

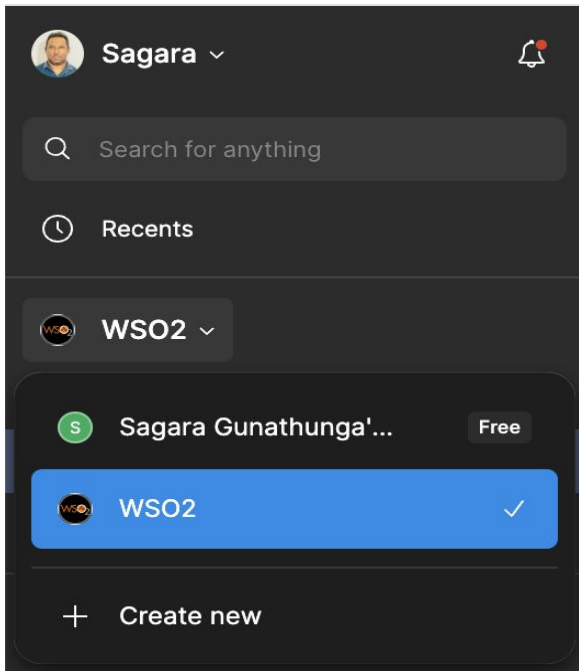
WSO2con2025

Scaling Business Operations with B2B IAM

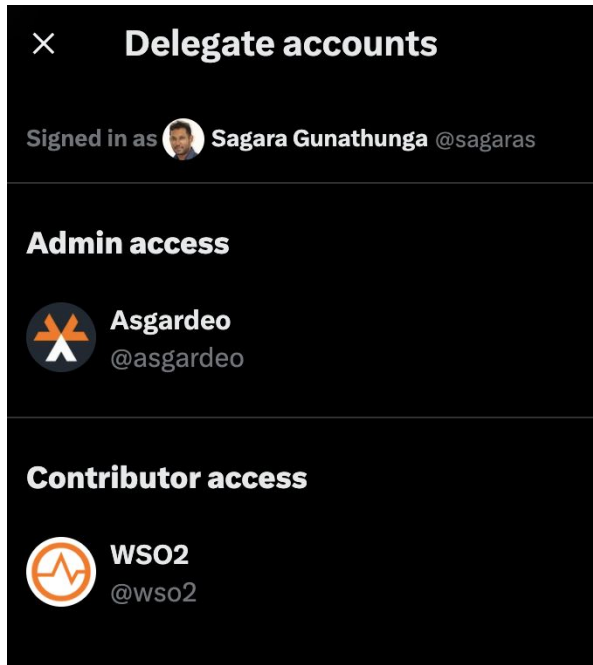


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Head of DevRel IAM
WSO2

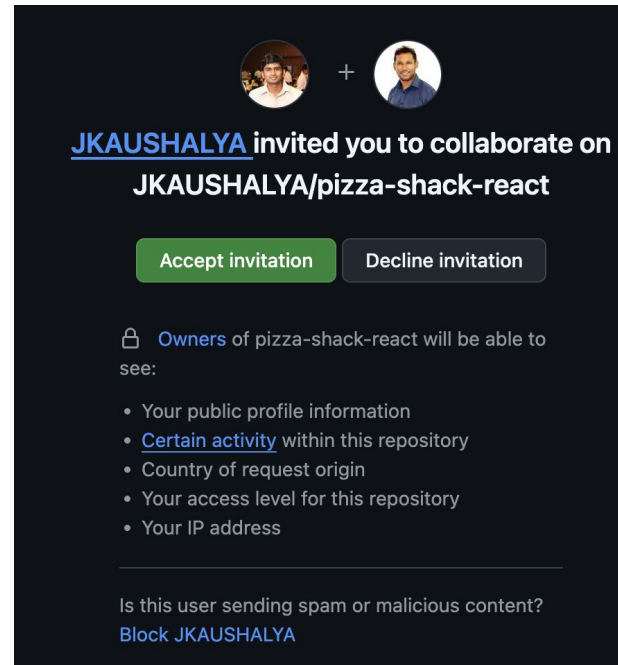




1.Figma

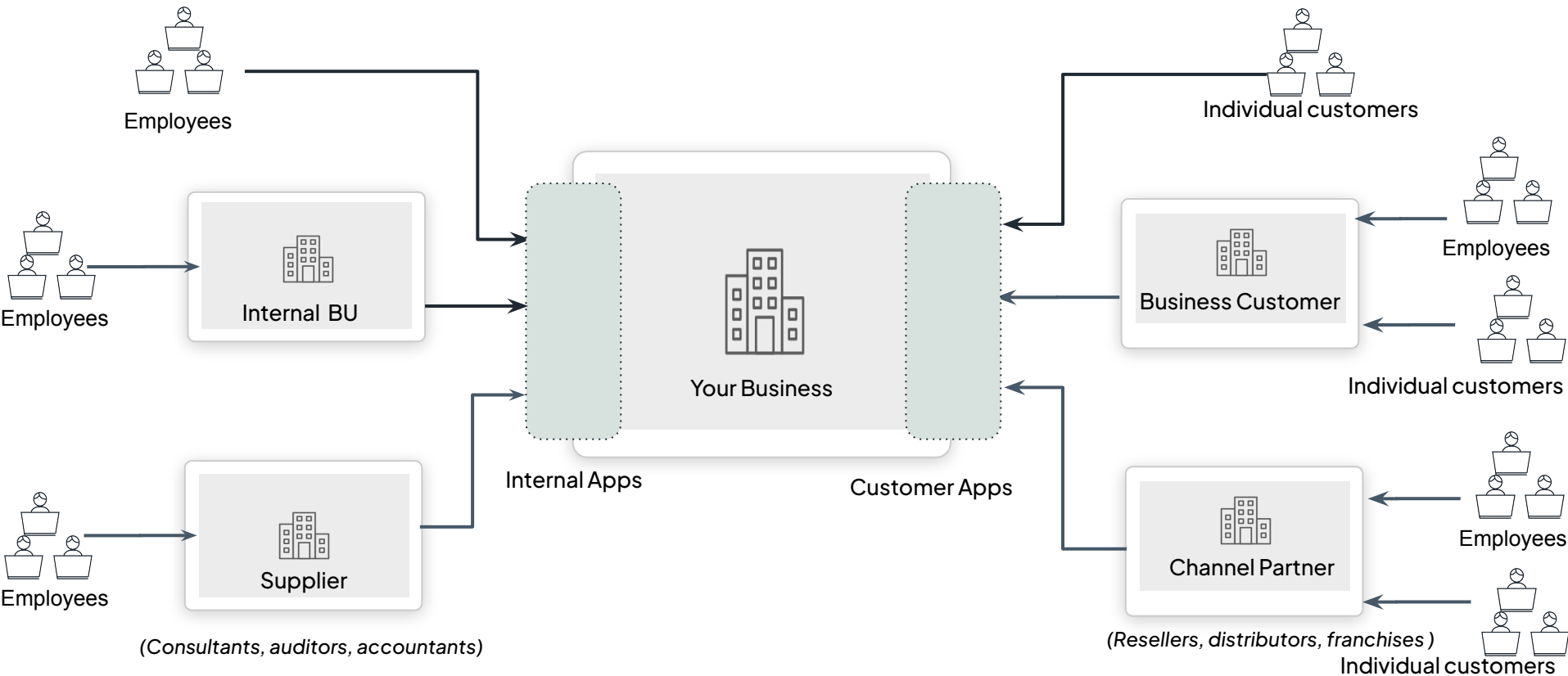


2. X (Twitter)

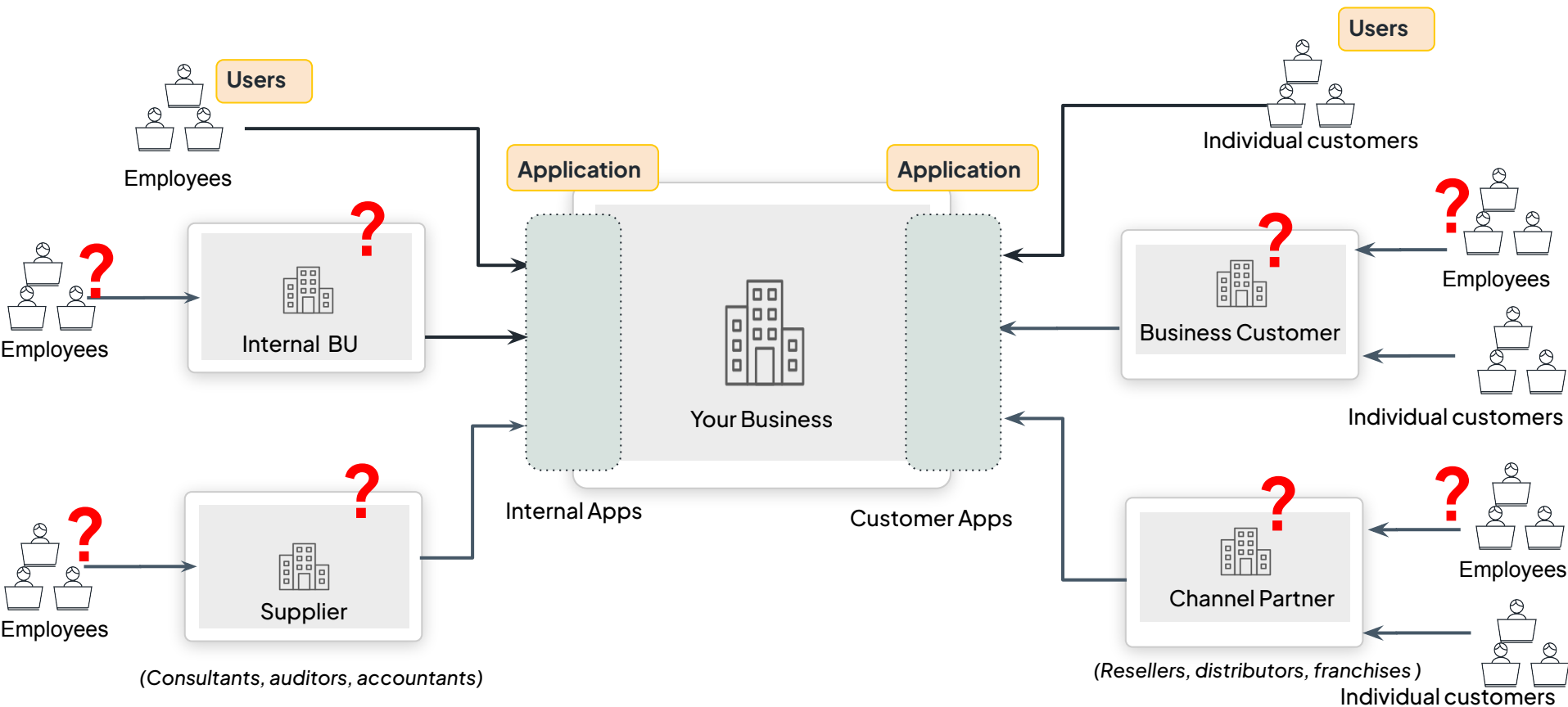


3. GitHub

Your Business Landscape



Your Business Landscape



Business–Business (B2B) Requirements

1. How do you represent internal and external organizations in your IAM platform?
2. How do you manage relationships and access between these organizations?

Traditional IAM – Workarounds for B2B use cases

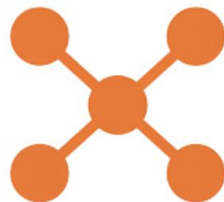
Use roles, groups and Permissions

Not scalable, error-prone, and difficult to manage and audit over time



Multitenancy

Only works for fully isolated use cases, it's difficult to share users, applications, and IdPs.



In-house solutions

Requires time, budget, and expertise to build and maintain the solution



Traditional IAM Issues



- **Inefficient Business Customer/Partner Onboarding**
 - Manual or ad-hoc onboarding slows business growth and frustrates customers.
 - Manual or ad-hoc onboarding is error-prone and lacks scalability.
 - Not suitable for SaaS businesses.

Traditional IAM Issues



- Administrative Overhead and Increased Operational Cost
 - IT teams struggle with managing accounts for business customers and their users and increase
 - High IT support costs due to manual onboarding and administration.

