

20<sup>TH</sup> ANNIVERSARY EDITION

**WSO2CONASIA**

— PLATFORMLESS MODERNIZATION

# Organizational Identity for B2B IAM and Beyond

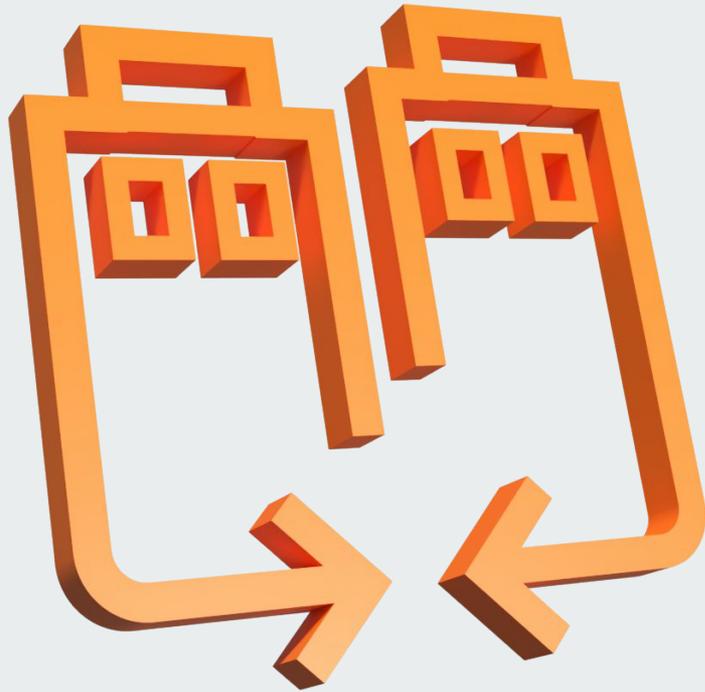


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Head of Solutions Architecture - IAM  
WSO2



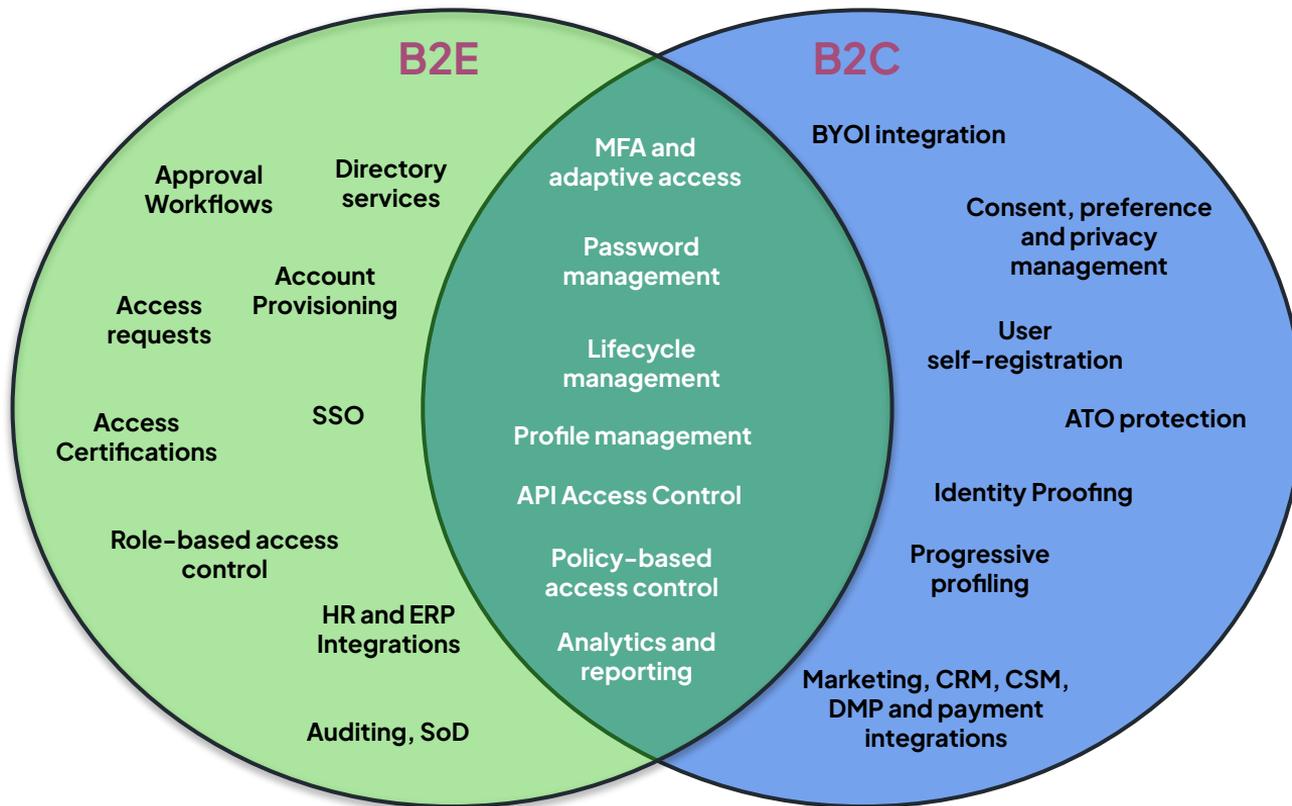
ebay ∞ Meta Uber NETFLIX Spotify B2C

B2B slack ORACLE HubSpot Microsoft salesforce



## B2B IAM

B2B IAM refers to a collection of capabilities that helps you transform how you secure and streamline users' access to your B2B applications effectively and efficiently from third-party institutions such as enterprise customers partners such as suppliers, dealers, distributors, resellers, vendors, contractors, etc.



# What are the challenges we can see?

- 1 **Onboarding**
- 2 **Reducing friction in access**
- 3 **Appointing designated custodians**
- 4 **Governance and oversight**
- 5 **Reducing operational costs**
- 6 **Increasing developer productivity**

**What's the solution?**



Sub-organizations  
Domains  
Organizations  
Sub-tenants  
Tenants  
Groups  
Realms



**Do not focus on jargons!**

**Looks at the solution in terms of  
characteristics**

## Identity Semantics

Organizations have identity semantics such as attributes.



