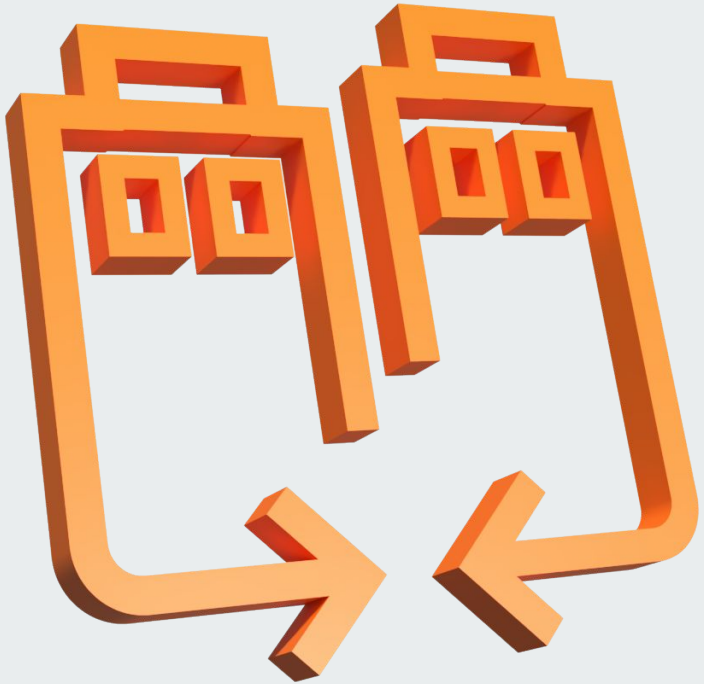
WSO2CON 2024

Organization Management

The Revolution in B2B CIAM



Johann Dilantha Nallathamby
Head of Solutions Architecture for IAM
WSO2



B2B CIAM

B2B CIAM refers to a collection of capabilities that helps you transform how you secure and streamline users' access to your B2B SaaS applications effectively and efficiently from third parties such as enterprise customers and channel partners such as dealers, distributors, resellers, vendors, etc.

Gartner

Magic Quadrant for Access Management

Published 16 November 2023 - ID G00781727 - 65 min read

By Analyst(s): Henrique Teixeira, Abhyuday Data, Nathan Harris, Robertson Pimentel

Initiatives: Identity and Access Management and Fraud Detection

> Workforce access management is getting commoditized, while CIAM is innovating faster, presenting increased opportunities for B2B use cases. AM continues to be an attractive target for attackers, so ITDR will grow in importance in 2024, along with support for passkeys and identity verification.

[….

Workforce AM Is Mature, CIAM Is Growing

- *… this year's Magic Quadrant for Access Management increases the focus on CIAM capabilities, including dedicated product and service evaluation for B2B and B2C features.*

AM Is Evolving Its B2B Capabilities

- *Business customers and partners now routinely use more digital services. This has resulted in the* ***increasing need for flexible, delegated life cycle management for B2B users****…*
- *..****less than one-third of all AM vendors surveyed offer OOTB features to delegate B2B users****' registration and identity management to a third-party trusted identity*

…]

Challenges in Securing Access to B2B SaaS Applications

1. Onboarding customers and partners
2. Reducing friction in customer access
3. Supporting diverse GTM models
4. Appointing designated custodians
5. Regulatory compliance
6. Reducing operational costs
7. Increasing developer productivity

