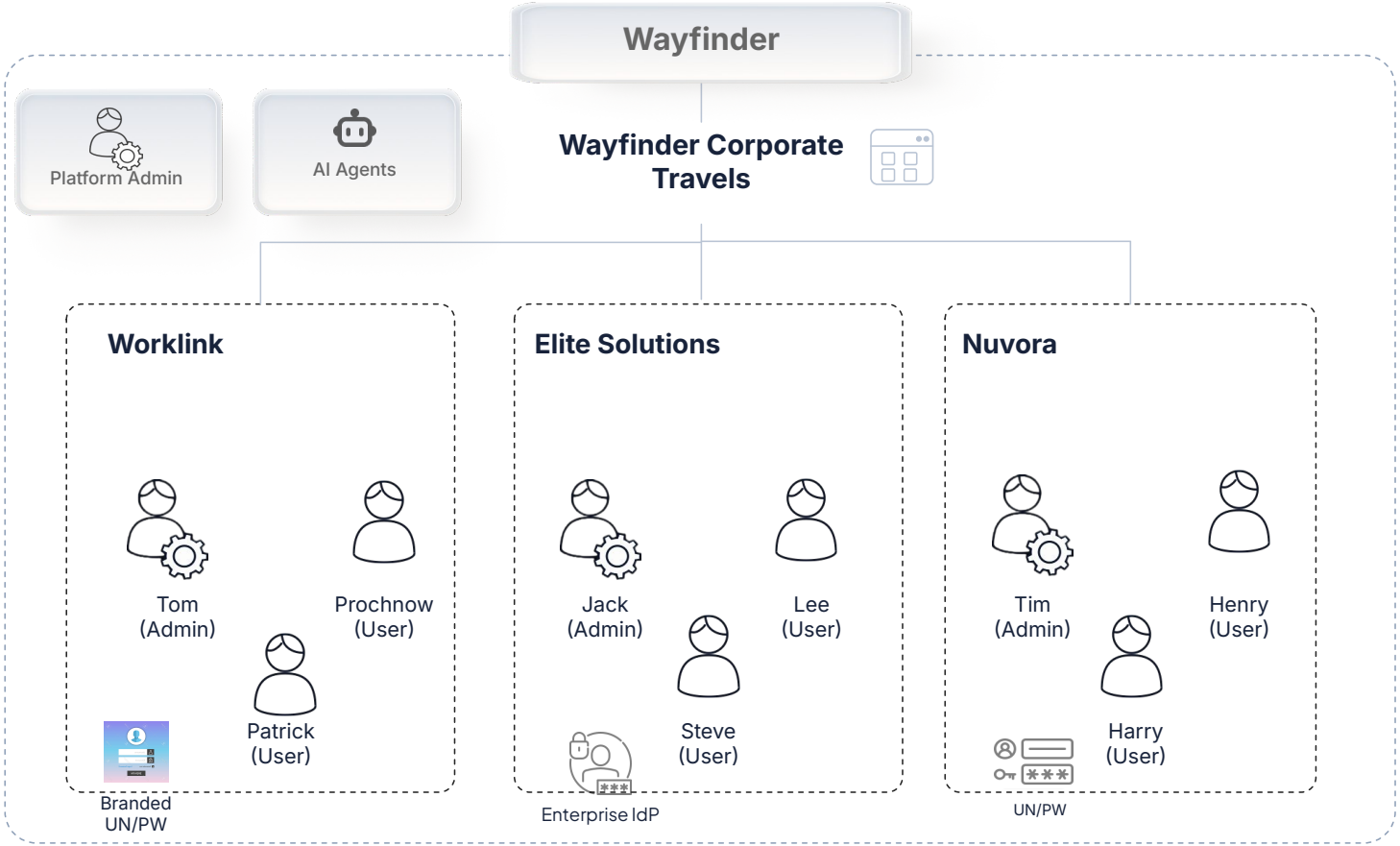
Securing a B2B SaaS Application

WSO2

Business Overview



Business Requirements



Choose your plan.

Pick the workspace plan that fits your team. You can upgrade at any time from your settings.

FREE
Starter

Free forever

For small teams taking their first steps in managed travel.

- Up to 5 travelers
- Basic trip requests
- 1 travel policy
- Standard expense reports
- Email support

Select plan

MOST POPULAR

BASIC
Business

$29 per seat / month

For growing teams that need smart workflows and visibility.