Traditional IAM Issues



- **Frictioned User Experience**
 - No single sign-on (SSO) experience, leading to inconvenience
 - Duplicate accounts and complex login processes create confusion
 - Frustrates users and reduces engagement

Traditional IAM Issues



- Increased Security Risk
 - Manual and ad-hoc processes increase the risk of security breaches and compliance issues.
 - Duplicate accounts create privacy concerns

Traditional IAM



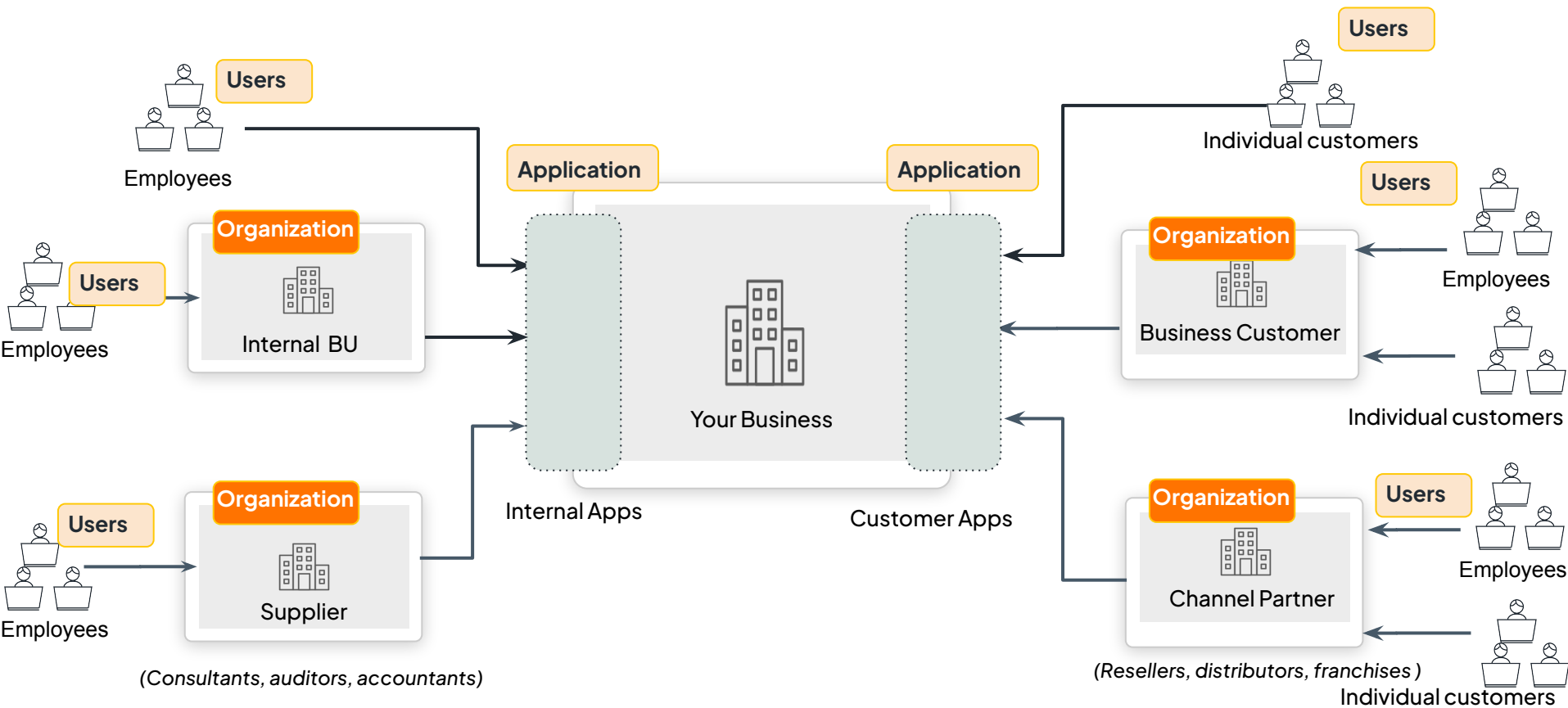
**Traditional Customer IAM and Workforce IAM
can not represents Business-to-Business
relationships properly.**

B2B IAM

**B2B IAM facilitates to represent
Business-to-Business relationships and
controls access to applications**



B2B IAM



B2B IAM Capabilities

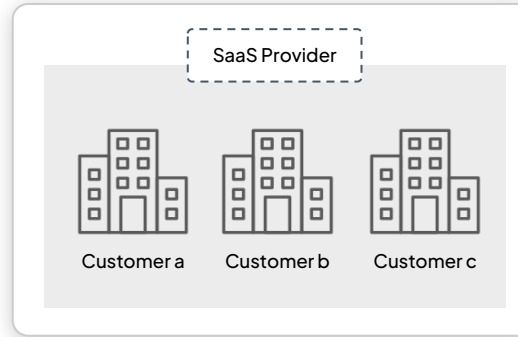
- Flexible Organizational Structures
- Unified Customer-centric Experiences
- Business Customer and Partner Onboarding
- Delegated Administration
- Custom Authentication Flows
- Access management
- Customizable User Experience
- Organization Discovery