Foundational Capabilities to Make Your B2B SaaS Application a Winner



Empower developers



Enhance customer experiences



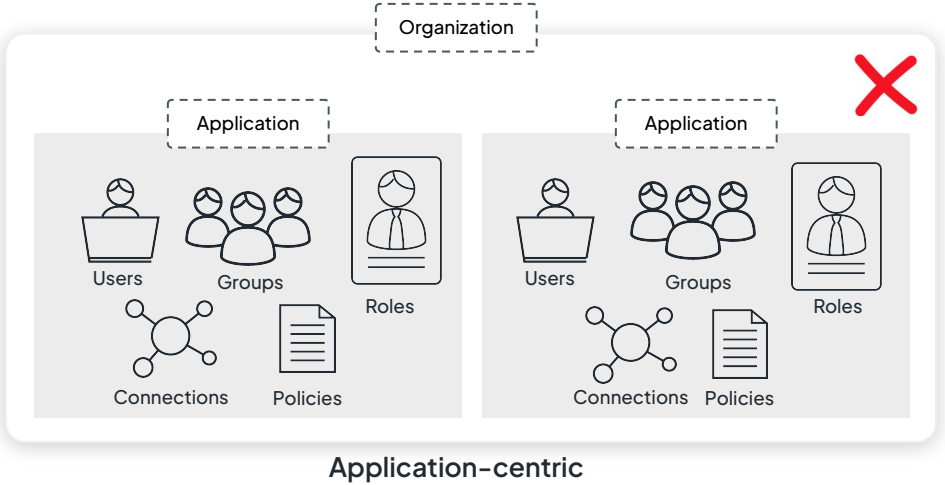
Digitally transform processes



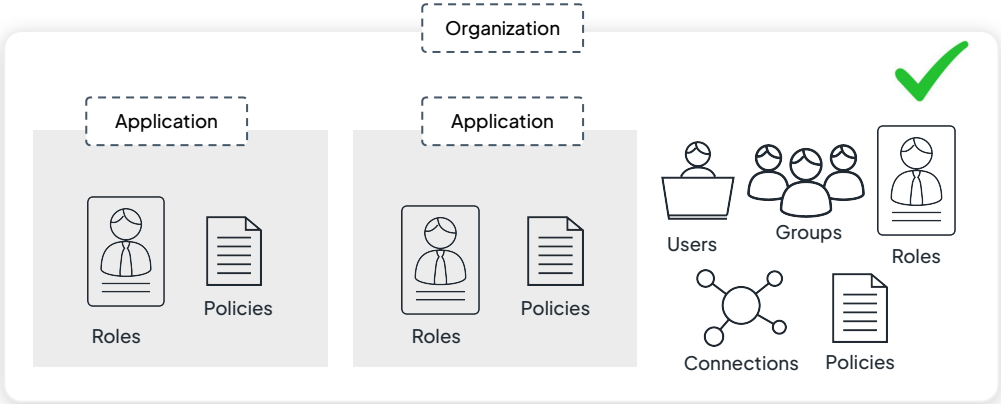
Empower Developers

Unified customer-centric experiences

Offering a "*single sign-on*" experience for your consumers, and a unified IAM development experience for your developers throughout your application portfolio



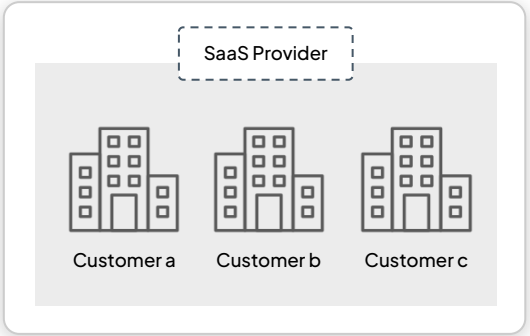
Application-centric

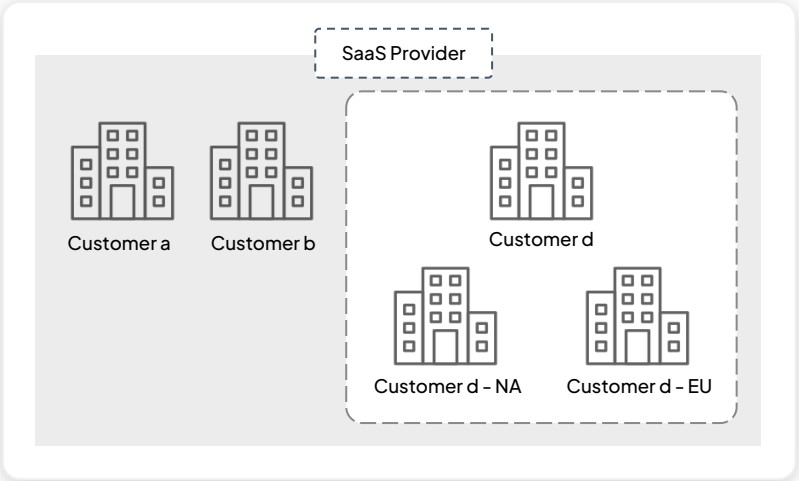


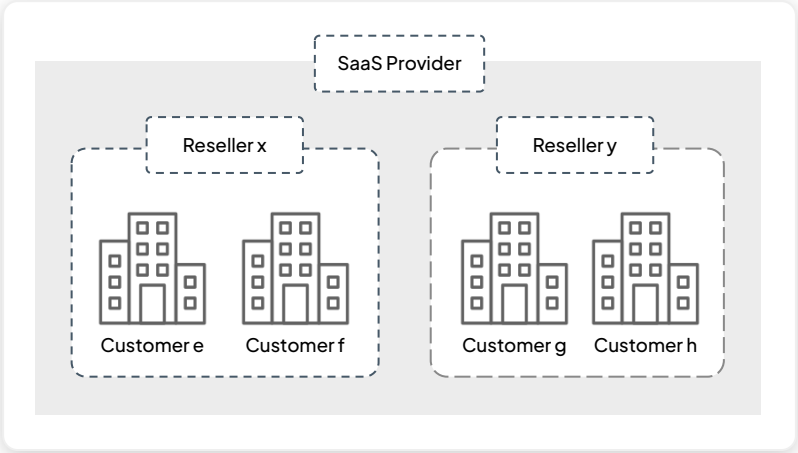
Organization-centric

Hierarchical organization management

Built-in tenancy for logical compartmentalization of each enterprise customer and/or partner for customization and governance.

