

WSO2CON2025

Building Secure Customer Experience Apps



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Overview

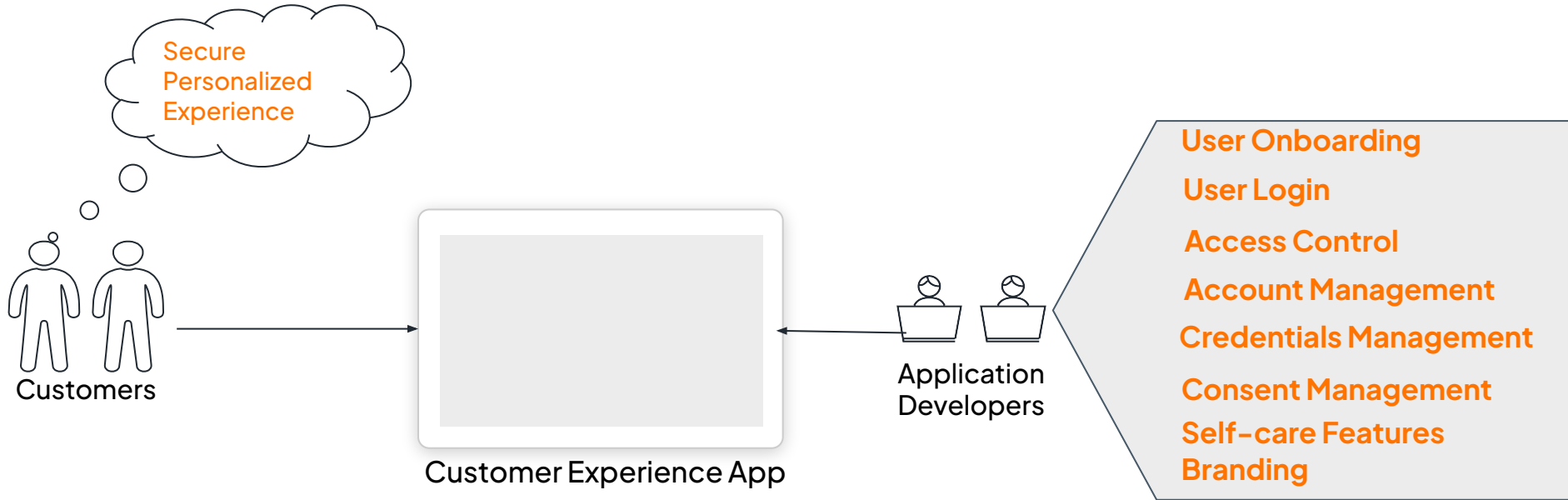
1. Challenges in Building Customer Experience Apps
2. Building a Simple Customer Experience App Hands-on
3. IAM Capabilities for Customer Experience App Hands-on
4. Preview of WSO2 CIAM Roadmap



Challenges in Building Customer Experience Apps

The background is a vibrant space-themed gradient transitioning from orange-red on the left to dark blue and purple on the right. It is filled with numerous small white stars and several larger, stylized planets. One prominent planet in the lower-left is a reddish-orange sphere with a thin ring system. Another smaller planet with a ring is visible in the lower-right. The overall aesthetic is futuristic and digital.

Challenges in Building Customer Experience Apps



User Onboarding

Then ...

- A simple HTML form backed by a database

Now ...

- On-boarding via social channels and state-issued digital ids
- On-boarding via digital wallet and verifiable credentials (VC)
- Identity verification

User Login

Then ...

- Simple username & password verification

Now ...