**Name**

**Legal name**

**Registration number**

**Address**

|

| - Street Address

|

| - Town

|

| - State/Province

|

| - Postal Code

|

| - Country

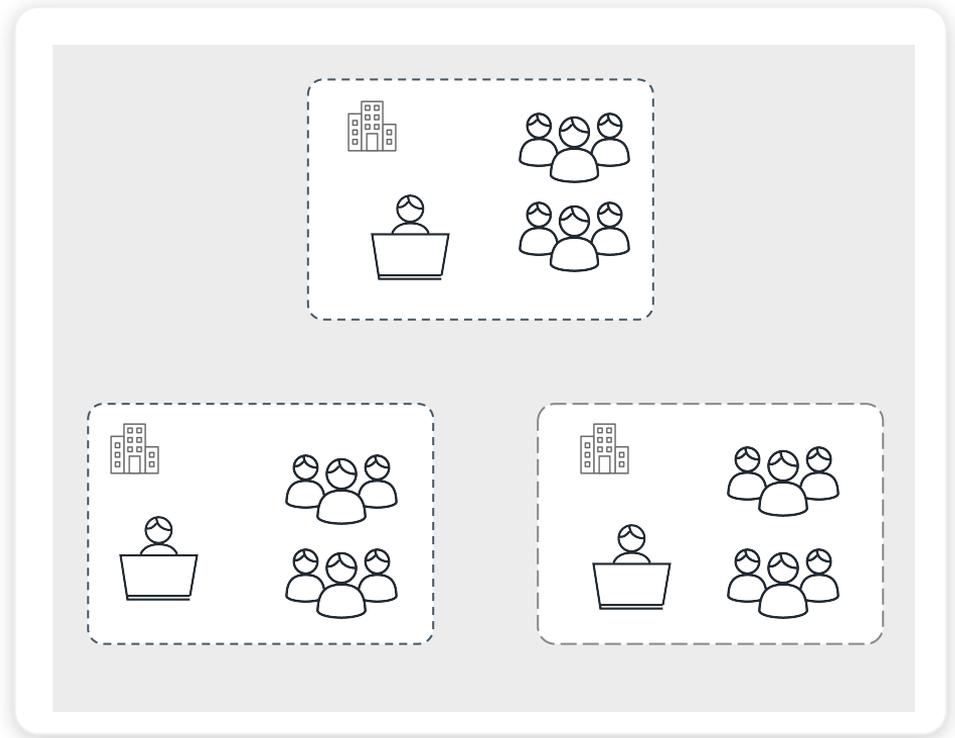
**Domain**

**Email**

**Subscription**

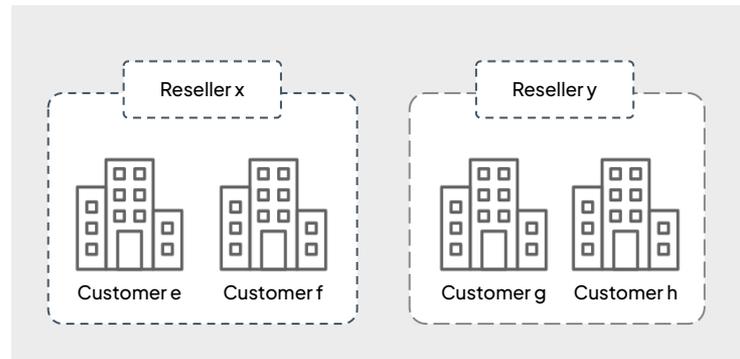
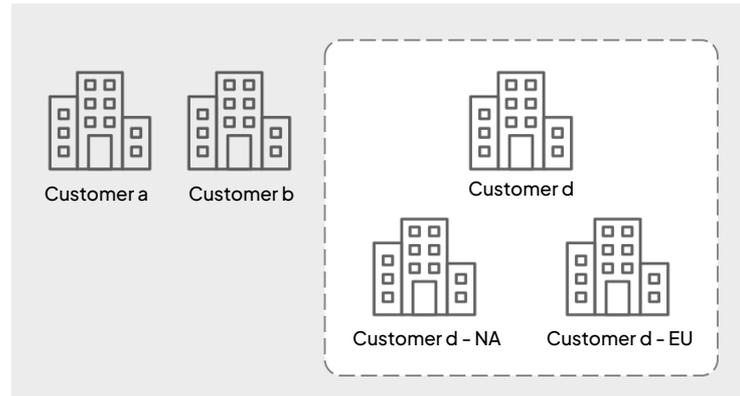
## Functional vs. Structural

Organizations have a structural relationship with the entities they contain such as users, groups, applications, connections, policies, etc.



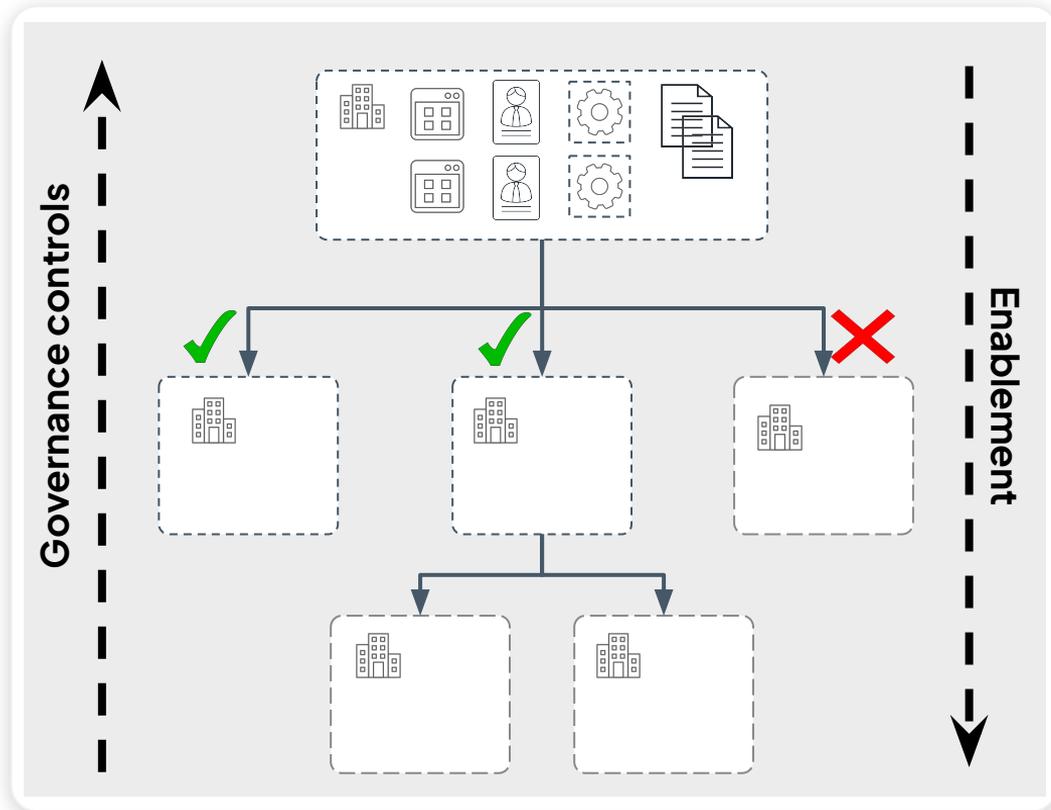
## Hierarchical organization management

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



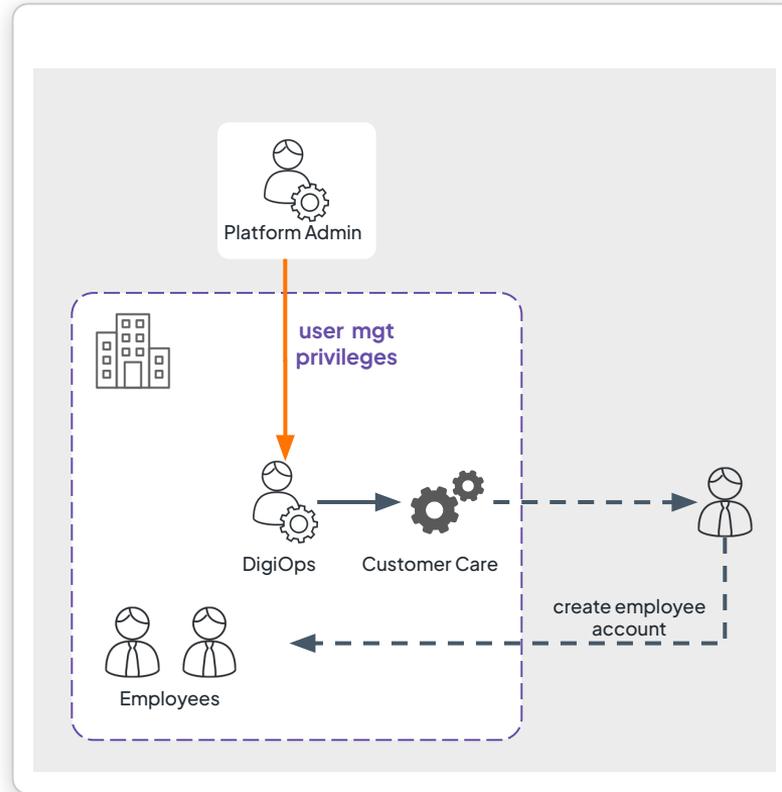
## Centralized Governance - Decentralized Enablement

Govern access to your  
applications and API portfolio by  
organizations.