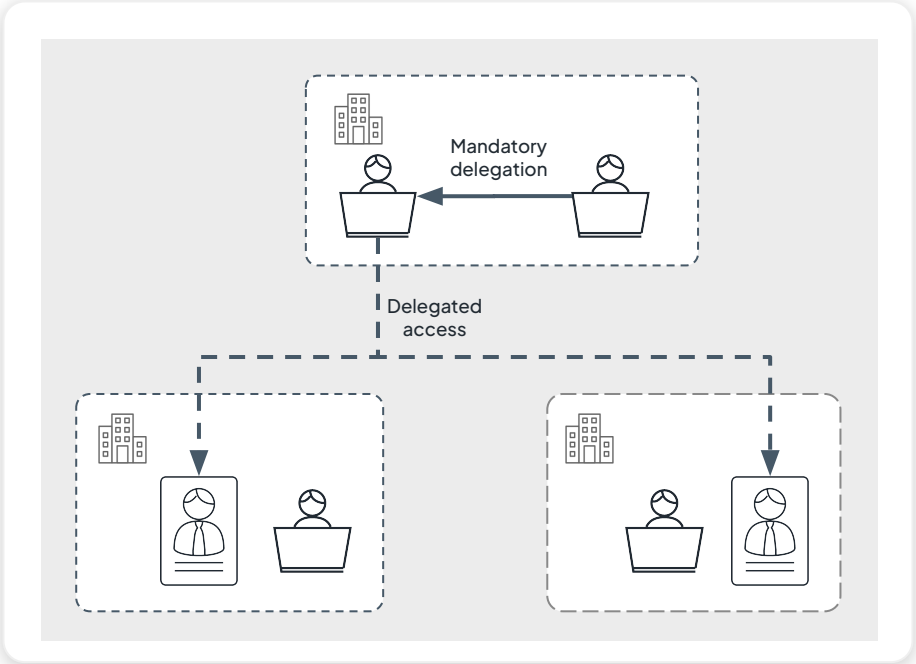






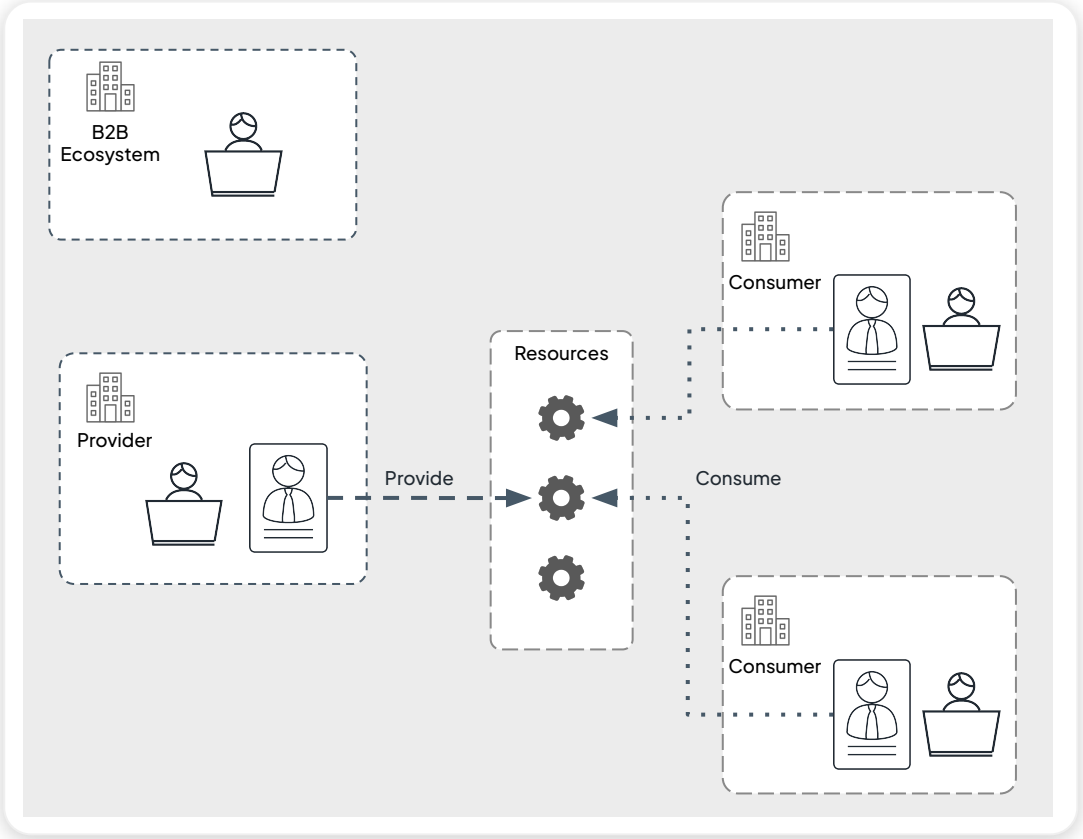
Mandatory access delegation

Designate users and brokers to act on behalf of customers through mandatory access delegations.