- Up to 50 travelers
- Smart trip recommendations
- Unlimited travel policies
- Approval workflows
- Analytics dashboard
- Priority support

Selected

ADVANCED
Enterprise

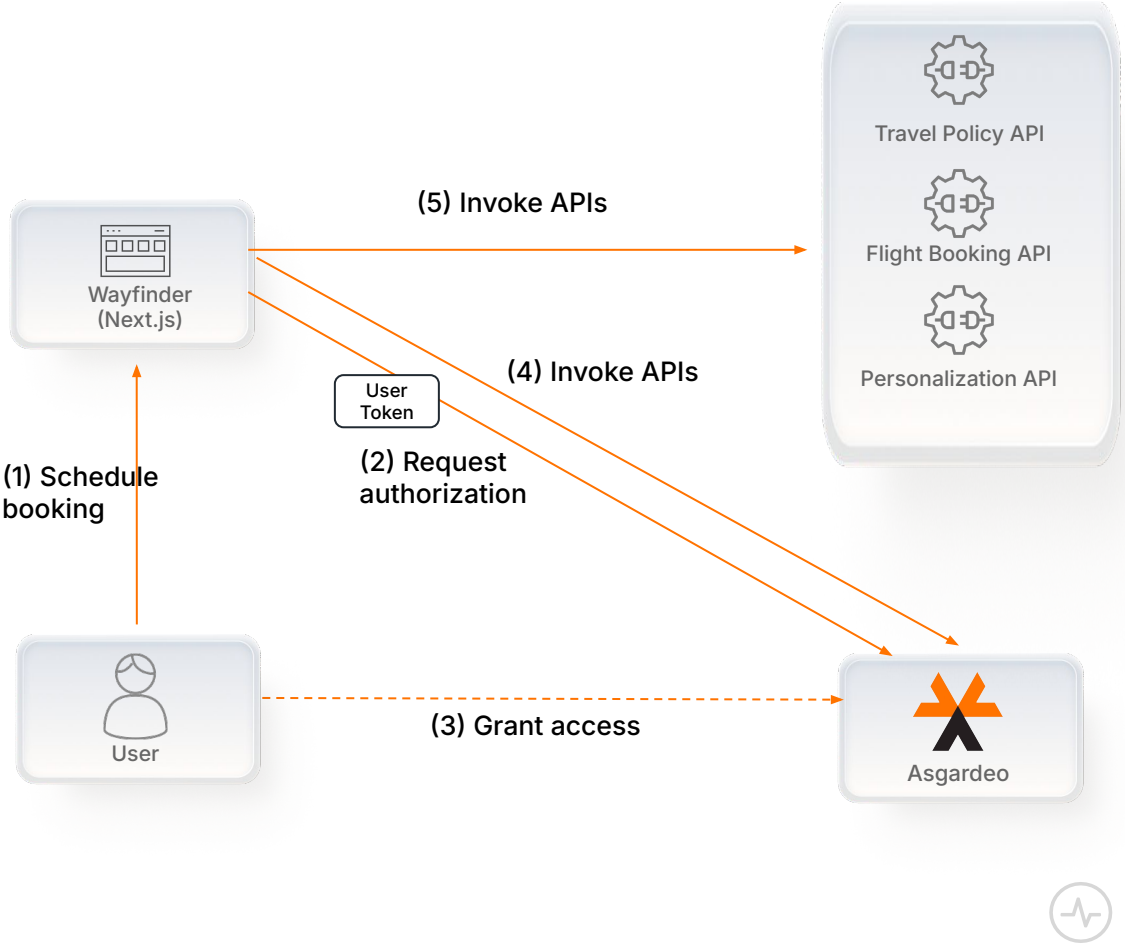
$99 per seat / month

For large organizations with complex travel programs.

- Unlimited travelers
- Custom integrations & API
- SSO & advanced security
- Dedicated account manager
- 24/7 phone & chat support
- Custom reporting & exports