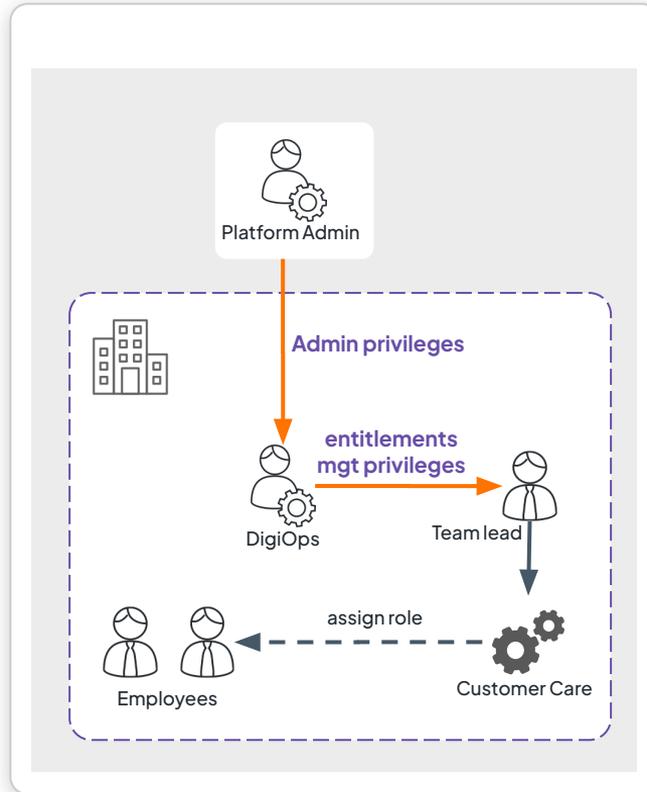
## Delegated user lifecycle management

Onboard and manage their own sub-tenants and users.



