



SEPT 22 - 24, 2026 | NAIROBI, KENYA

# Secure your Agentic B2B Applications



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# Overview

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**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

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**04** Securing a B2B SaaS app, end to end: Built with Next.js + Identity Platform

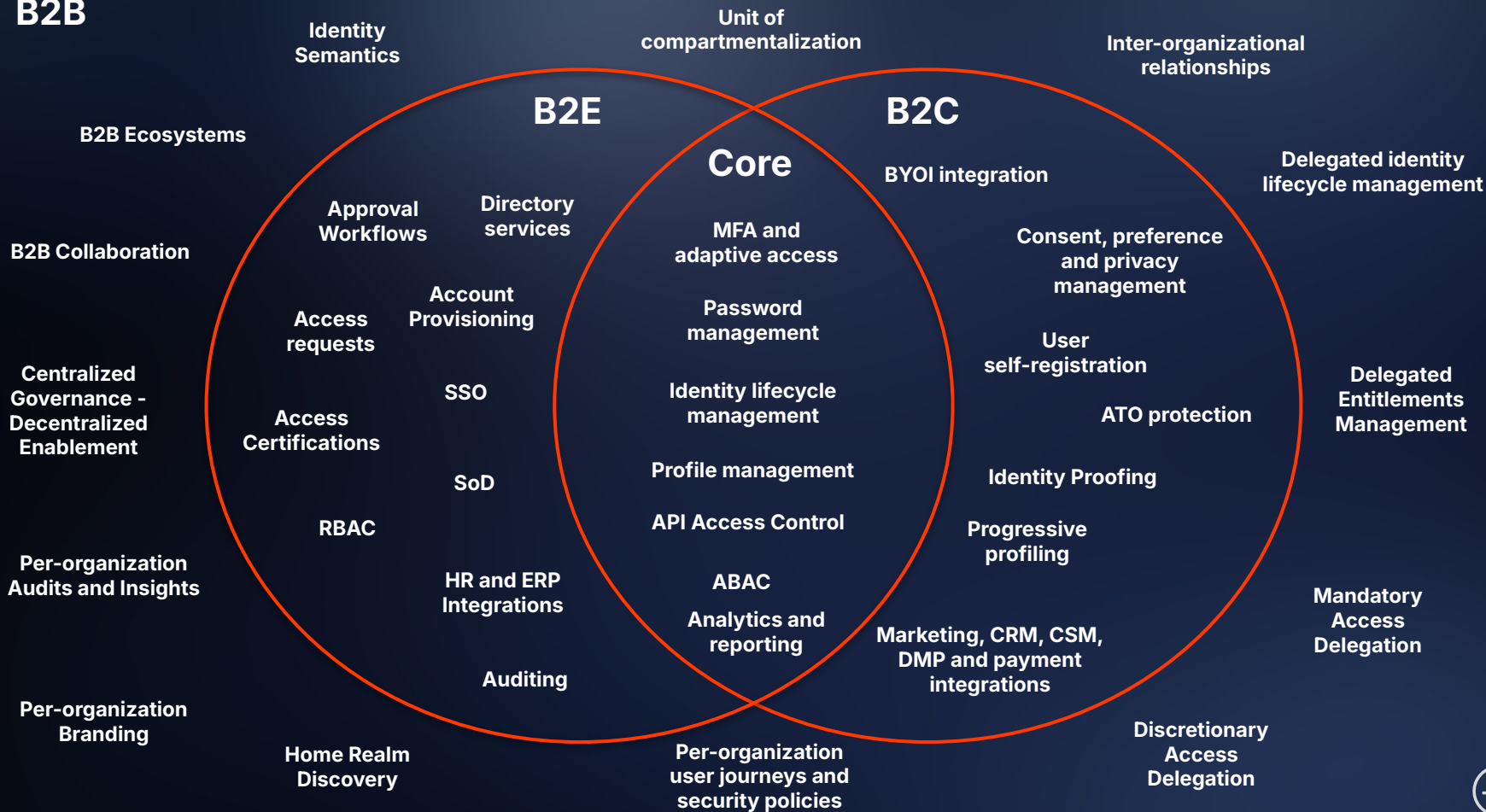
**05** Enterprise Organization Management