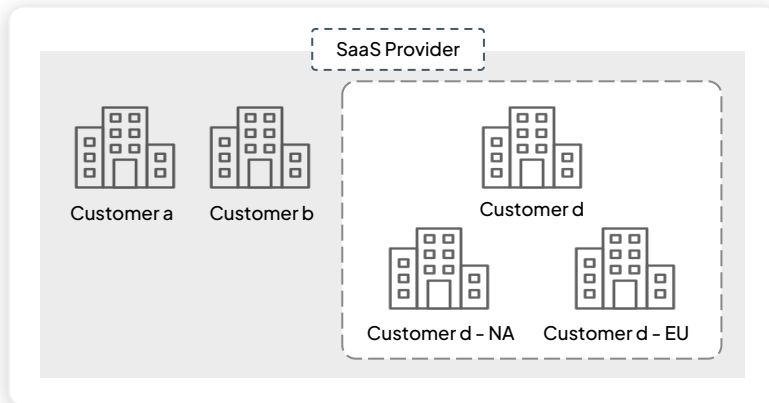
Flexible Organizational Structures

Create a flat or a hierarchical organizational structure to represent your business ecosystem

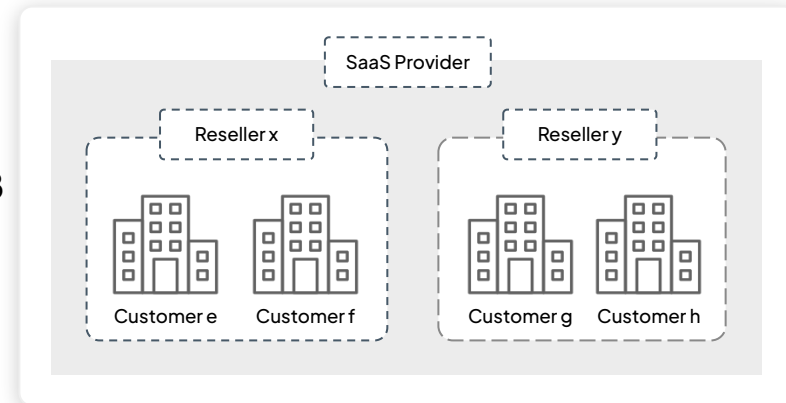
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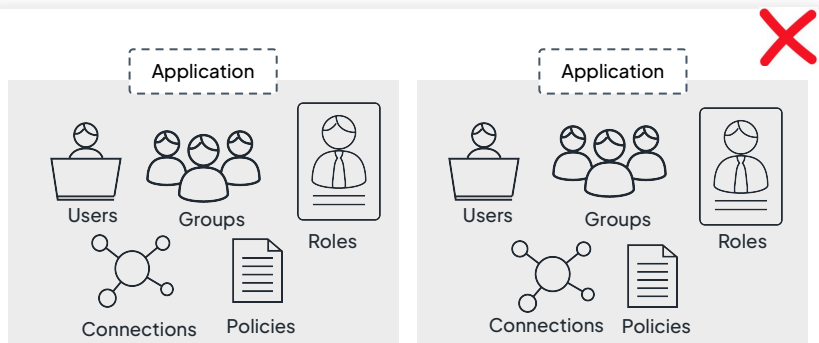


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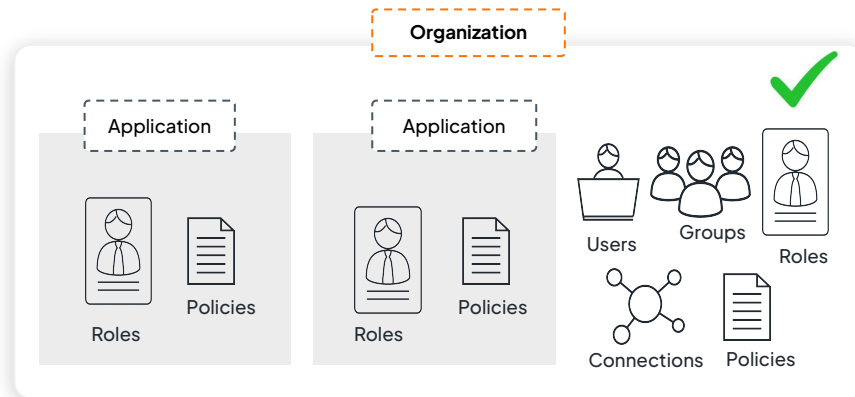