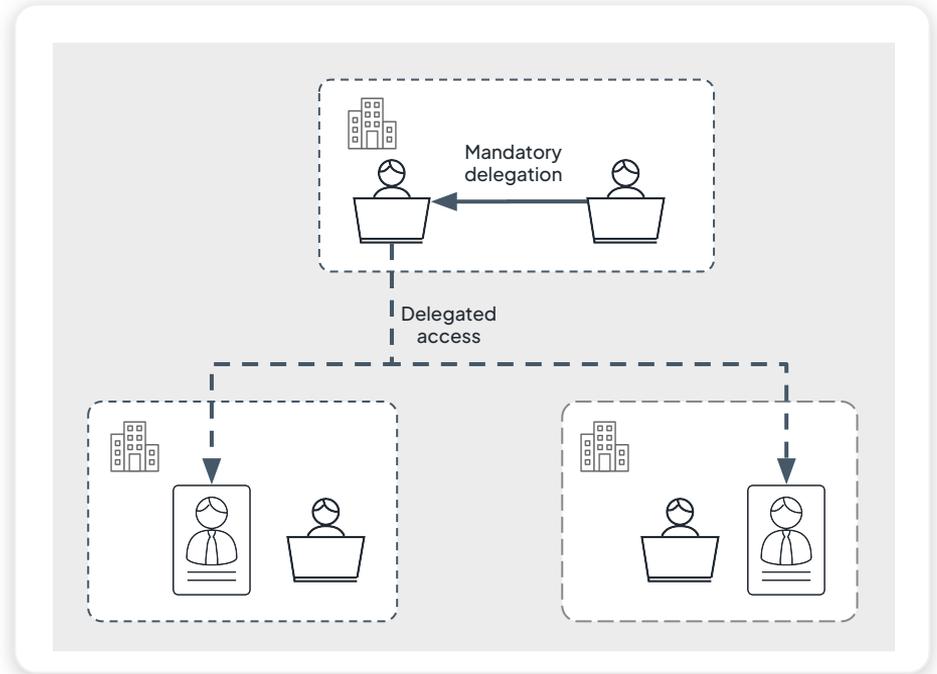
## Delegated entitlements management

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



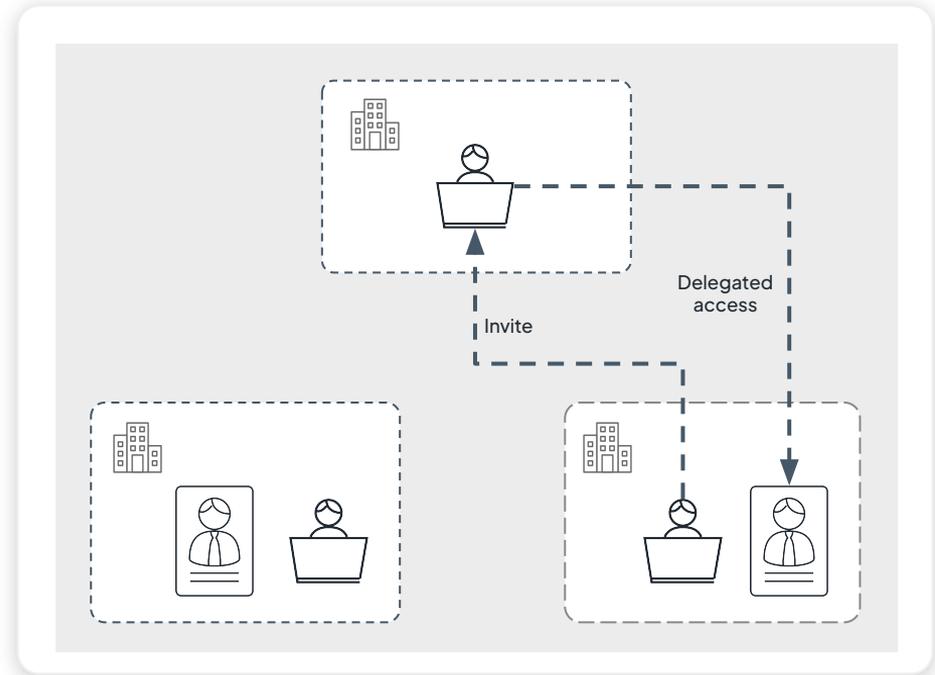
## Mandatory access delegation

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



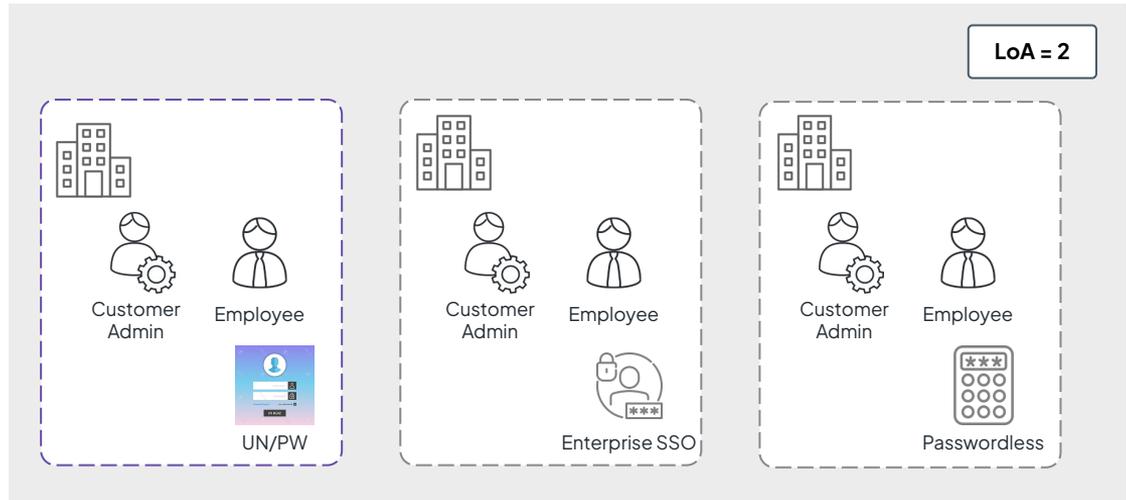
## Discretionary access delegation

Invite users to act on behalf of customers.



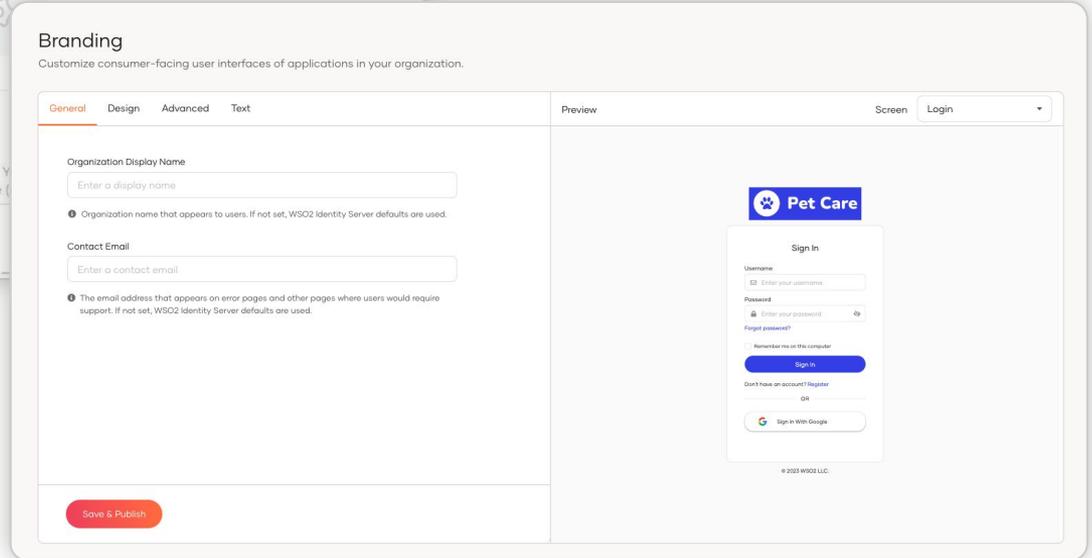
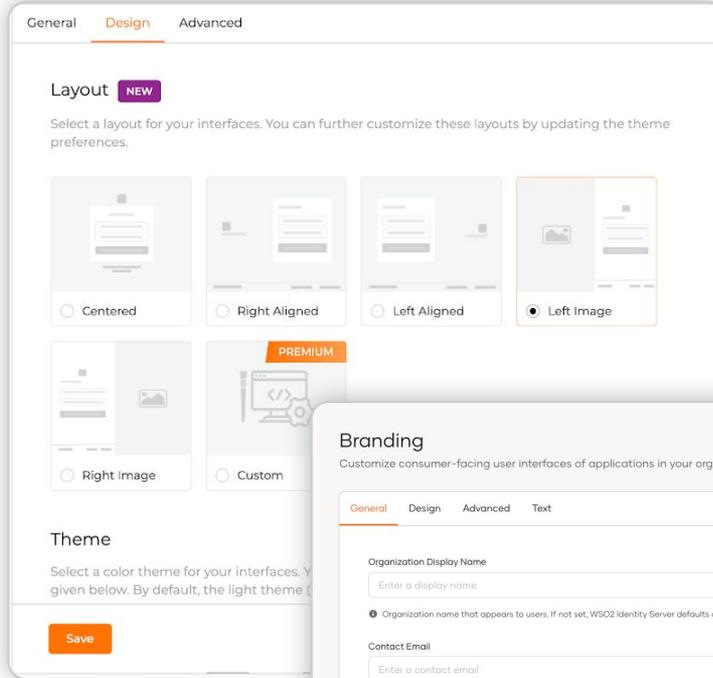
## Customized log-in, registration and security policies

Variety of authentication options for SSO, social logins, and MFA, while governing the “level of assurance” for each application. Also able to customize account, password and SSO policies.