**06** Beyond humans: exposing AI agents as a service

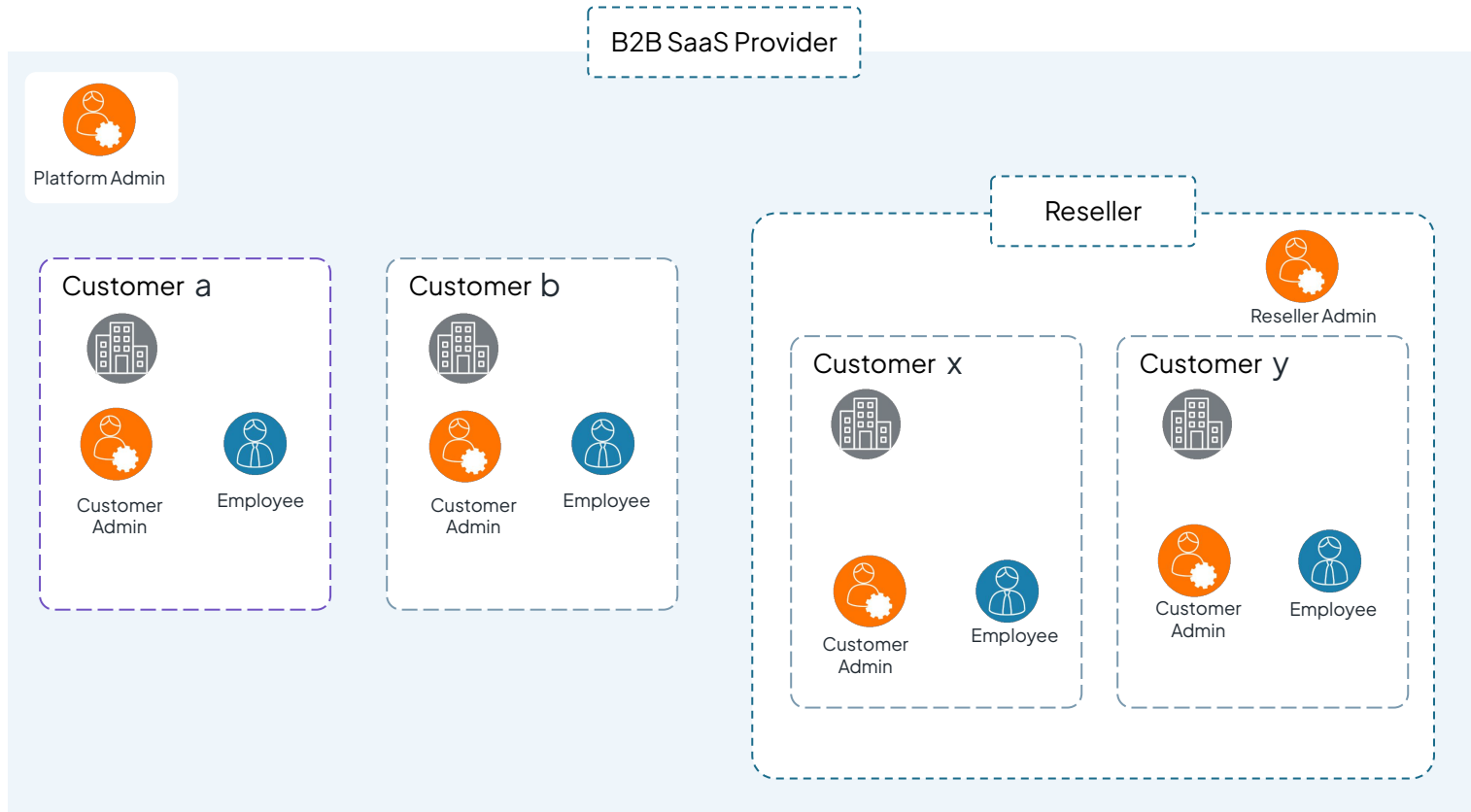


# What B2B CIAM is and why it matters more than you think

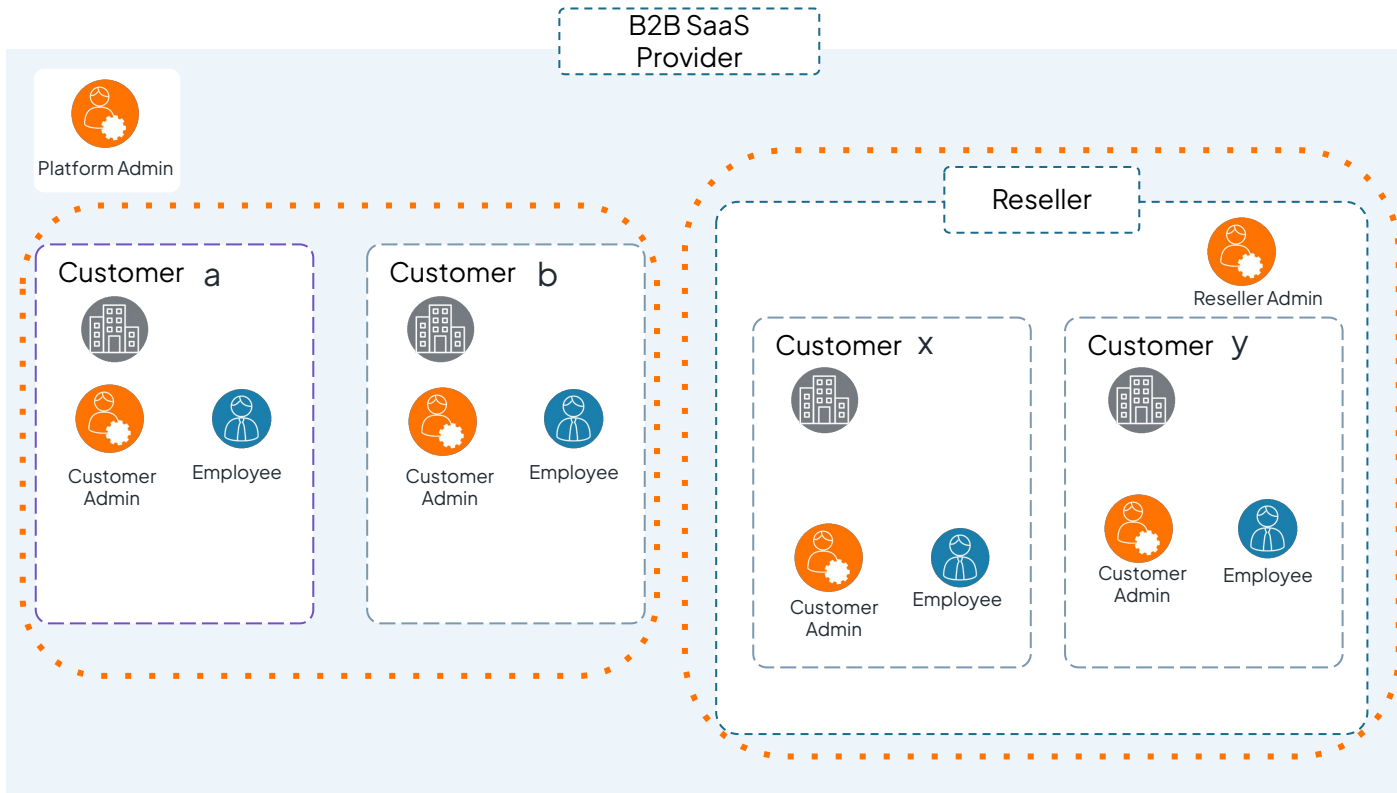
# B2B



# CIAM for B2B Interactions



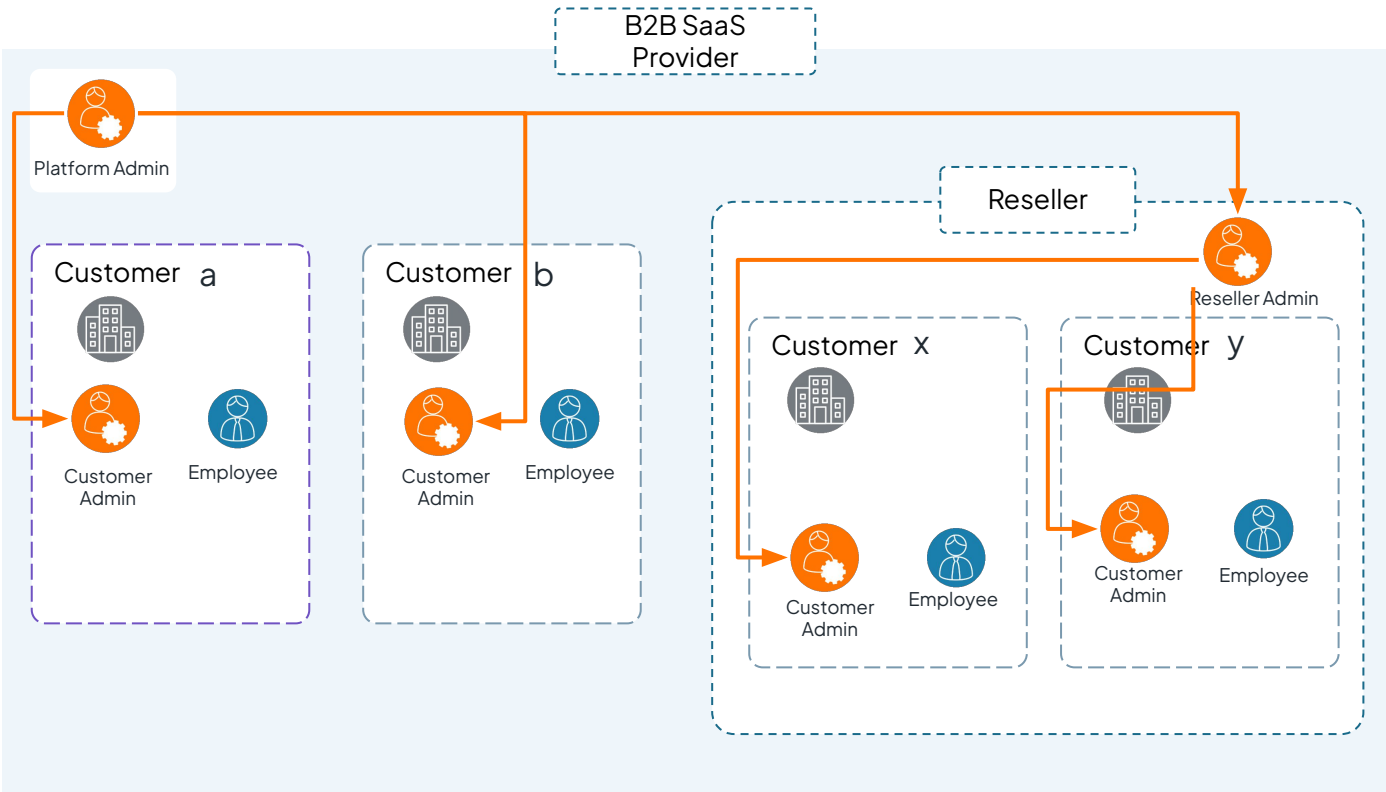
# Requirements and Challenges in B2B Application Development



- ▶ **Business relationship modeling**
  - 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