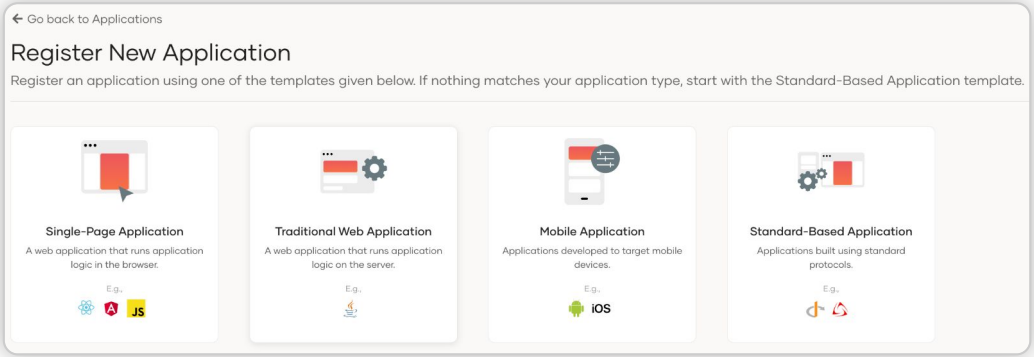
B2B Ecosystems

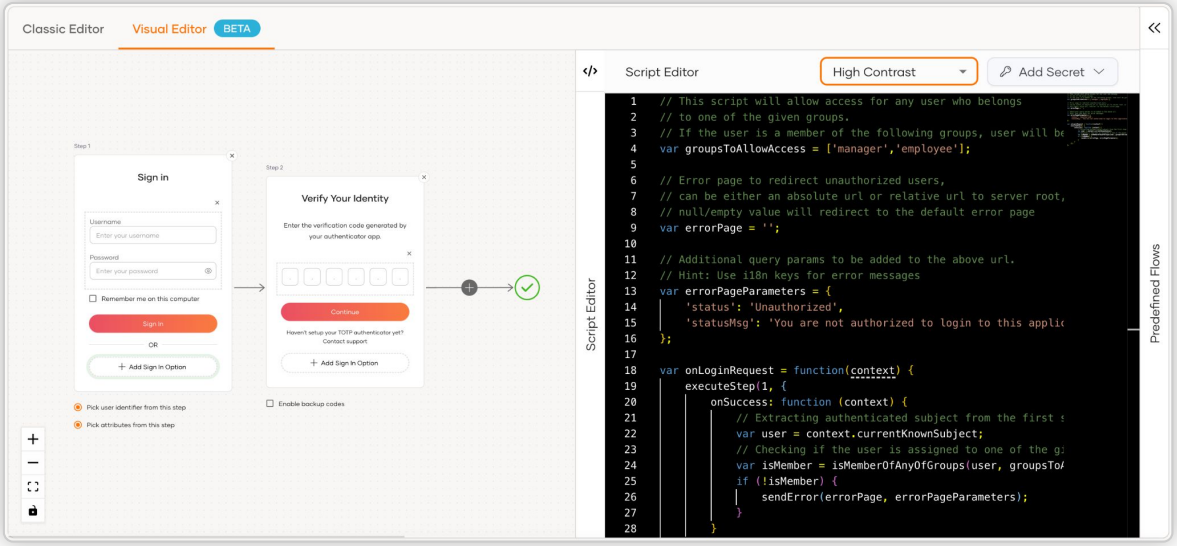
Build ecosystems where providers and consumers can digitally collaborate



Tooling

Visual/low-code editors, templated workflows/integrations, SDKs and CI/CD that increase developer and devops productivity



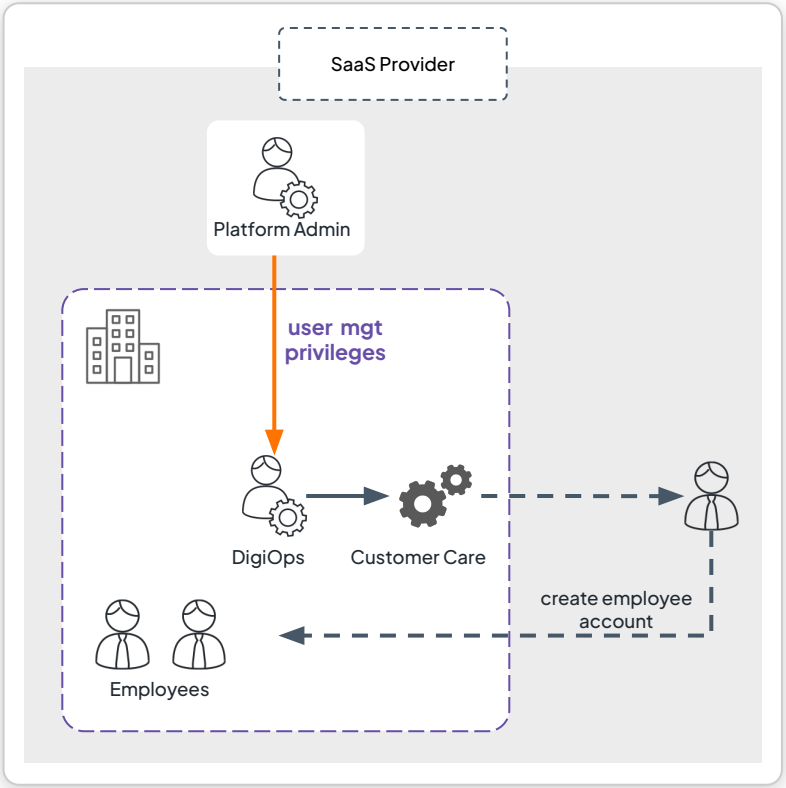




Enhance Customer Experiences

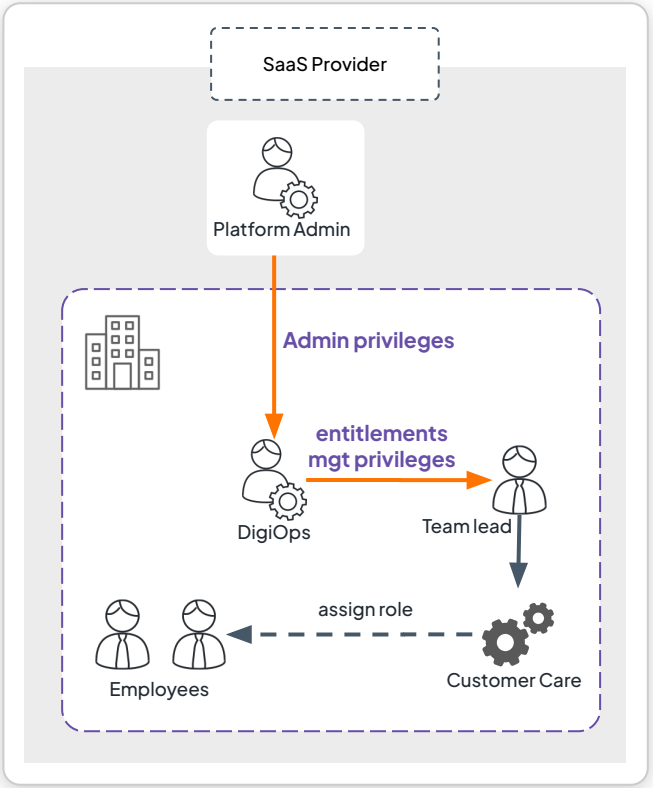
Delegated user lifecycle management

Onboard and manage their own sub-tenants and users.