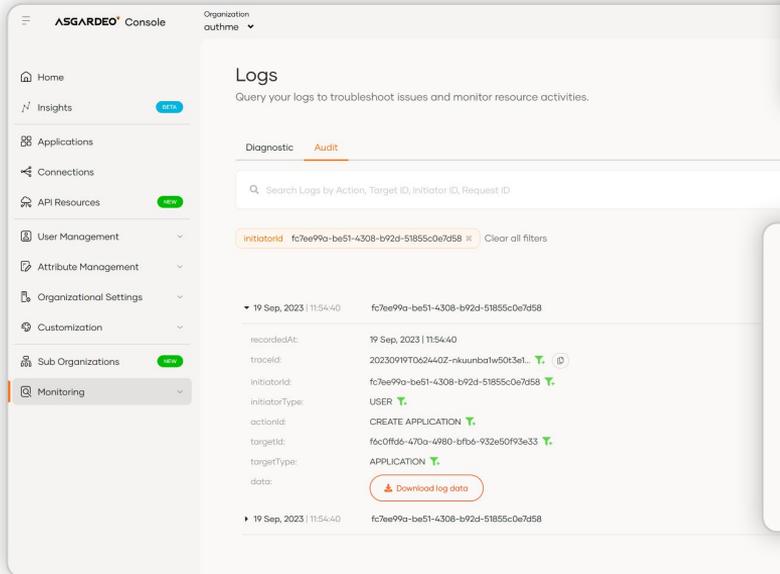
## Branding

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



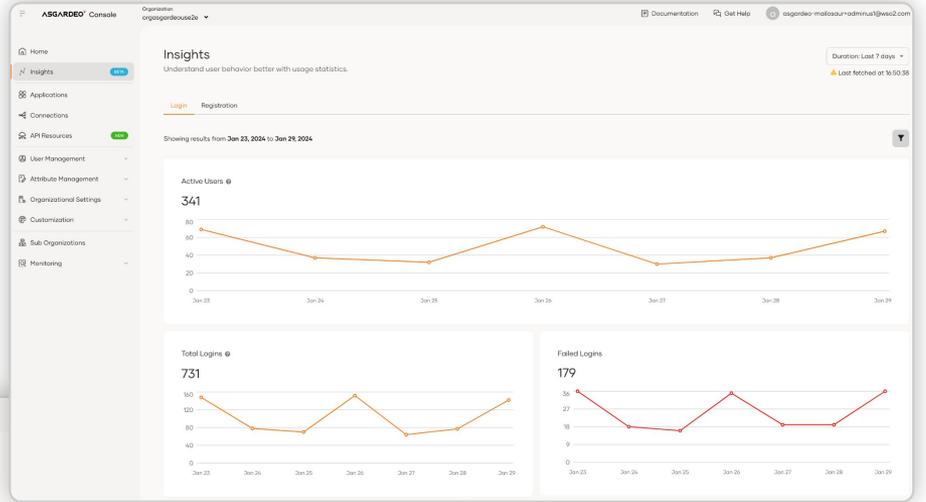
# Audits and Insights

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



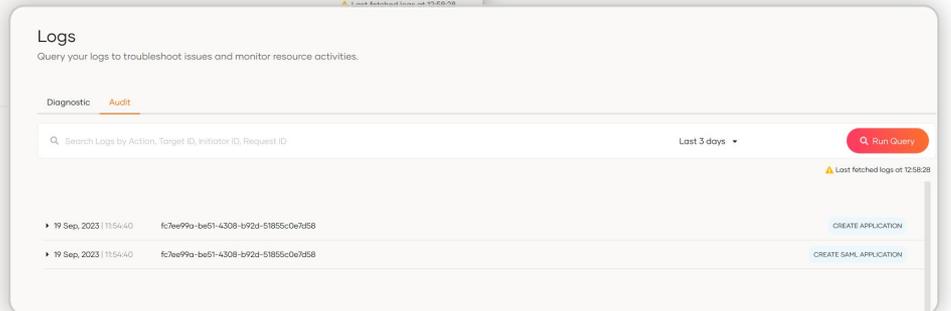
The screenshot shows the ASGARDEO Console interface. The left sidebar contains navigation options: Home, Insights, Applications, Connections, API Resources, User Management, Attribute Management, Organizational Settings, Customization, Sub Organizations, and Monitoring. The main content area is titled 'Logs' and includes a search bar and a filter for 'Audit'. A log entry is displayed with the following details:

- recordedAt: 19 Sep, 2023 | 11:54:40
- traceId: 20230919T062440Z-nkuunbatw50k3et...
- initiatorId: fc7ee99a-be51-4308-b92d-51855c0e7d58
- initiatorType: USER
- actionId: CREATE APPLICATION
- targetId: fc0ff6d6-470a-4980-bfb6-932e50f93e33
- targetType: APPLICATION
- data: [Download log data]



The screenshot shows the ASGARDEO Console Insights page. The left sidebar is the same as in the Logs page. The main content area is titled 'Insights' and includes a search bar and a filter for 'Login'. Three line charts are displayed, showing data from Jan 23, 2024 to Jan 29, 2024:

- Active Users:** A line chart showing the number of active users over time, with a peak of 80 on Jan 26.
- Total Logins:** A line chart showing the total number of logins over time, with a peak of 160 on Jan 26.
- Failed Logins:** A line chart showing the number of failed logins over time, with a peak of 36 on Jan 26.

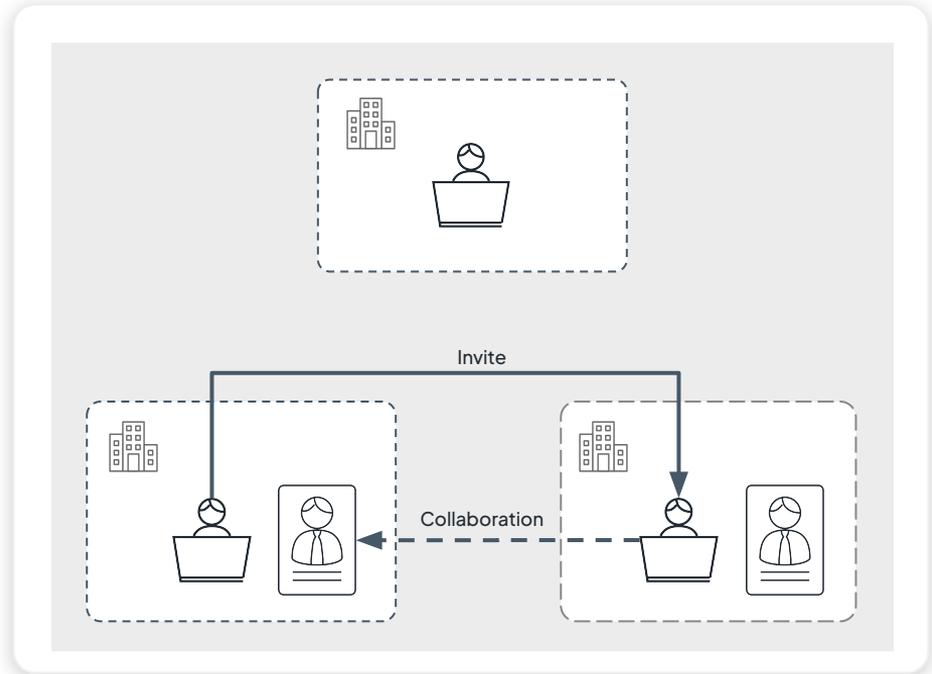


This screenshot provides a detailed view of the ASGARDEO Console Logs page. The search bar is set to 'Last 3 days'. A log entry is displayed with the following details:

- recordedAt: 19 Sep, 2023 | 11:54:40
- traceId: 20230919T062440Z-nkuunbatw50k3et...
- initiatorId: fc7ee99a-be51-4308-b92d-51855c0e7d58
- initiatorType: USER
- actionId: CREATE APPLICATION
- targetId: fc0ff6d6-470a-4980-bfb6-932e50f93e33
- targetType: APPLICATION
- data: [Download log data]