Unified Customer-centric Experiences

Offer a “single sign-on” experience for your consumers, and a unified IAM development experience for your developers throughout your application portfolio



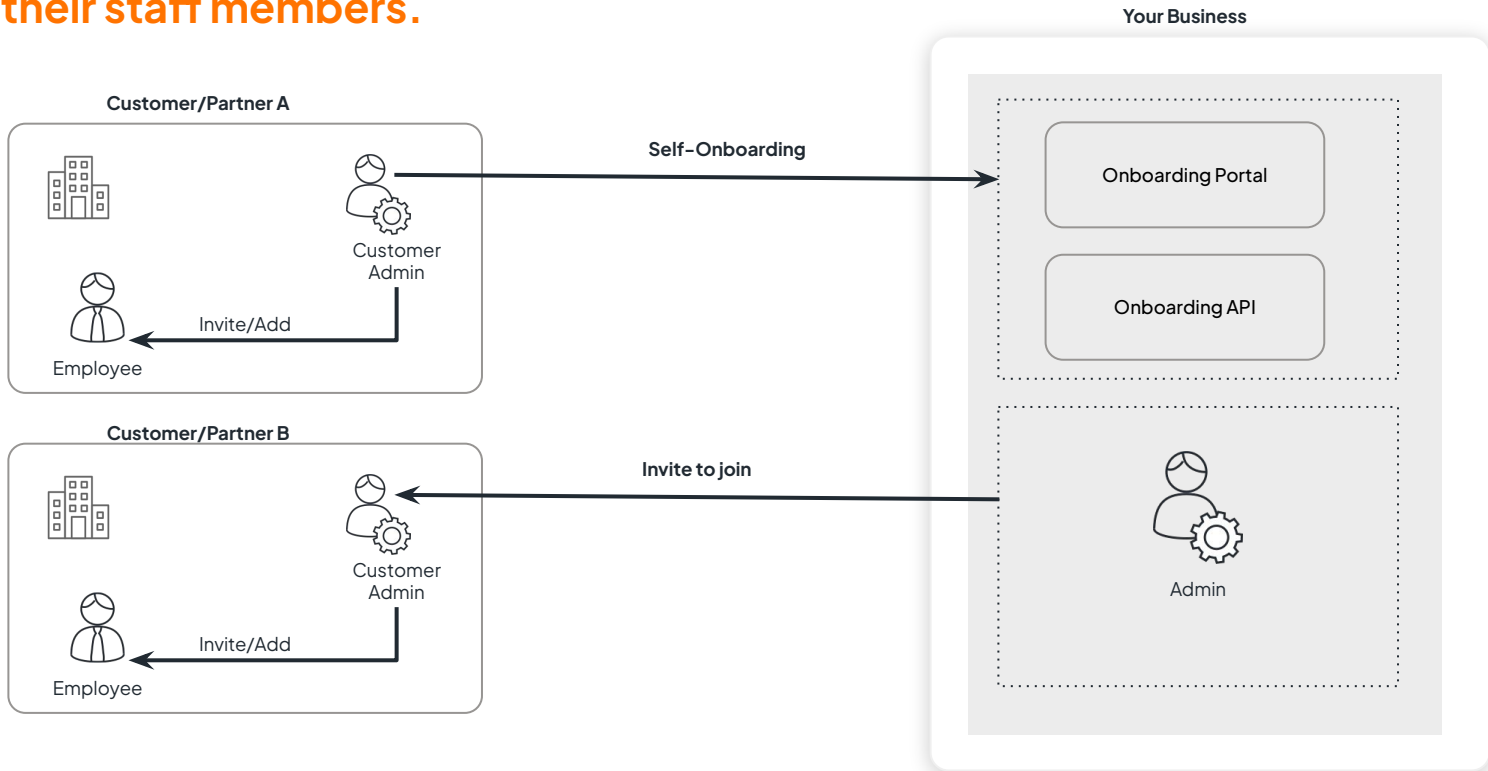
1 Application-centric



2 Organization-centric

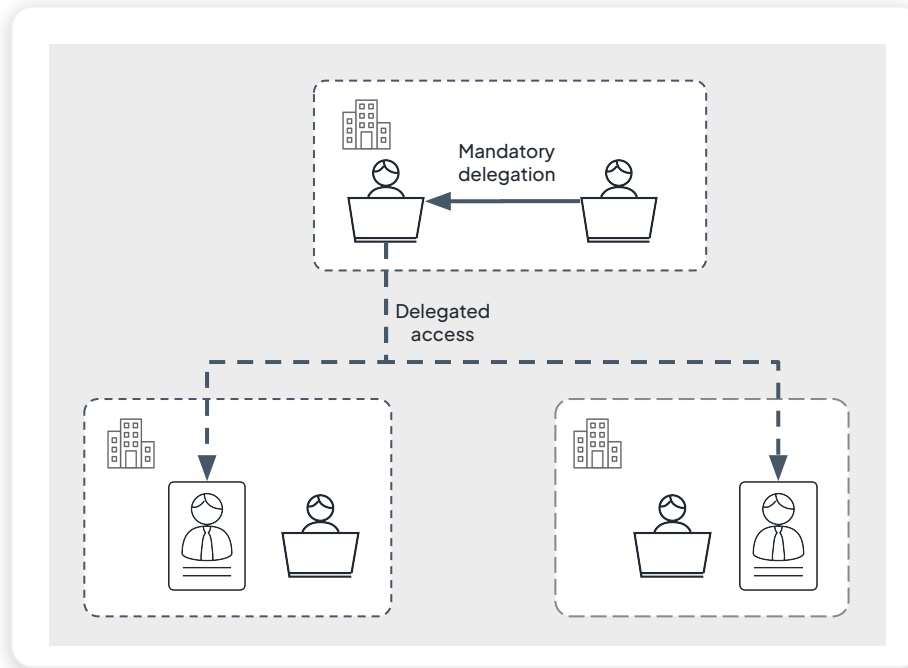
Business Customer and Partner Onboarding