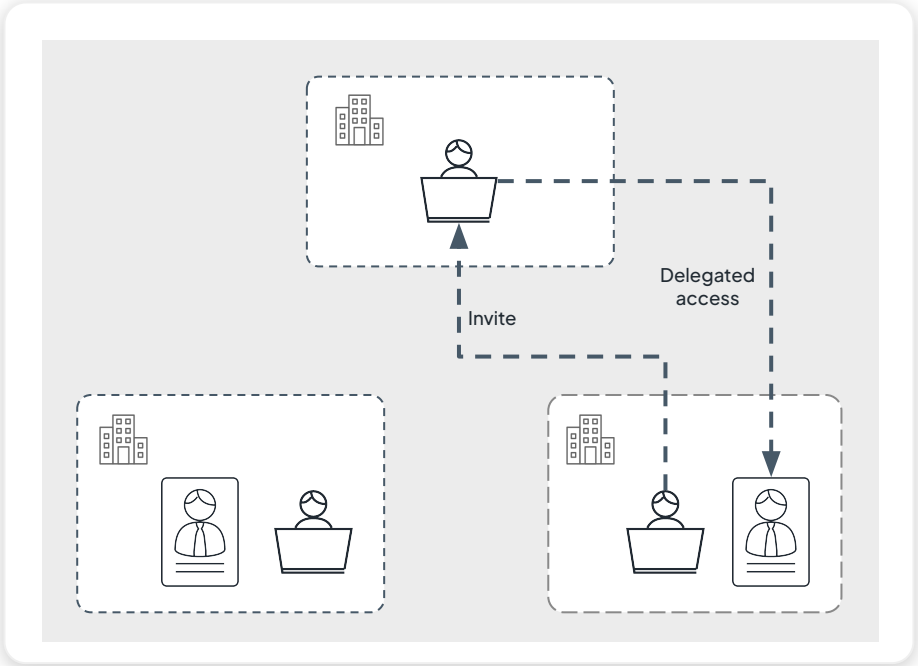
Delegated entitlements management

Manage their own users' entitlements through roles for applications and APIs.



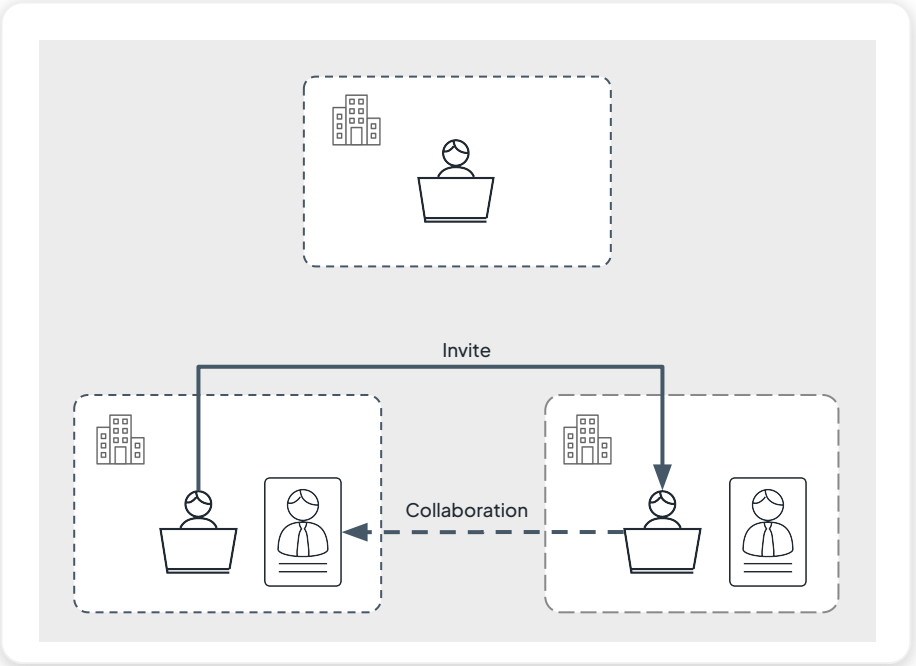
Discretionary access delegation

Invite users to act on behalf of customers.