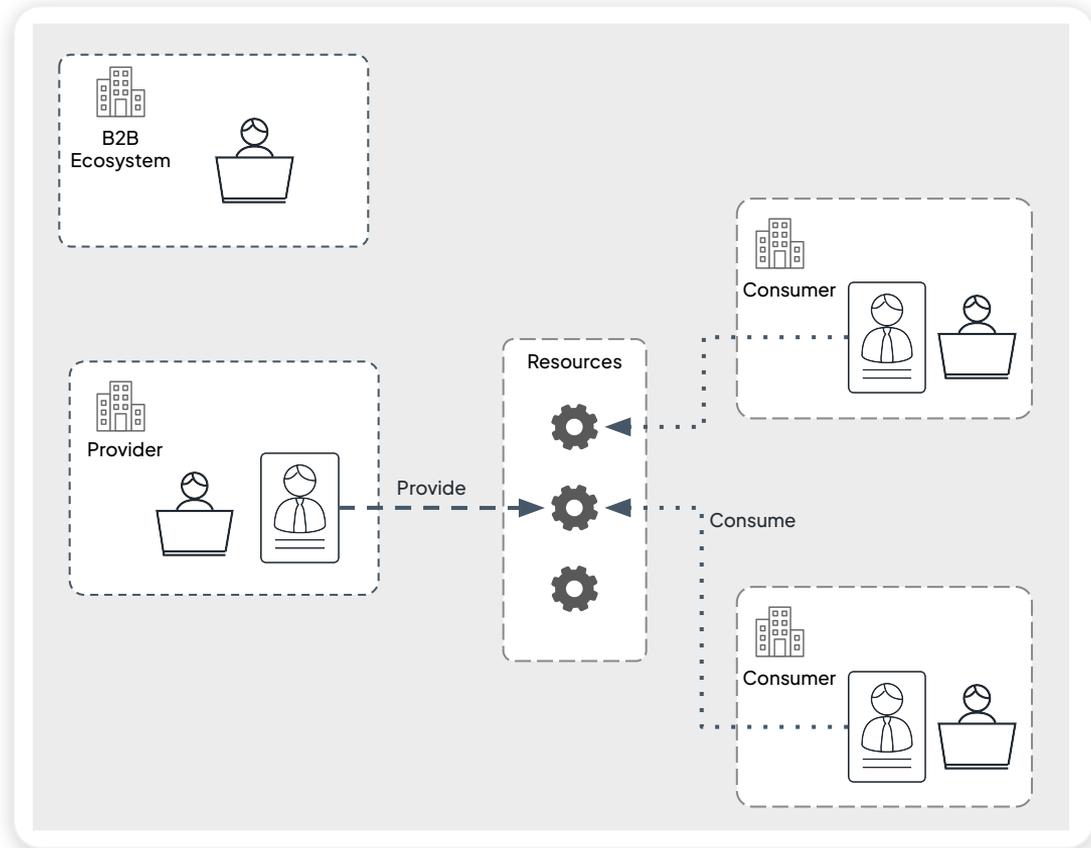
## B2B collaboration

Collaborate with just the right levels of access



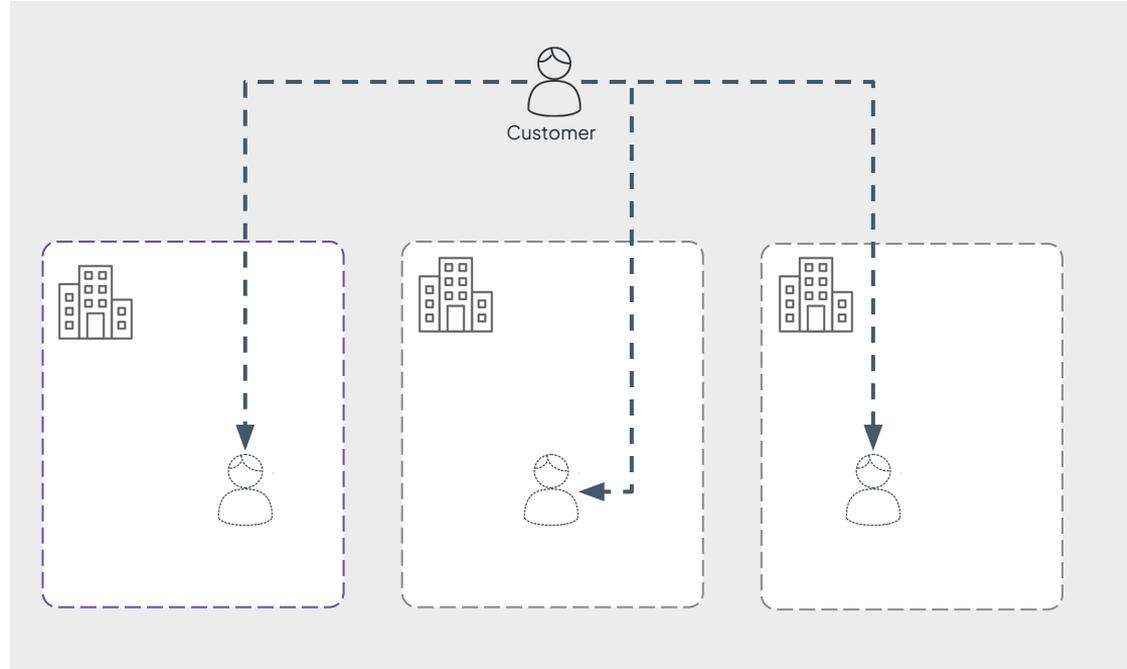
## B2B Ecosystems

Build ecosystems where providers and consumers can digitally collaborate



## B2B2C

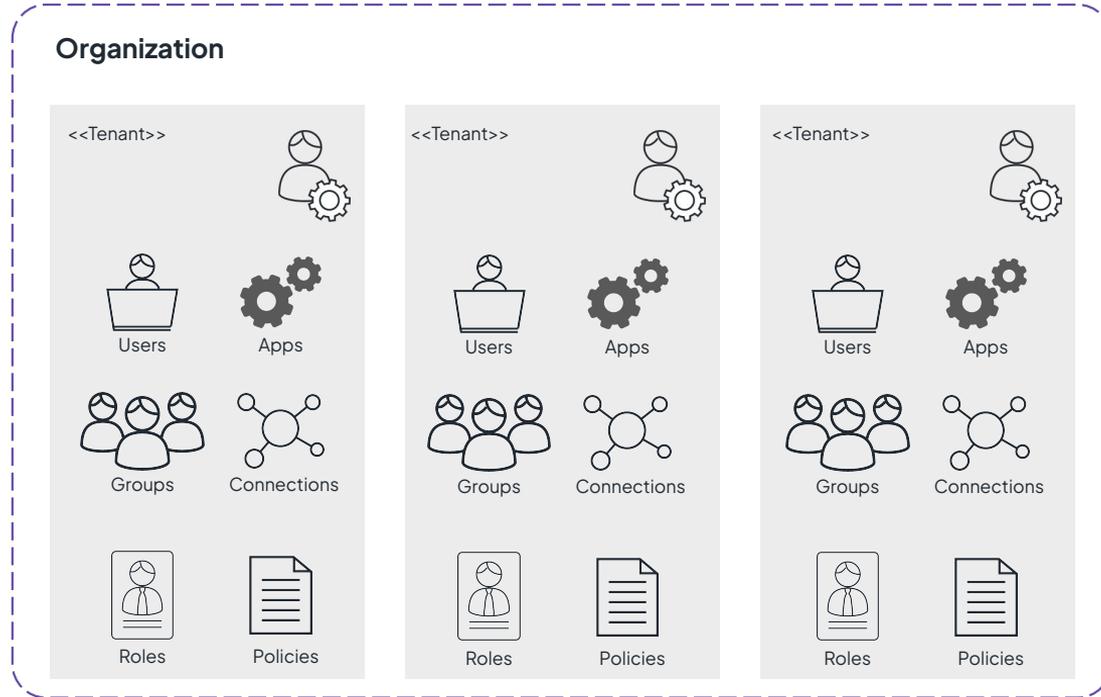
Allow B2B2C users to SSO across sub-organization profiles.