- Password are disappearing
- Identity federation
- MFA and Passwordless
- Risk-based adaptive authentication
- Continuous authentication

Account Management

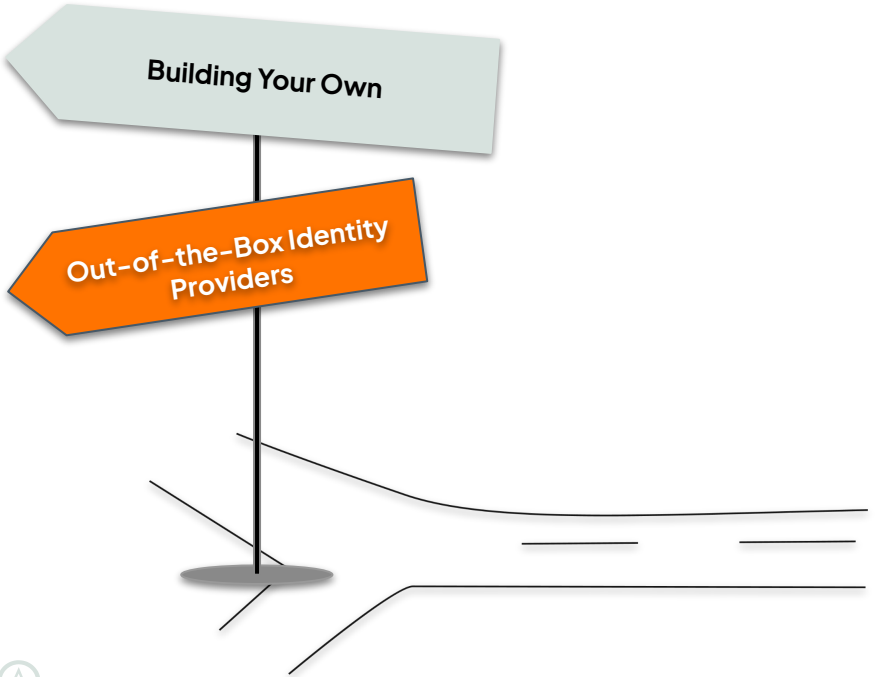
Then ...

- Reset forgotten password
- Update passwords

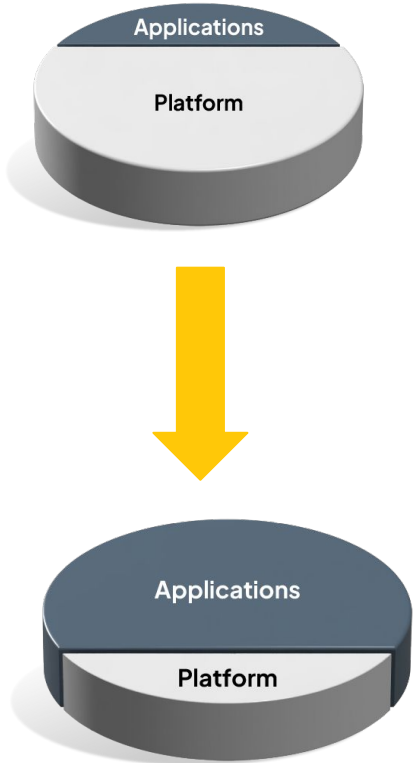
Now ...

- Reset forgotten password/ Update passwords
- Password policies , expiration and reminders
- Password Recovery Via User-Preferred Notification Channel
- Forced Password Reset
- Automatic Account locking
- Notifications for User Operations
- Account association

Challenges in Building Customer Experience Apps



And earlier today . . .



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



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 Customer Experience 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

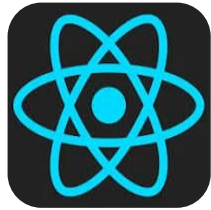


Building a Simple Customer Experience App



Why DIY when you can FLY?

Avoid wasting time and utilize the existing.



**Asgardeo
React Auth
SDK**

by **WSO₂**



Identity and Access
Management Solution

e.g., **ASGARDEO***
by **WSO₂**

Asgardeo React Auth SDK

- No vendor lock and open source
 - ⦿ 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
 - ⦿ Basic authentication methods, Sign-In, Sign-Out, State management
 - ⦿ Post authentication hooks
 - ⦿ Extended configurations