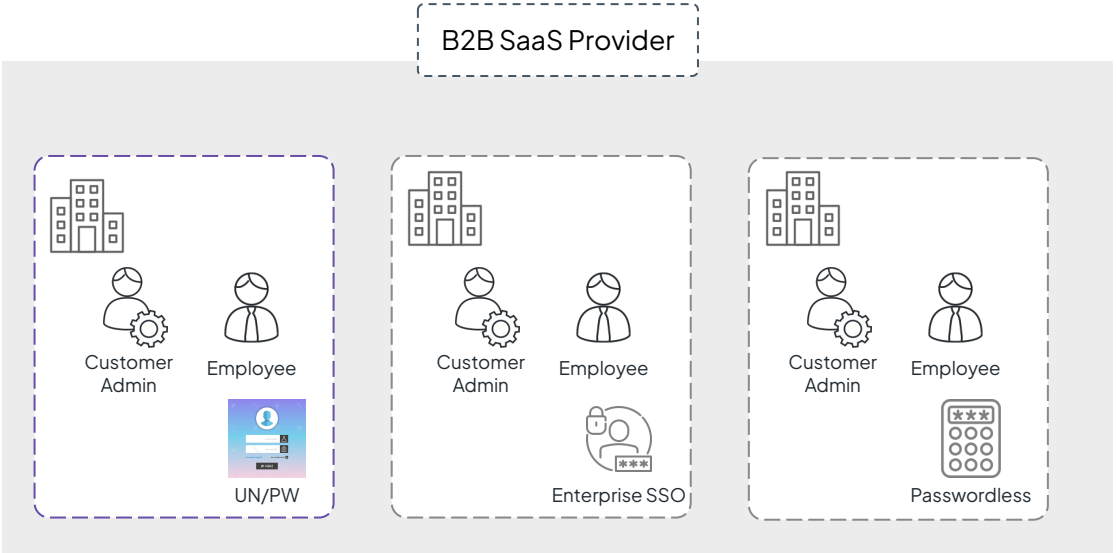
B2B collaboration

Collaborate with just the right levels of access



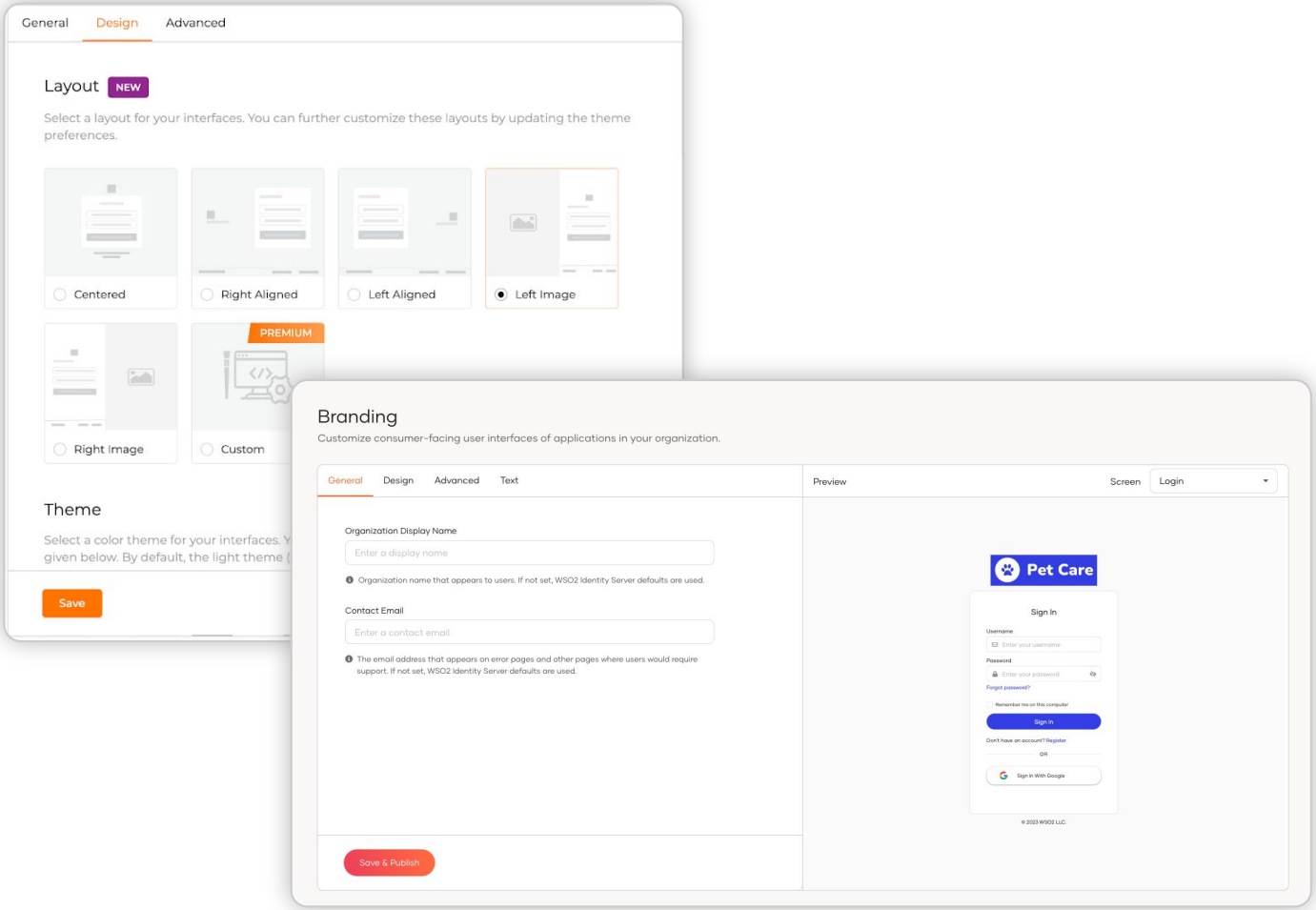
Customized log-in

Variety of authentication options for SSO, social logins, and MFA, while governing the “level of assurance” for each application



Branding

Shape the desired appearance at every consumer touchpoint, including log-in, registration, account recovery, emails, and URLs, with zero development effort