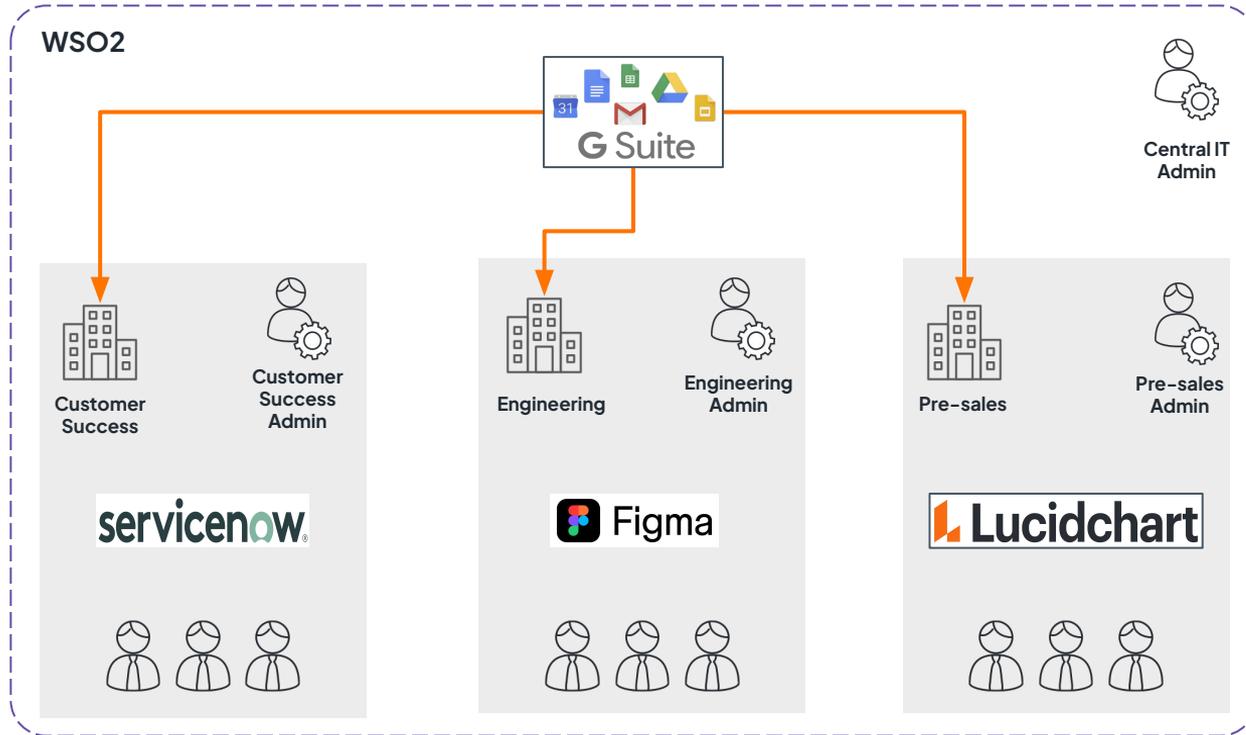


**Beyond B2B IAM..**

# Identity-as-a-Service (IDaaS)



# Divisions





## MyNISSAN ACCOUNT LOGIN

MyNISSAN is your vehicle's online home. Login to access model-specific information designed to make your journey an even greater joy.

Want to create a MyNISSAN account? [Click here to register.](#)

Email (NISSAN ID)

Password

CONTINUE >

[Forgot Password](#)



## MyINFINITI ACCOUNT LOGIN

MyINFINITI is your vehicle's online home. Manage your INFINITI, wherever you may be, by logging in to access model-specific information and services.

Need to create a MyINFINITI account? [Click here to register.](#)

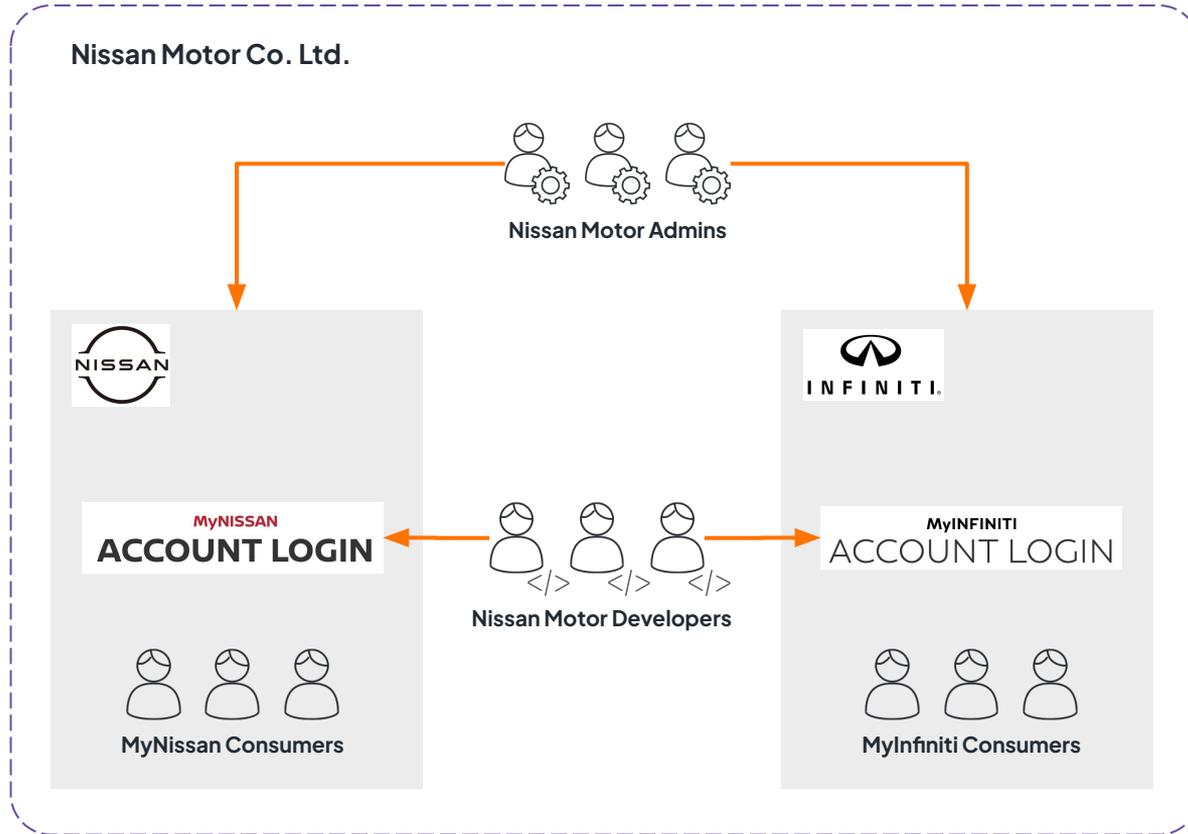
Email (INFINITI ID)