Let business customers to onboard themselves and add their staff members or invite business customers and partners to join and add their staff members.



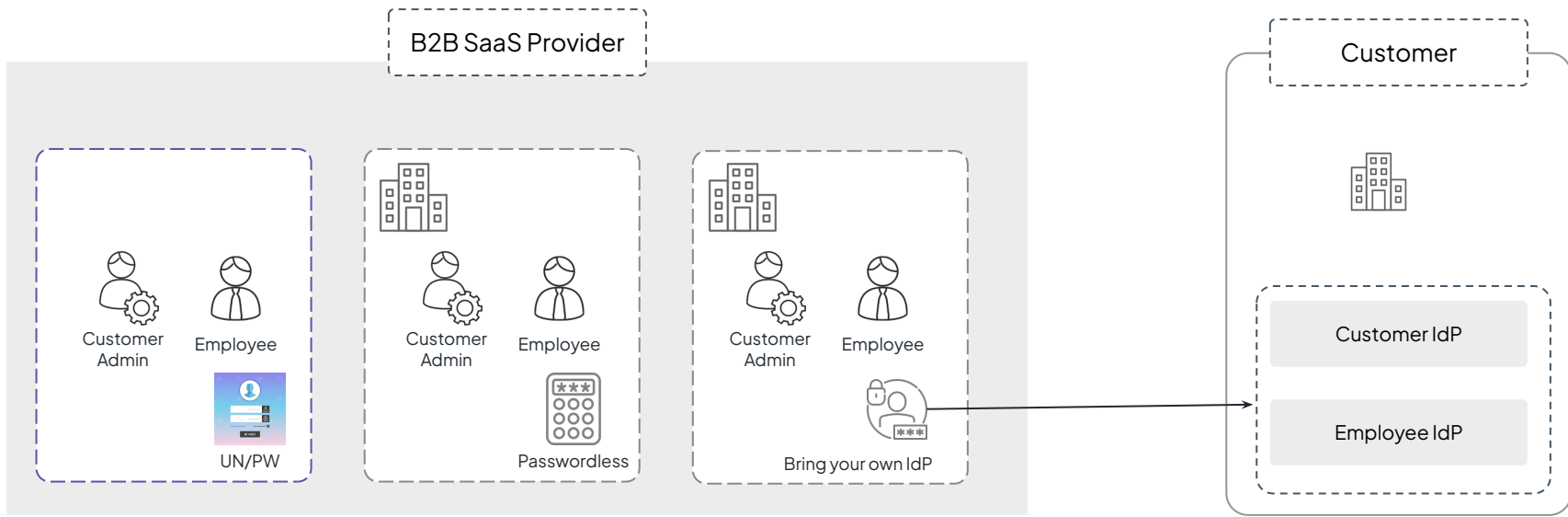
Delegated Administration

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



Custom Authentication Flows

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



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

Question Time!