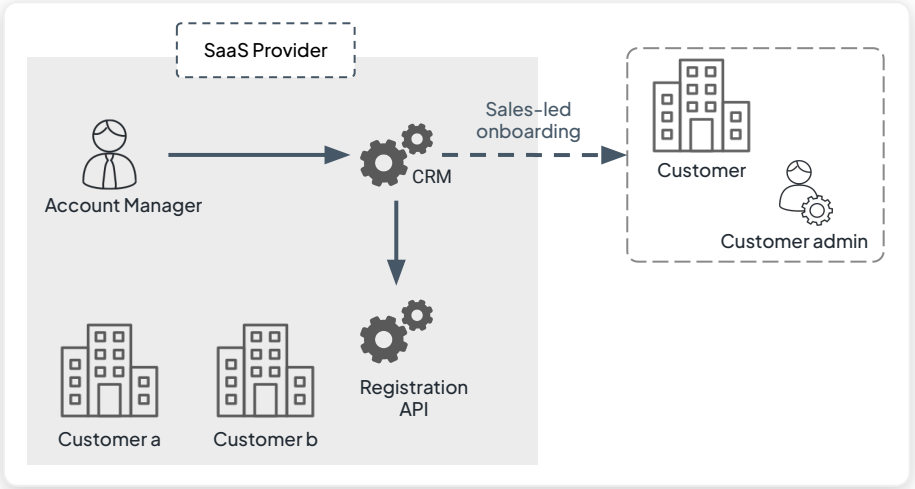


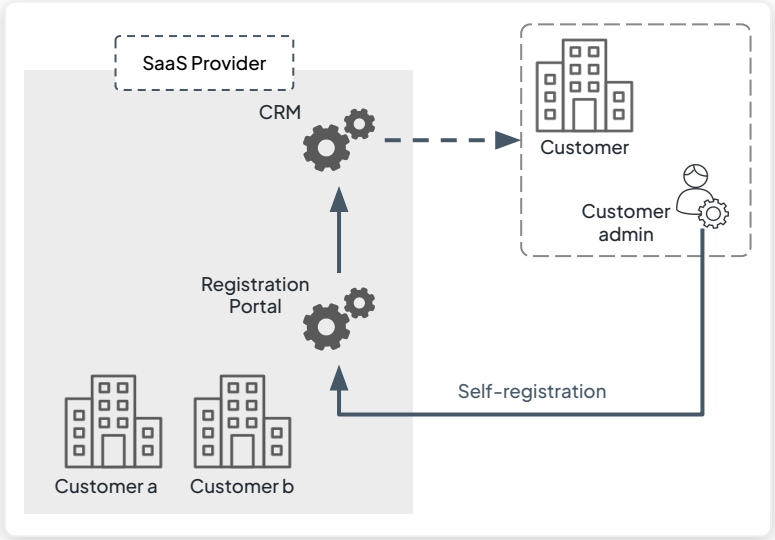


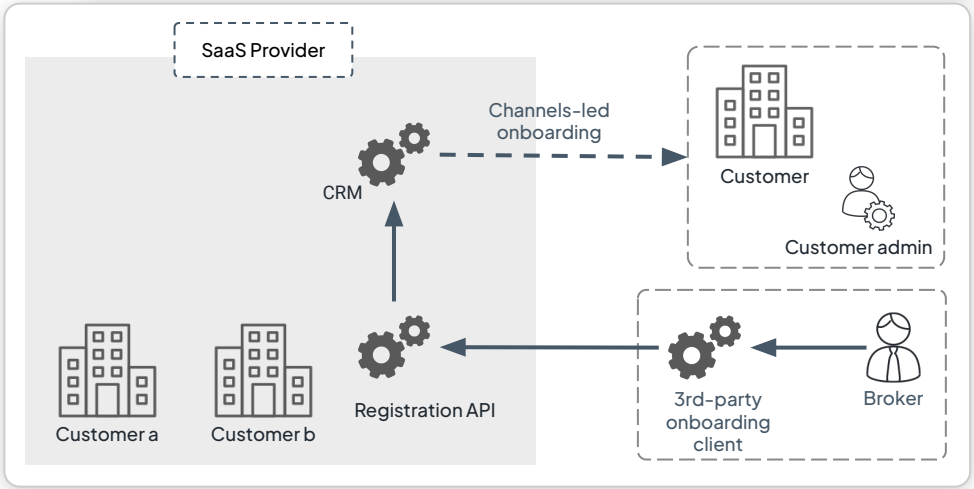
Digitally transform Processes

Integrations

Transforming internal processes by integrating with systems such as CRM, subscription services, marketing automation, and CDPs