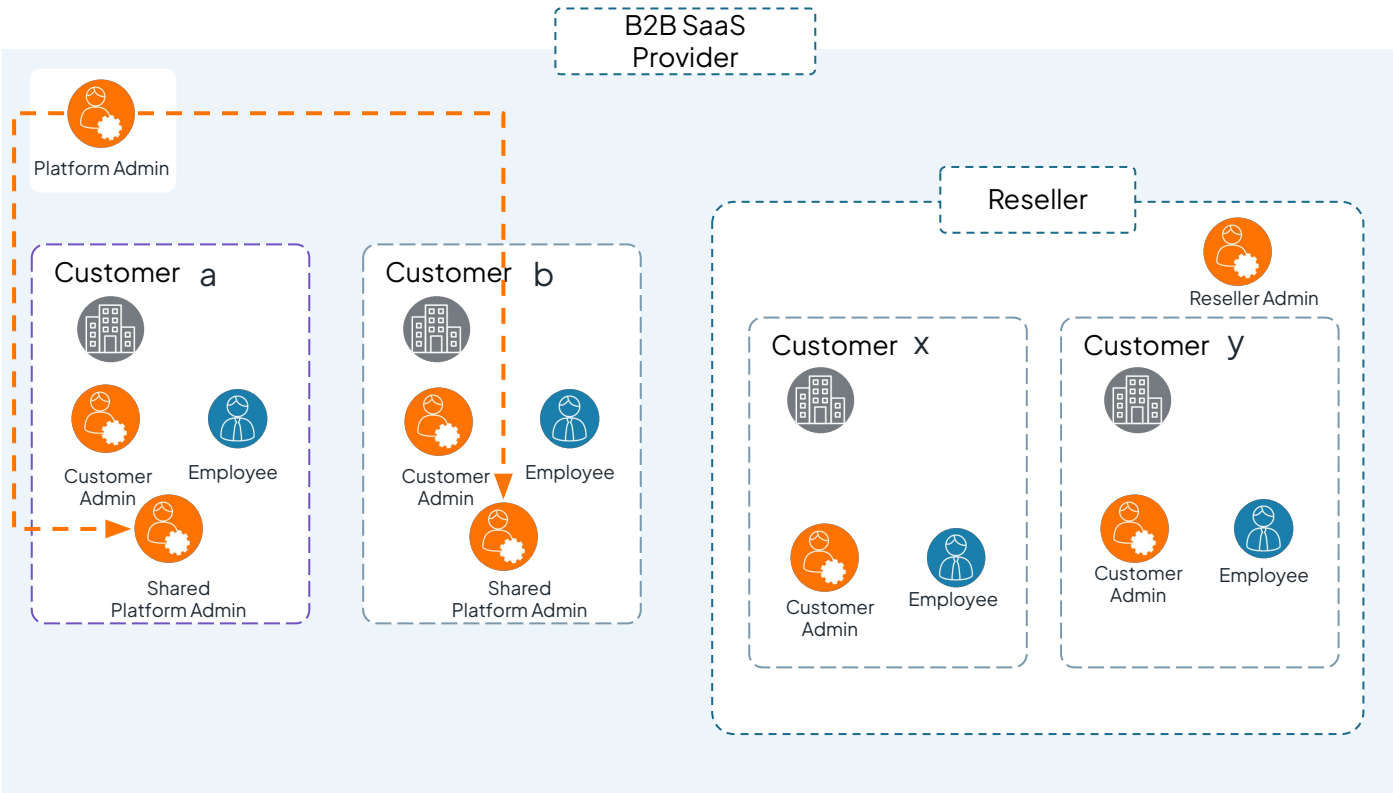
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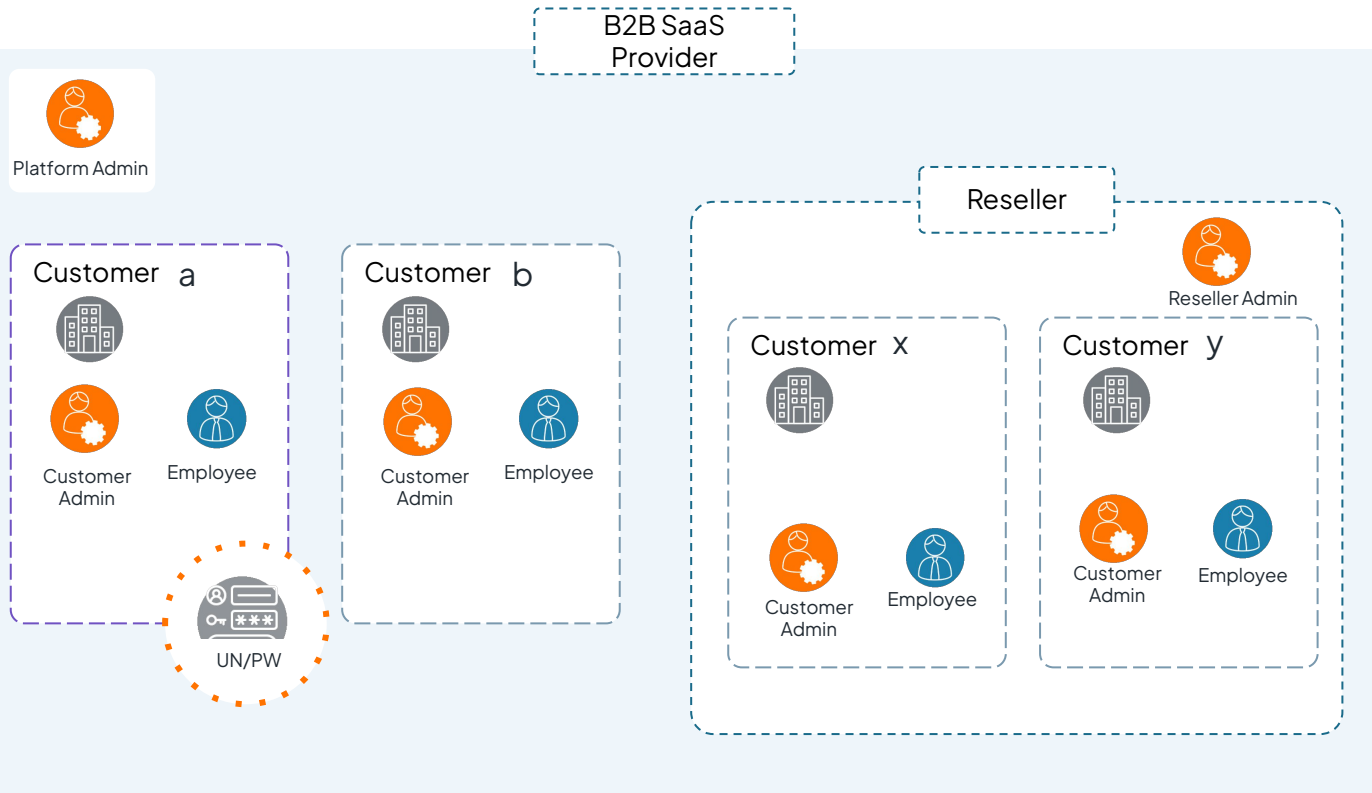
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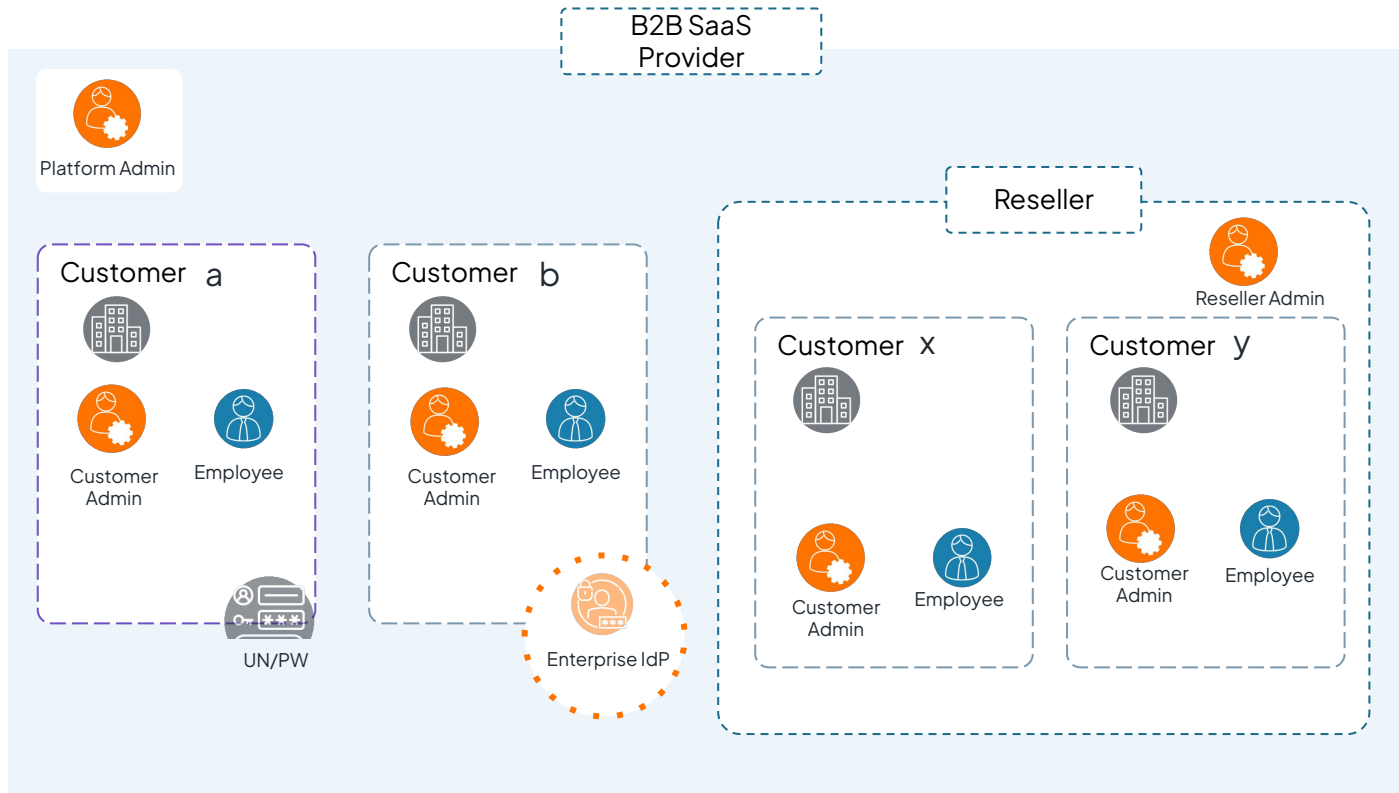
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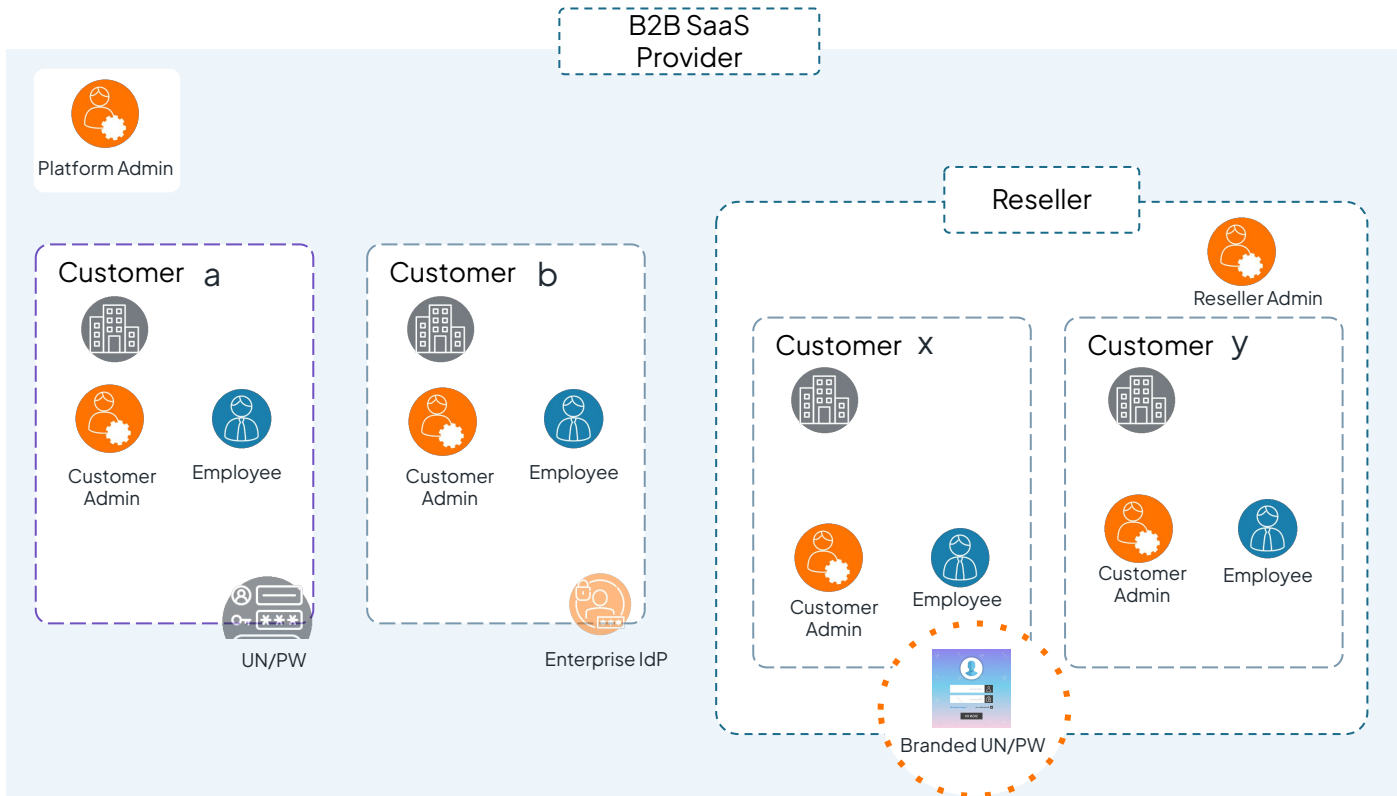