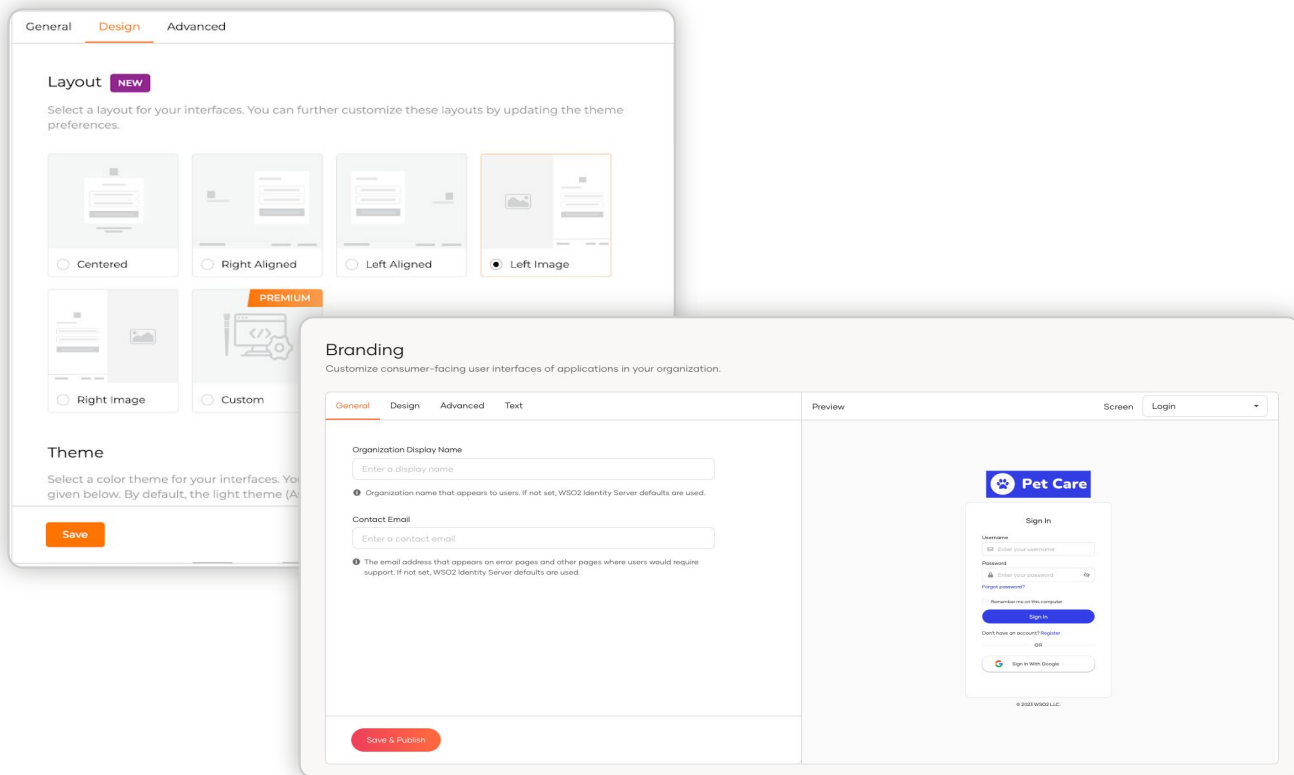
The background is a dark, deep blue space filled with a vibrant, multi-colored nebula or galaxy. Numerous 3D cubes of various sizes are scattered throughout the scene, some appearing to float and others as if they are falling or moving. The cubes are primarily blue and purple, with some showing red and orange highlights. A large, dark blue sphere is visible on the left side. The overall effect is a sense of depth and movement.

Thank you!

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Branding for B2B apps

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



Access management

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