Select plan

Solution Setup





Demo

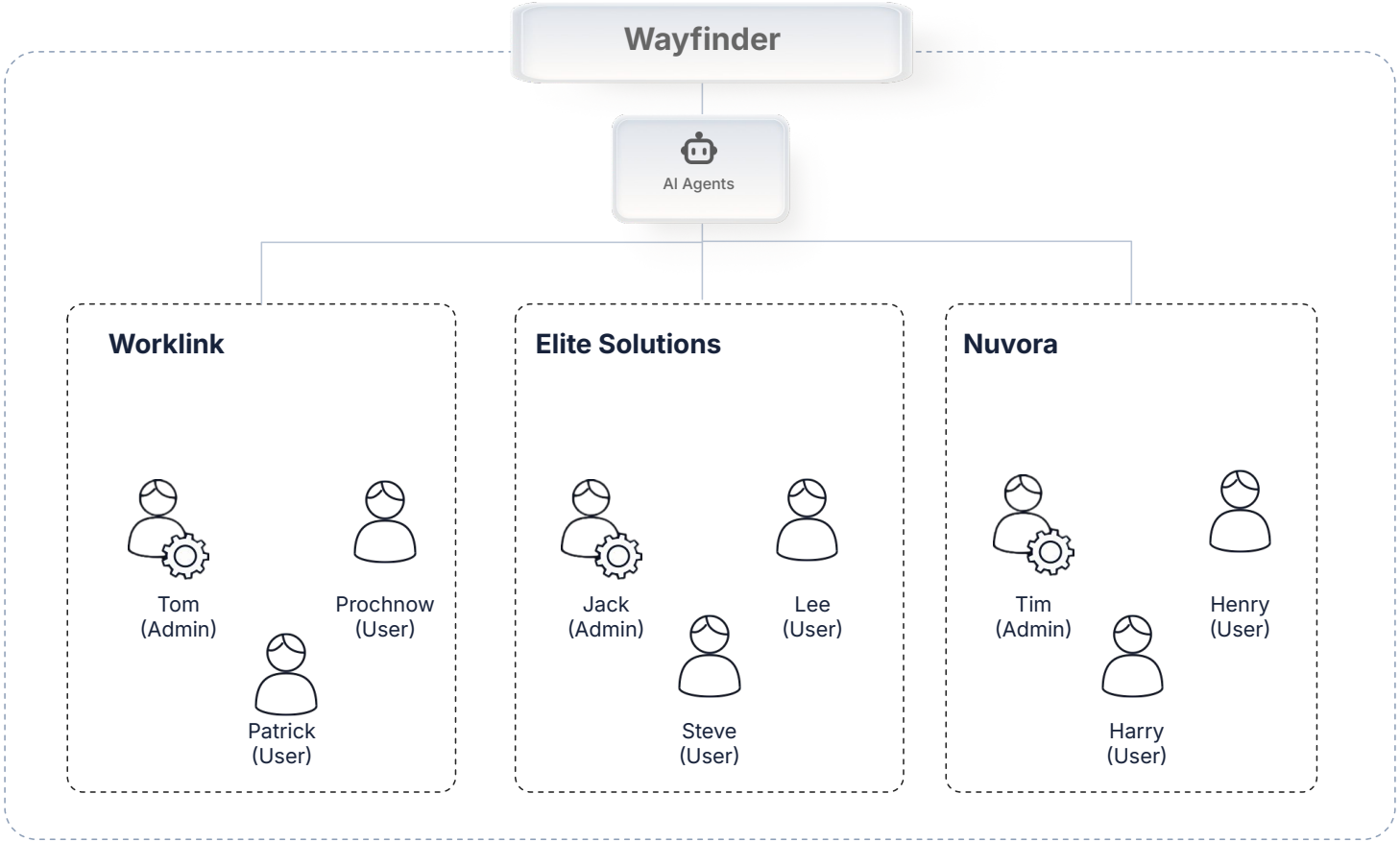
WSO2


Wayfinder
WSO2
Asgardeo
Wayfinder Application
Enterprise IdP
Application Roles
IdP Groups
Wayfinder Admin
Admin
Wayfinder Member
User
WorkLink IdP
Admin Group
User Group