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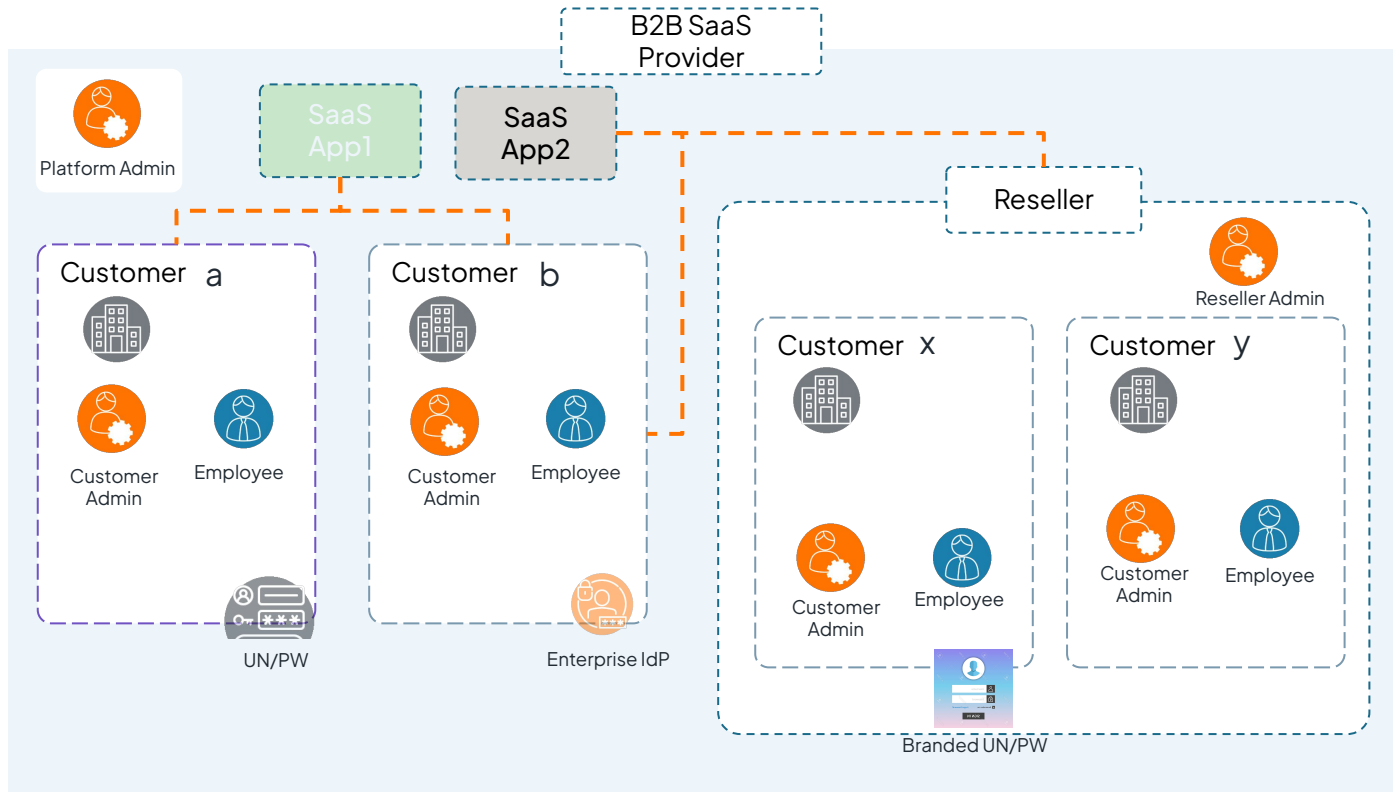
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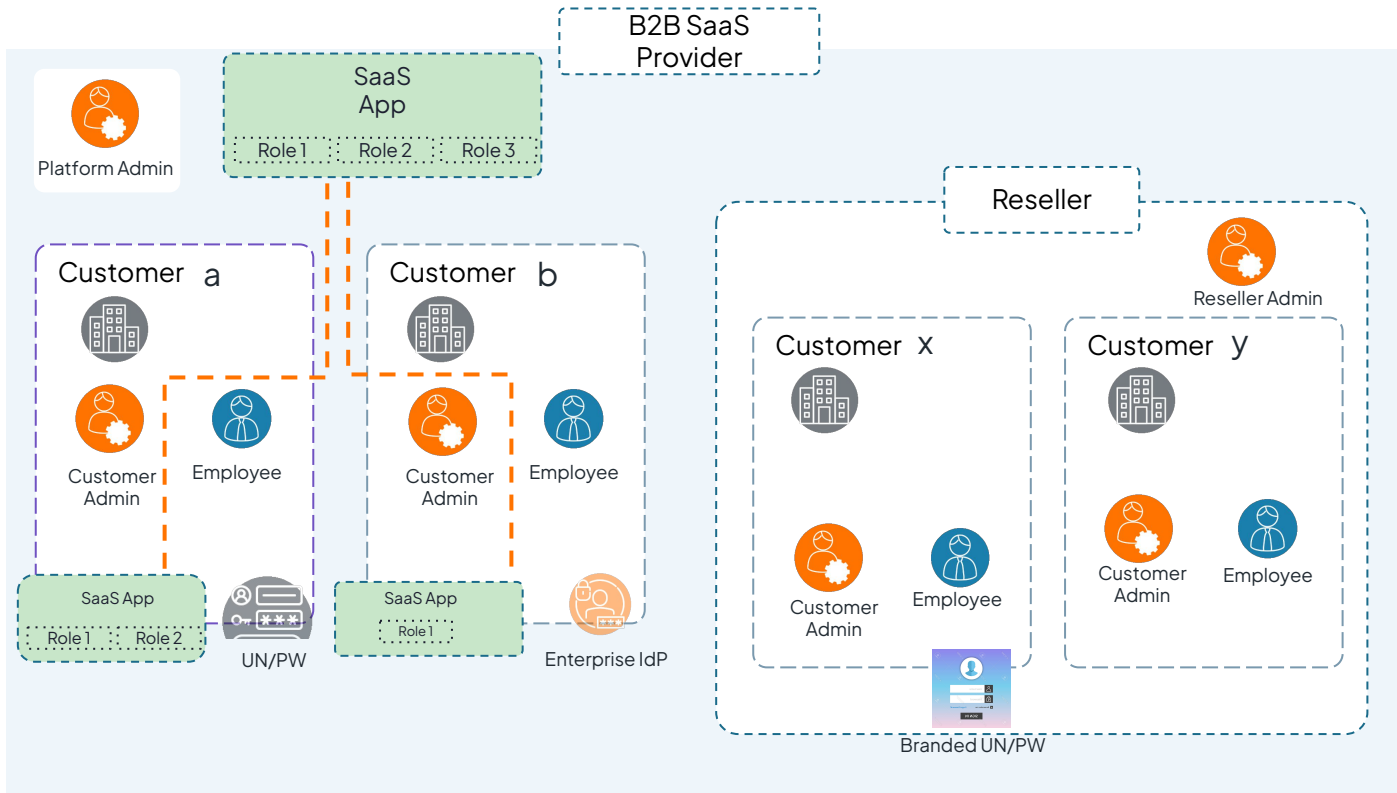
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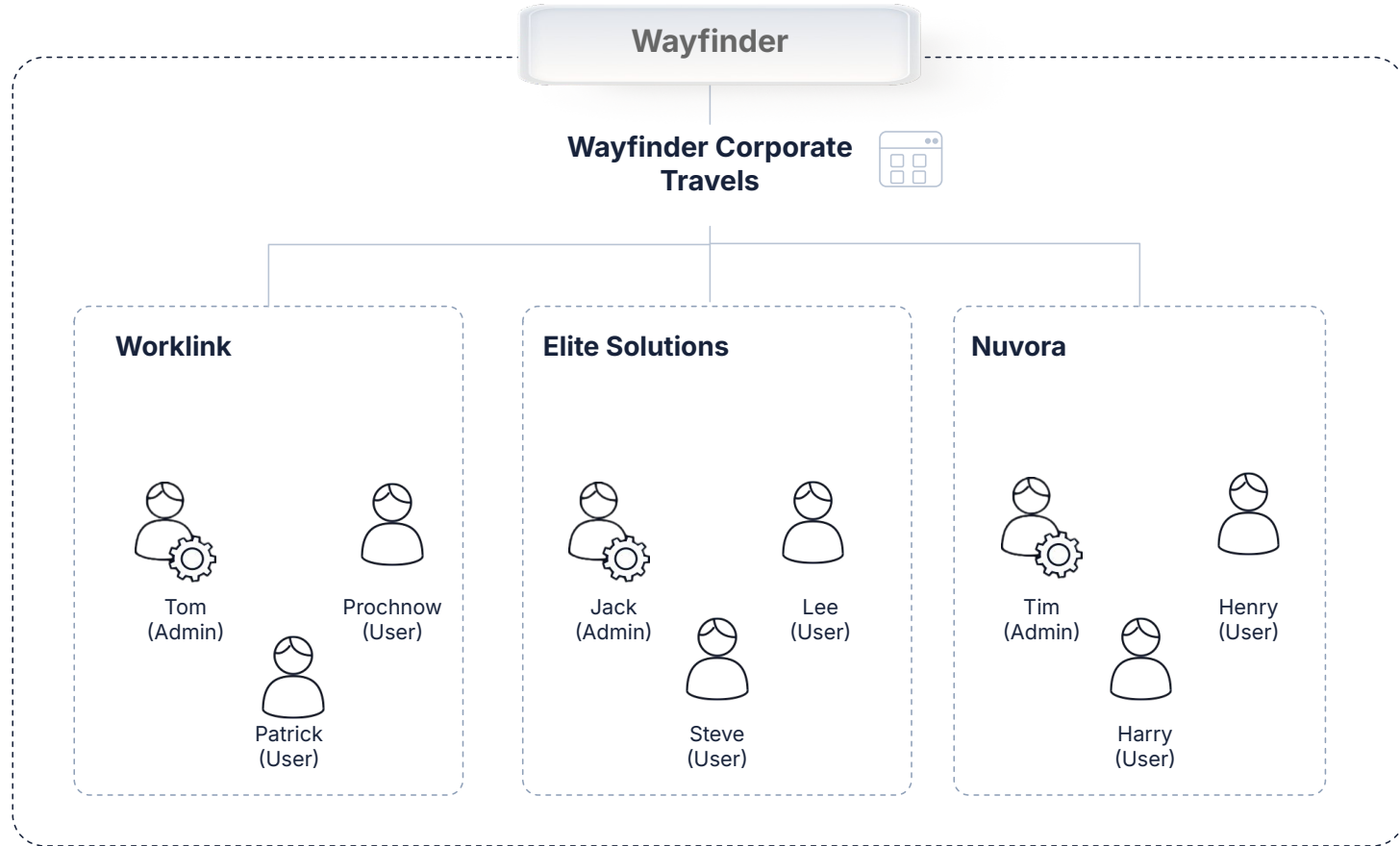