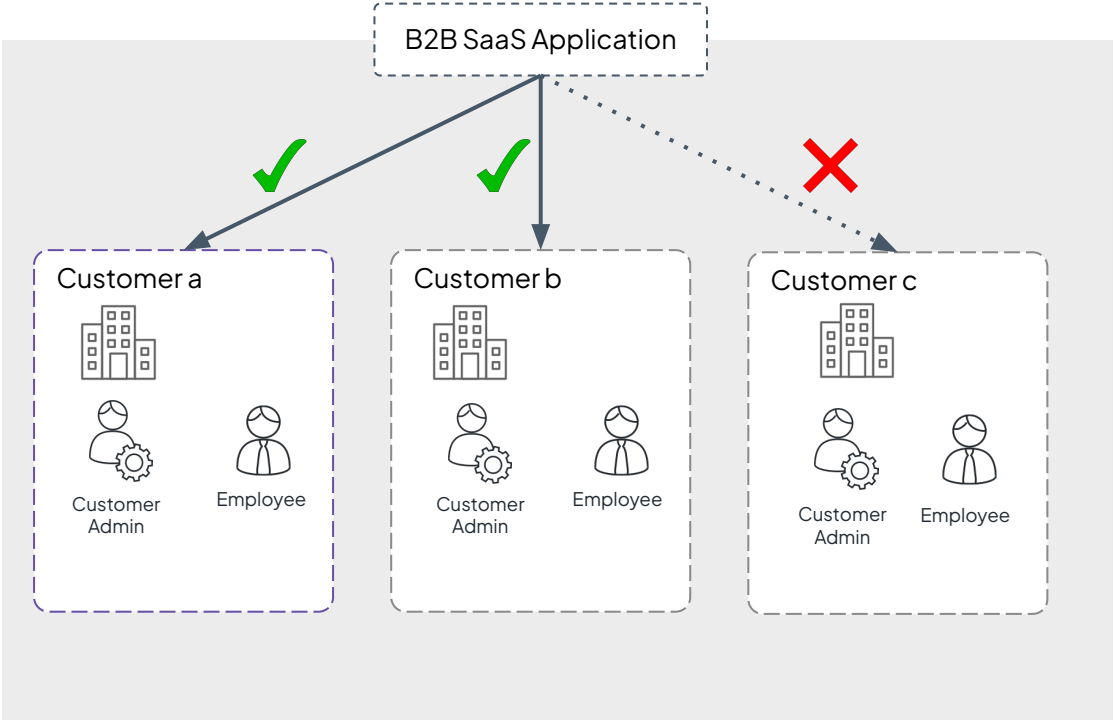






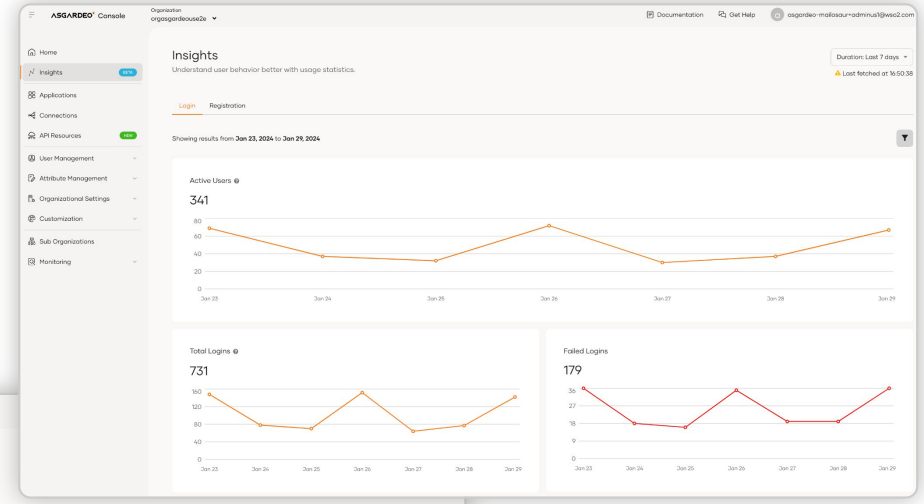
Application subscriptions

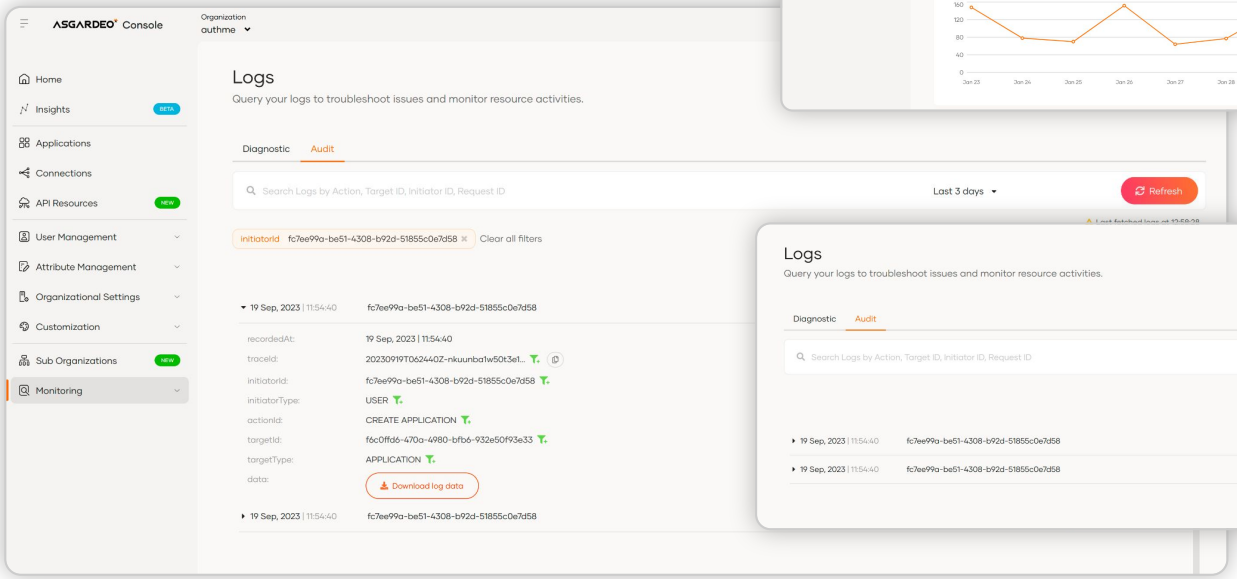
Govern access to your applications and API portfolio by organizations.



Audits and Insights

Keep a bird's eye view of all accesses through audits and insights across all your applications and customers from a single place





IAM Landscape

IGA | **PAM** | **WAM**

Access Management

B2C



- Self-registration and social-login
- Identity verification
- Account linking
- Progressive profiling
- Passwordless, OTP and Adaptive MFA
- Consent-based authorization
- Branding and internationalization
- Login and registration insights

B2B



- Distinct tenancies per organization
- Flexible organizational hierarchy design
- Enterprise login
- Customizable login experiences for organizations
- Delegated administration
- B2B Collaboration

B2E



- User invites and bulk onboarding
- BYO-directory/Virtual directory
- Just-in-time access provisioning
- Single sign-on
- X509, RSA, IWA and Adaptive MFA
- Role-based authorization

APIs



- OAuth 2.0/OIDC compliance
- Consent-, role- and context-based authorization
- Pre-integrated API gateways

Question Time!