Password

CONTINUE

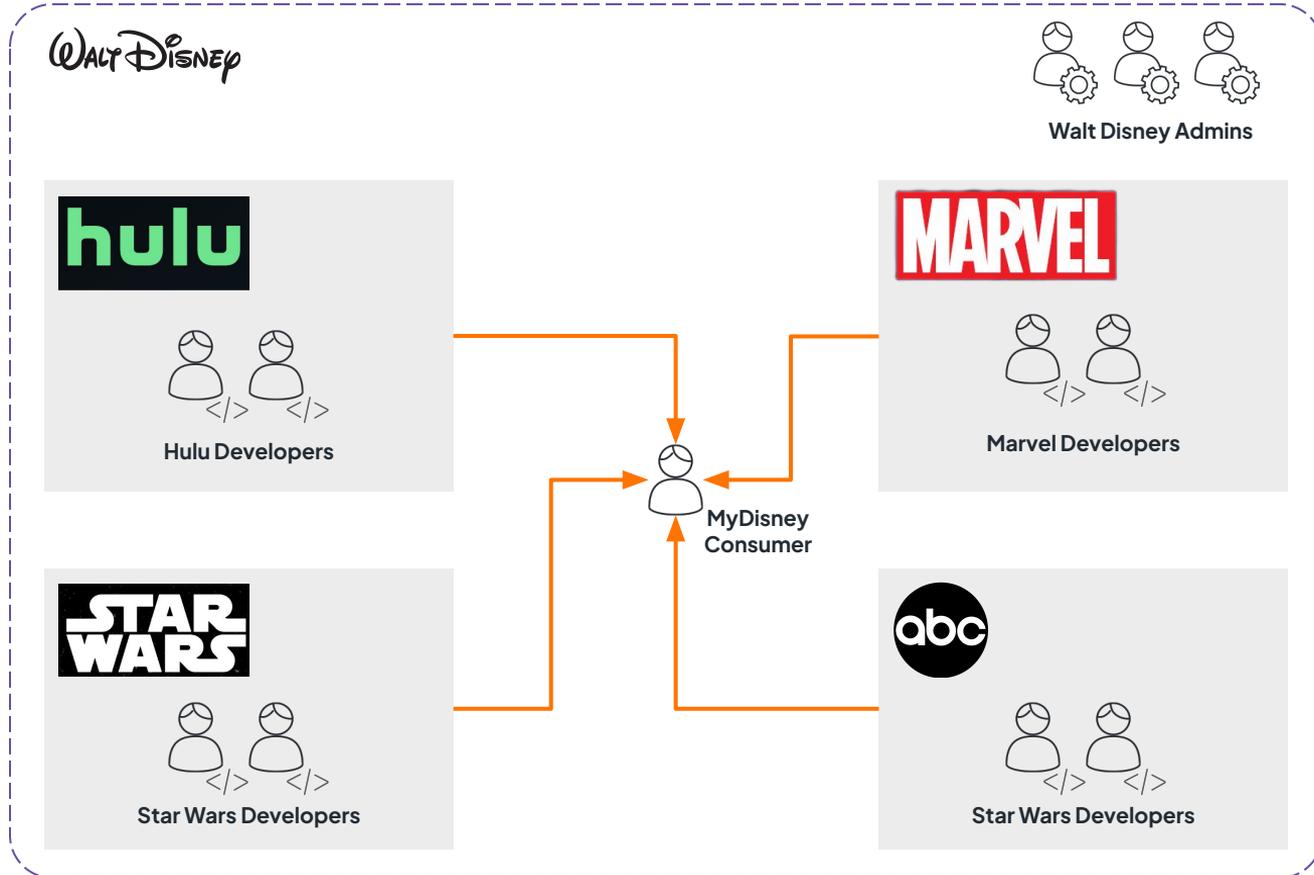
> [FORGOT PASSWORD](#)

# House of Brands with Siloed Customer Experiences





# Sub-brands with Microsite Architecture



## Customer Login

Username [Forgot?](#)

▲ This field is REQUIRED - please enter some text

Password [Forgot?](#)

▲ This field is REQUIRED - please enter some text

Log in

Don't have an account? [Create one here](#)



brought to you by



## Customer Login

Username [Forgot?](#)

▲ This field is REQUIRED - please enter some text

Password [Forgot?](#)

▲ This field is REQUIRED - please enter some text

Log in

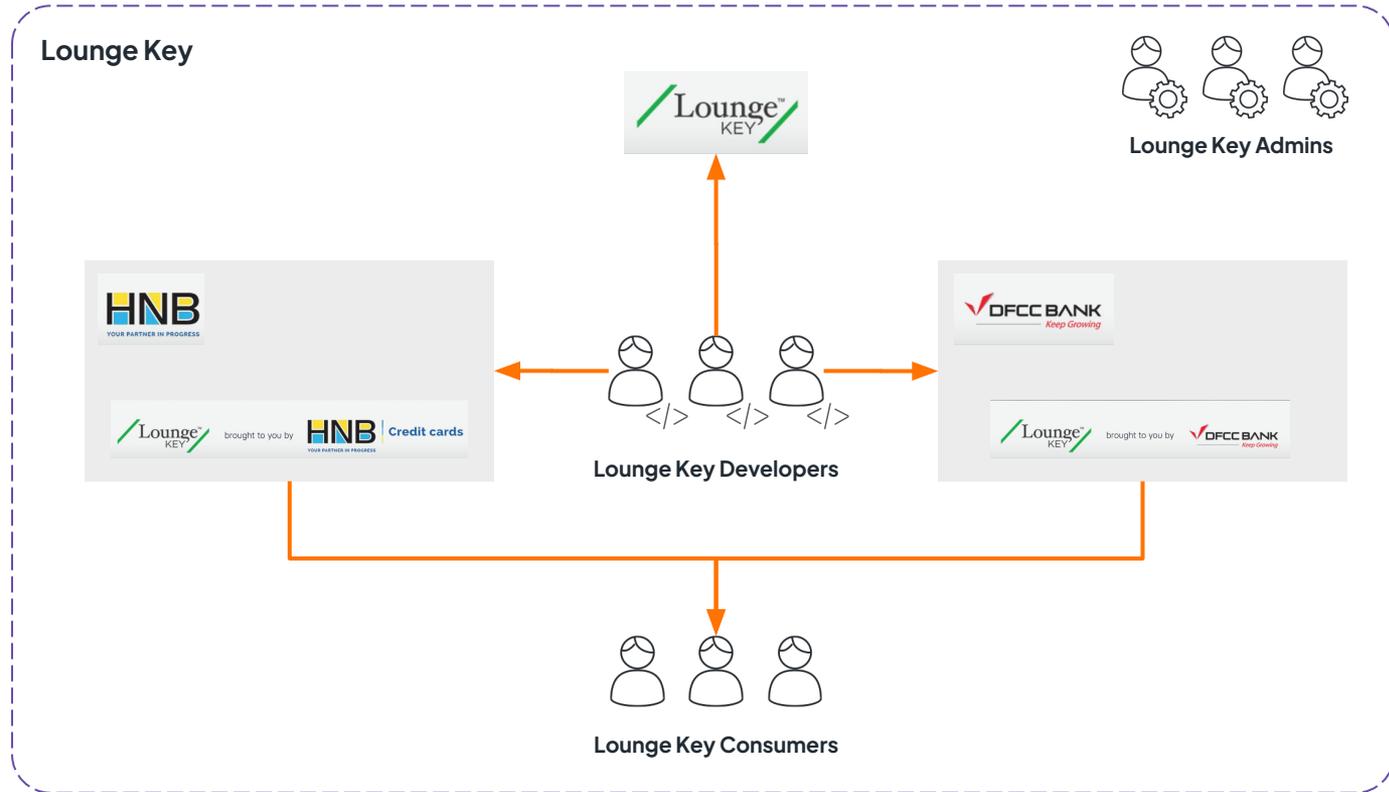
Don't have an account? [Create one here](#)



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# Co-branding



A dark blue background featuring a silhouette of a city skyline at night. The skyline includes various skyscrapers and a prominent tower with a spherical top. The sky is filled with small white stars and a few larger, brighter stars. In the top left and bottom right corners, there are decorative wavy lines in shades of blue and pink. A thin orange horizontal line runs across the middle of the slide.

# Question Time!

An orange circle containing a white question mark, positioned on the orange horizontal line.

?