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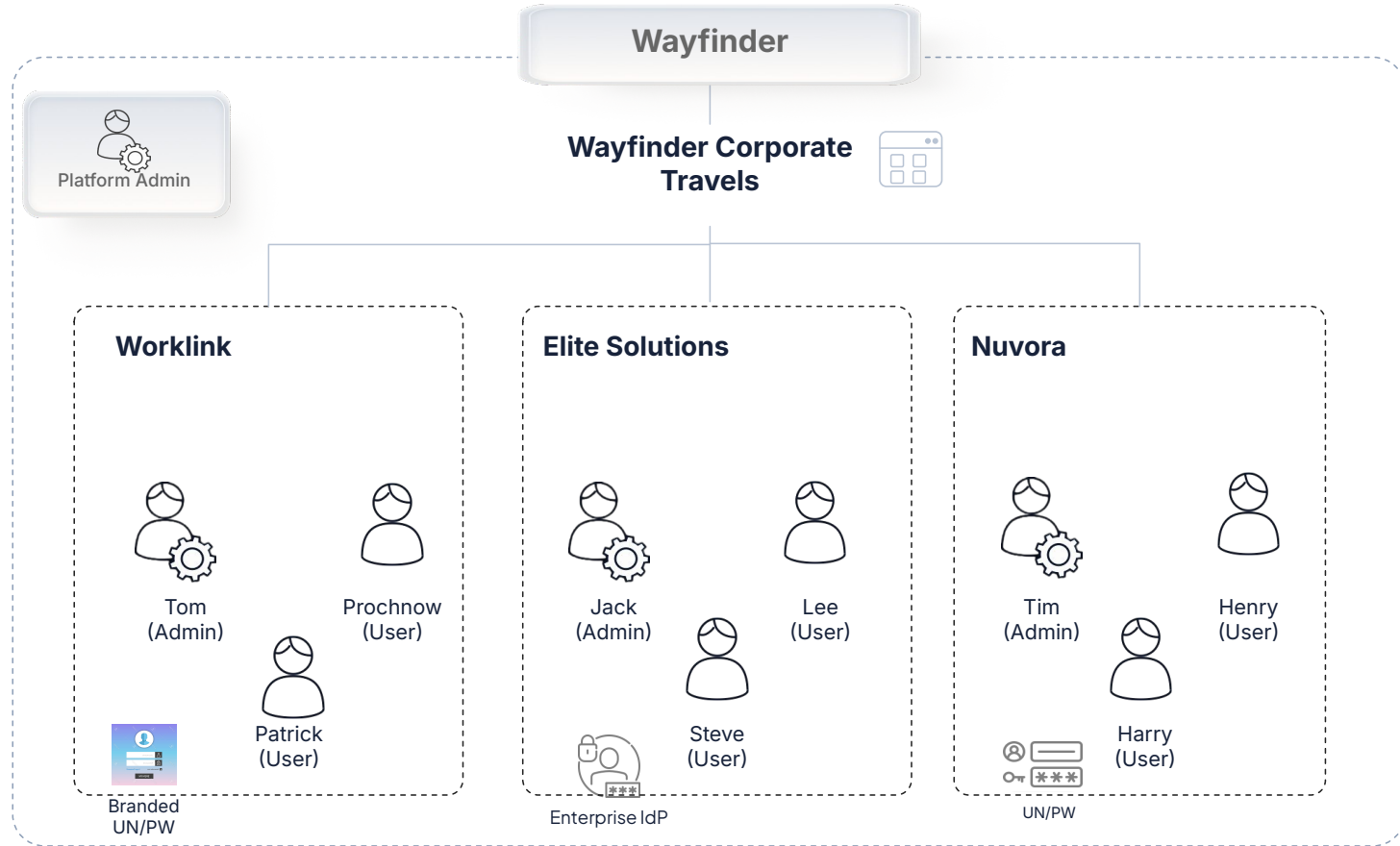