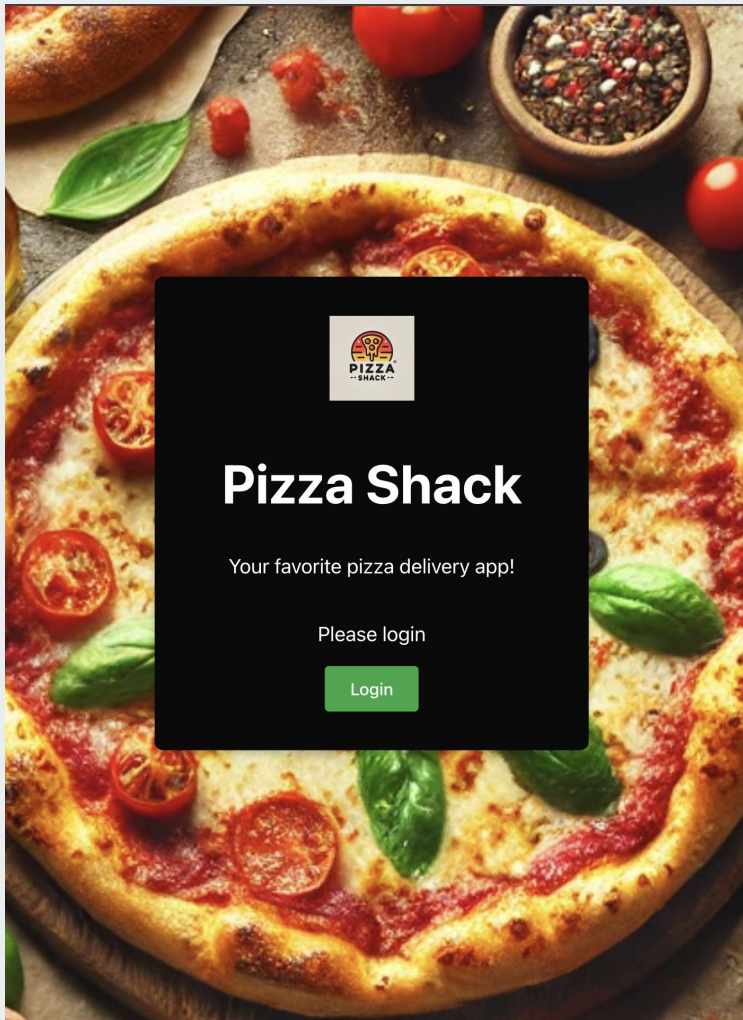
Try yourself ...

- 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/>
- Sample Repo
 - TODO

Request : please share your feedback sagara@wso2.com

IAM Capabilities for Customer Experience App





Let's build the IAM Journey Step by Step

Managing access for a Single Page Web Application

- Integrate with Asgardeo
- Authentication via multiple authentication mechanisms
- Self-registration
- Connecting to an existing user base without a user migration
- Branding
- Identity verification
- APIs for customization
- Custom integrations





[Clone the iam-tutorial repo to follow](#)

WSO2 CIAM Roadmap Preview

The background is a vibrant space-themed gradient transitioning from orange and red on the left to dark blue and purple on the right. It is filled with numerous small white stars and several larger, stylized planets. One large planet with a ring system is visible in the lower-left quadrant, and a smaller ringed planet is in the lower-right quadrant. The overall aesthetic is futuristic and cosmic.

IAM Roadmap

- **IAM for AI agents**
 - ⦿ Identity & Access Management at the Core of Enterprise Modernization - Johann Nallathamby
 - ⦿ Meet our team at O2 Bar for a demo
- **Data residency with In-Country**
 - ⦿ Ensuring IAM Meets EU Regulatory Standards - Godwin Amila
- **New protocols (CIBA, DPoP, OAuth 2.0 for FP Applications)**
 - ⦿ Connecting the Dots with OAuth: A Guide to New and Upcoming Specifications - Janak Amarasena
- **IAM with customer data**
 - ⦿ Beyond Conventional CIAM: An Identity-Centric Approach for Personalized Digital Experiences - Omindu Rathnaweera

The background features a dark, space-like environment with a nebula in shades of red and orange. Scattered throughout are various 3D geometric shapes, including cubes, spheres, and pyramids, rendered in a blue-to-purple gradient. Some shapes have a glowing effect, and others are semi-transparent. A large, dark sphere is visible on the left side.

Thank you!

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