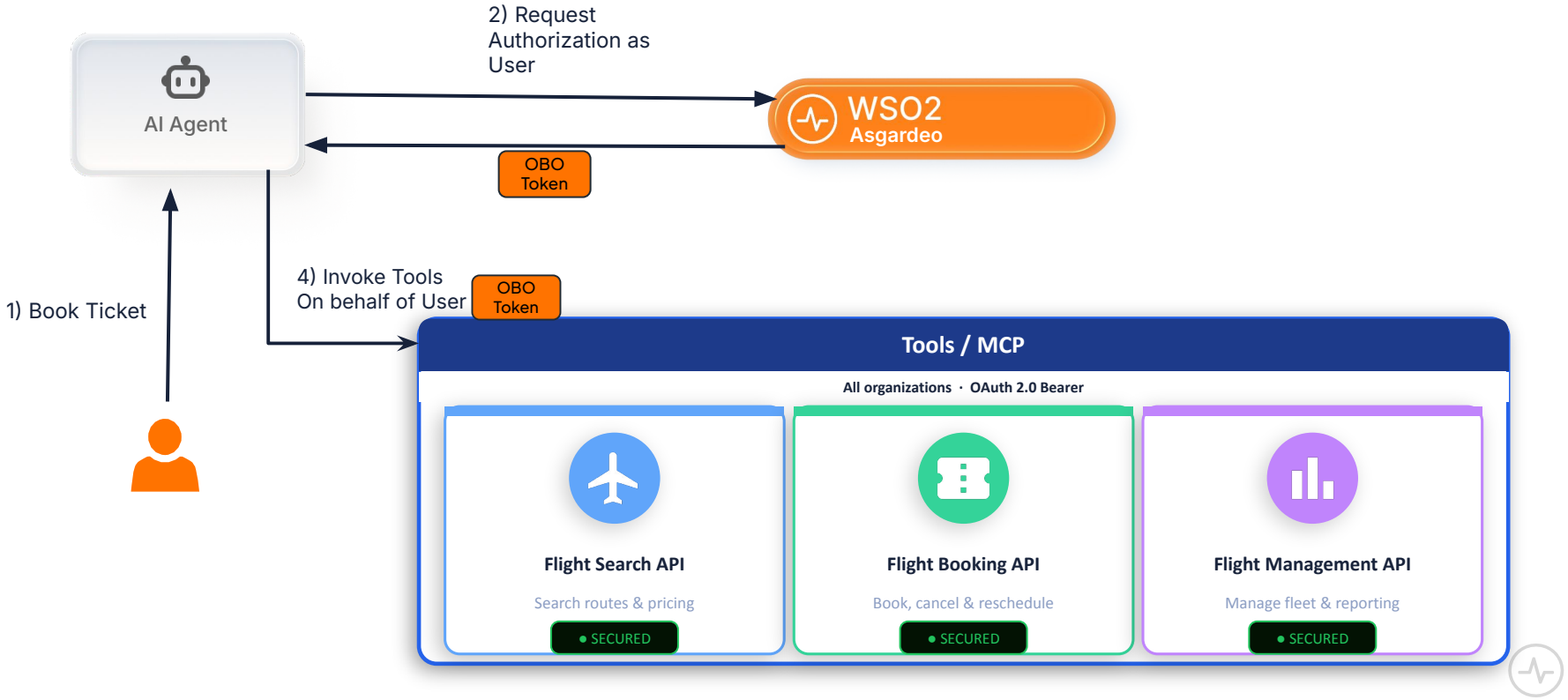
AI Agents as a Service

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Agent Identity



B2B AI Agent - On behalf of User



```
[travel-policies] GET /api/travel-policies { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 GET /api/travel-policies 403 in 15ms
 ✓ Compiled /api/flights in 153ms (730 modules)
[flights] GET /api/flights { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 GET /api/flights?from=New+York&to=Los+Angeles 200 in 475ms
[travel-policies] GET /api/travel-policies { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 GET /api/travel-policies 403 in 21ms
[flights] GET /api/flights { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 GET /api/flights?from=New+York&to=Los+Angeles&cabin=Economy 200 in 27ms
[flights] GET /api/flights { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 GET /api/flights?from=New+York&to=Los+Angeles&cabin=Economy 200 in 13ms
[travel-policies] GET /api/travel-policies { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 GET /api/travel-policies 403 in 17ms
 ✓ Compiled /api/bookings in 219ms (722 modules)
[bookings] POST /api/bookings { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
 POST /api/bookings 403 in 639ms
[travel-policies] GET /api/travel-policies {
  actor: '7466caeb-2bab-4257-b9ed-e0d4155f4da4',
  sub: 'd2a13da5-ff43-4303-b10c-9c2d981141ac'
}
 GET /api/travel-policies 200 in 22ms
[flights] GET /api/flights {
  actor: '7466caeb-2bab-4257-b9ed-e0d4155f4da4',
  sub: 'd2a13da5-ff43-4303-b10c-9c2d981141ac'
}
 GET /api/flights?from=New+York&to=Los+Angeles&cabin=Economy 200 in 29ms
[bookings] POST /api/bookings {
  actor: '7466caeb-2bab-4257-b9ed-e0d4155f4da4',
  sub: 'd2a13da5-ff43-4303-b10c-9c2d981141ac'
}
 POST /api/bookings 201 in 18ms
 ✓ Compiled /bookings in 214ms (731 modules)
```



Demo

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B2B CIAM Roadmap Highlights

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B2B CIAM Roadmap Highlights - 2026 and 2027

- Flow orchestration for organization onboarding, including an out-of-the-box self-organization onboarding portal
- Extend webhook event capabilities to support B2B use cases
- Enhance user impersonation capabilities (B2B SaaS provider impersonate customer/partner users)
- Enhance identity resource sharing and inheritance for scenarios beyond B2B SaaS offerings:
  - Identity Provider Sharing
  - Notification Senders
  - SaaS application login flow
- Ability to enrich user tokens with selective organization metadata
- Native support for customer/partner organization access requests and approval grants through multi level workflows

Question Time!

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Thank You!