# Securing a B2B SaaS Application

# 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

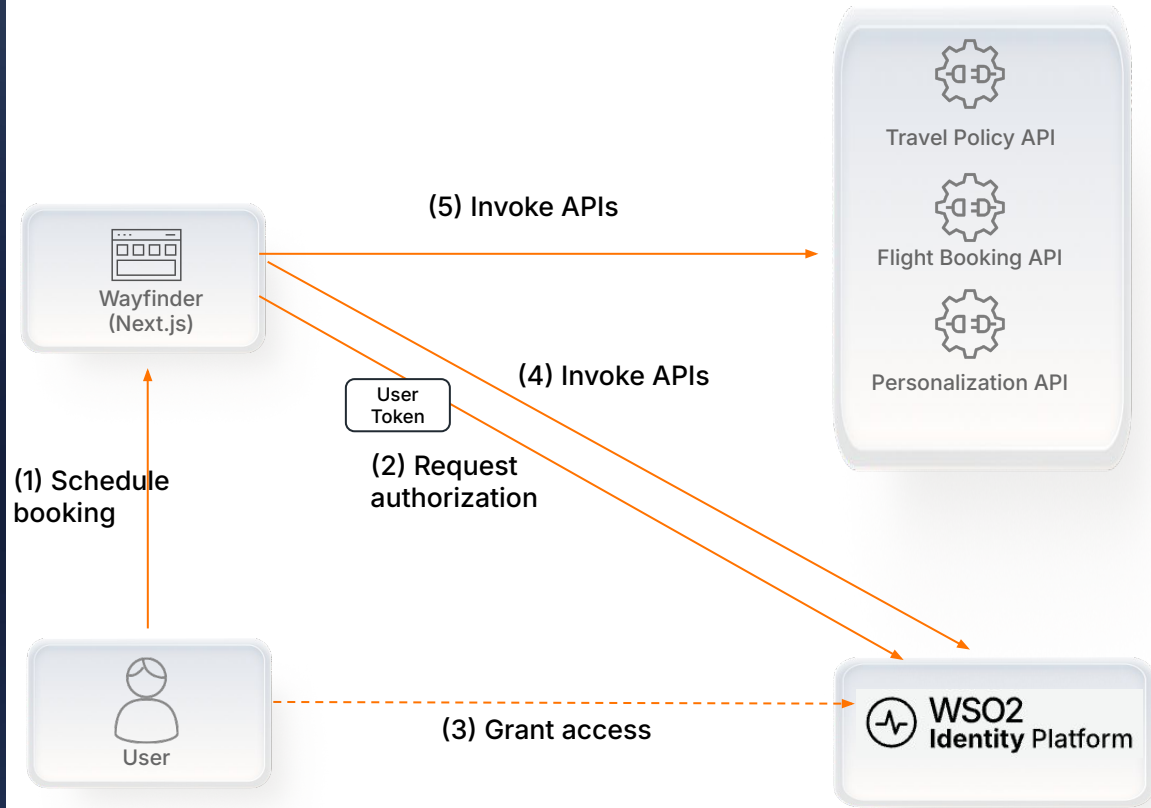
For large organizations with complex travel programs.

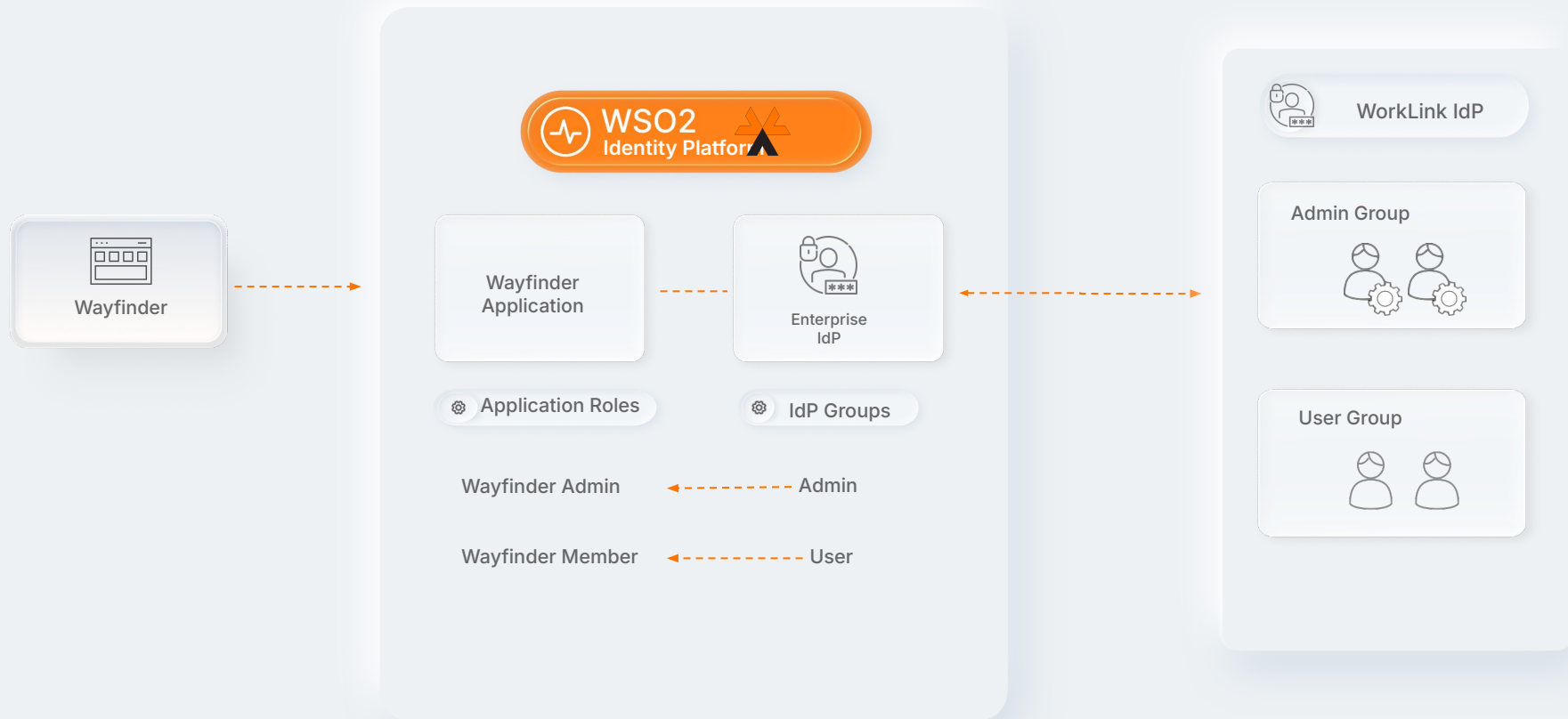
- ✓ Unlimited travelers
- ✓ Custom integrations & API
- ✓ SSO & advanced security
- ✓ Dedicated account manager
- ✓ 24/7 phone & chat support
- ✓ Custom reporting & exports

Select plan



# Solution Setup





# Follow Along!

---

```
git clone https://github.com/wso2con/2026-NBO-iam-tutorial-2
```



**Identity Platform Free Sign Up**  
<https://asgardeo.io/signup>





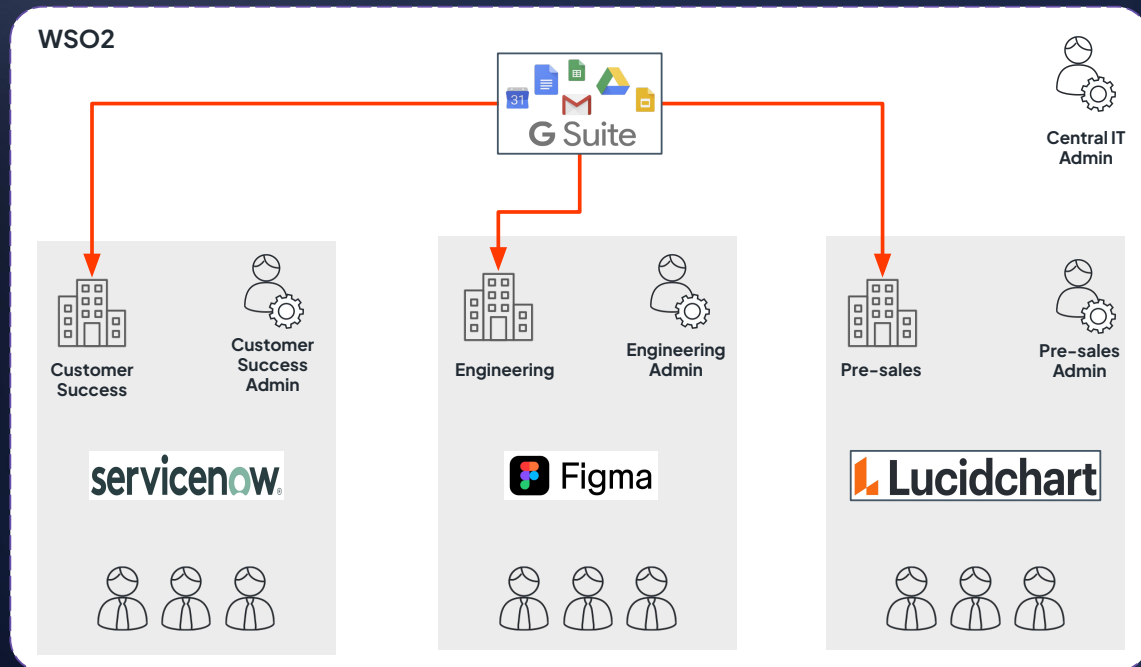
# Demo

# Enterprise Organization Management

Modelling your own business

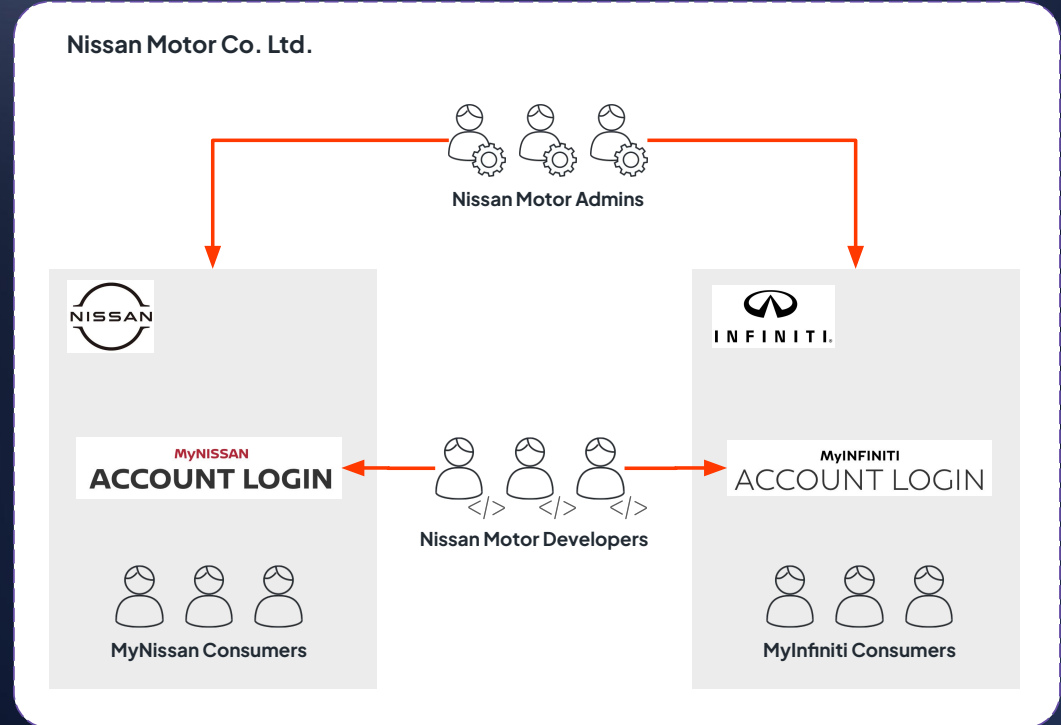
# Divisions

- Model internal departments as sub-organizations
- Central IT admin governs the hierarchy; each division admin manages its own users and apps
- Delegated administration of workforce identities, division by division



# House of Brands with Siloed Customer Experiences

- Parent runs multiple brands, each with its own login and consumer base
- Customer populations stay fully siloed across brands
- Admins and developers shared centrally
- Branding and login journeys per brand





Vehicles Shop Electric Owners Dealers

## 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](#)



Vehicles ▾

Shop ▾

Retailers

Experience INFINITI ▾

Owners

## 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

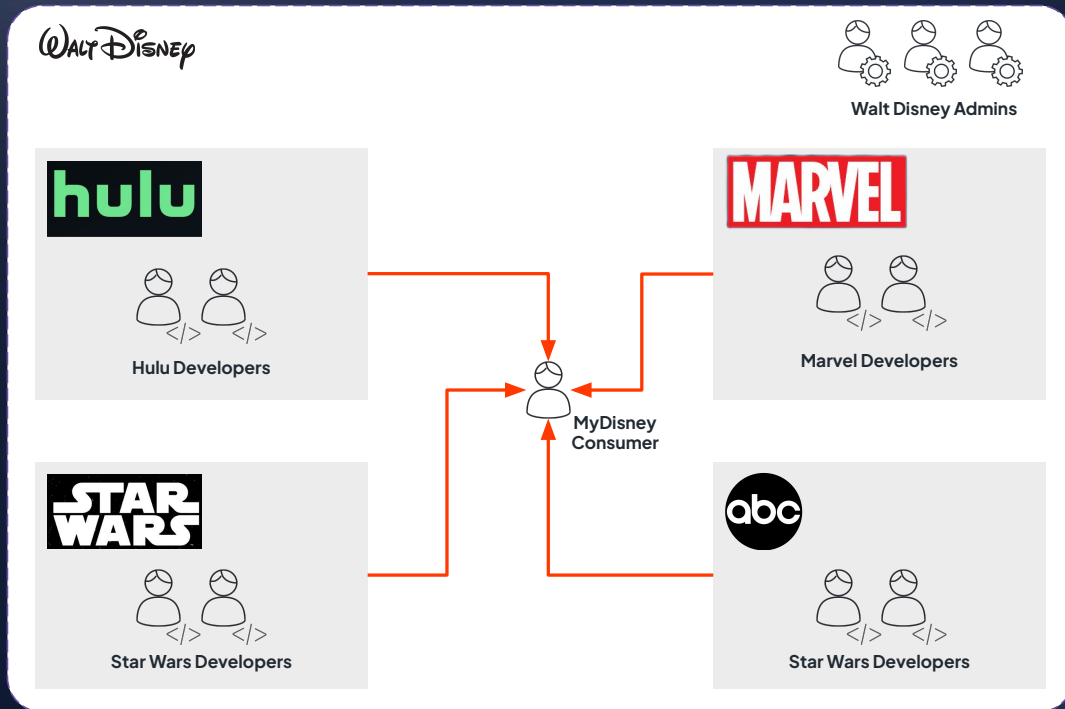
CONTINUE

> [FORGOT PASSWORD](#)



# Sub-brands with Microsite Architecture

- Parent brand operates multiple sub-brand microsites
- Single shared consumer identity used across all microsites
- Per-brand developers
- One login, many branded front doors



\*The above is only and illustrative example. None of these brands nor their parents companies aren't customers (yet)







### Enter your email to continue

Log in to Marvel with your MyDisney account. If you don't have one, you will be prompted to create one.

Email

Continue

Marvel is part of The Walt Disney Family of Companies.

MyDisney lets you seamlessly log in to services and experiences across The Walt Disney Family of Companies, such as Disney+, ESPN, Walt Disney World, [and more](#).







### Enter your email to continue

Log in to Star Wars with your MyDisney account. If you don't have one, you will be prompted to create one.

Email

Continue

Star Wars is part of The Walt Disney Family of Companies.

MyDisney lets you seamlessly log in to services and experiences across The Walt Disney Family of Companies, such as Disney+, ESPN, Walt Disney World, [and more](#).







### Enter your email to continue

Log in to Hulu with your MyDisney account. If you don't have one, you will be prompted to create one.

Email

Continue

Hulu is part of The Walt Disney Family of Companies

MyDisney lets you seamlessly log in to services and experiences across The Walt Disney Family of Companies, such as Disney+, ESPN, Walt Disney World, [and more](#).







### Enter your email to continue

Log in to ABC with your MyDisney account. If you don't have one, you will be prompted to create one.

Email

Continue

ABC is part of The Walt Disney Family of Companies.

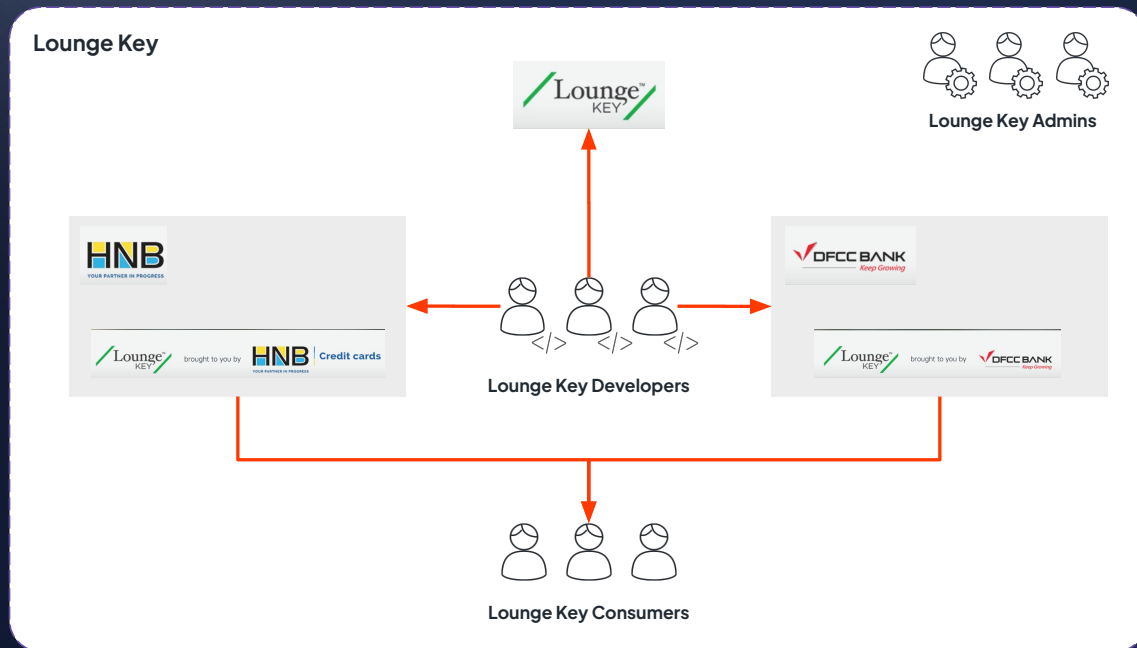
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# Co-branding

- Provider's service delivered under partner brands
- Co-branded experiences surfaced through each partner (HNB, DFCC)
- Consumers owned by the provider, reached via the partner's channel



## 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



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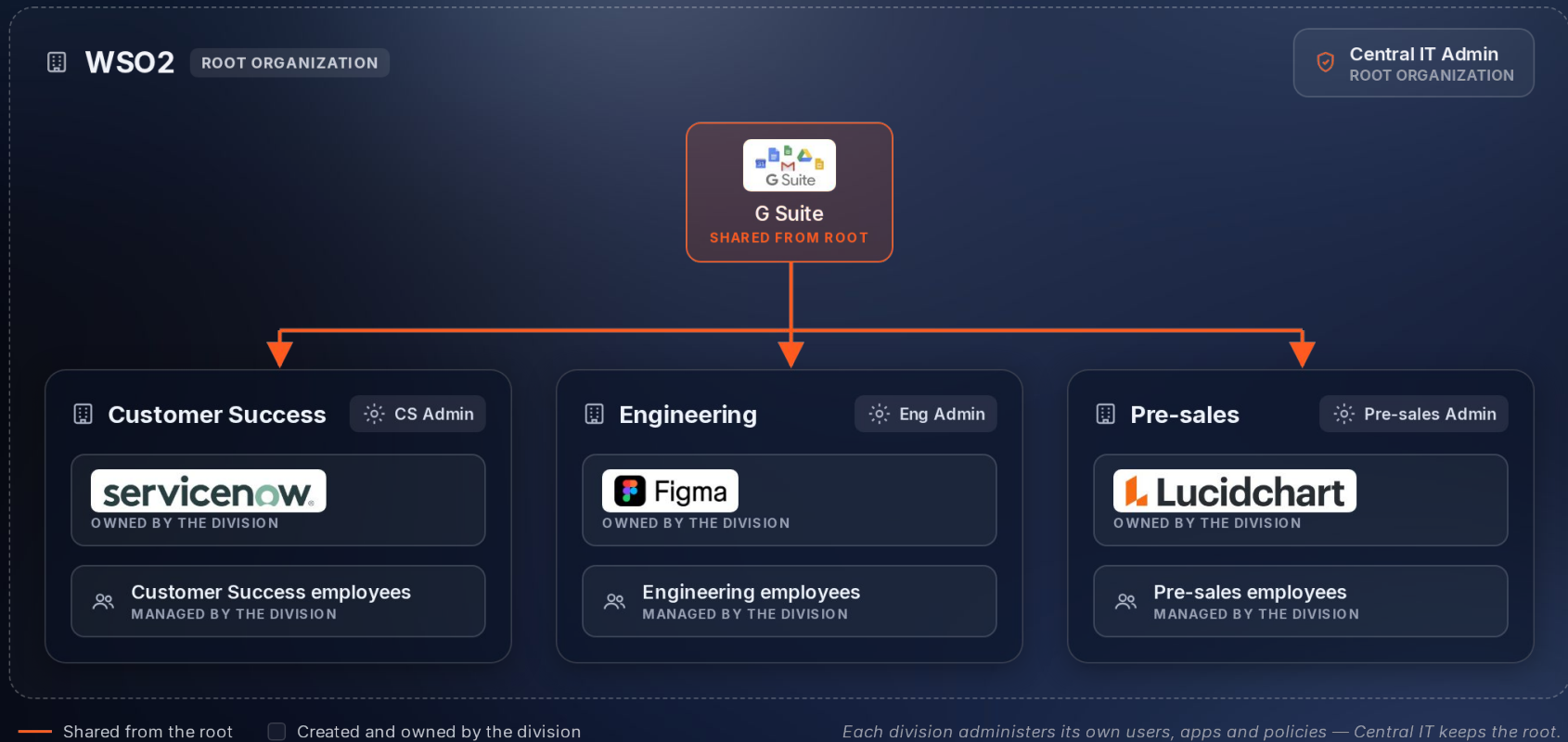
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# Divisions: How WSO2 runs it



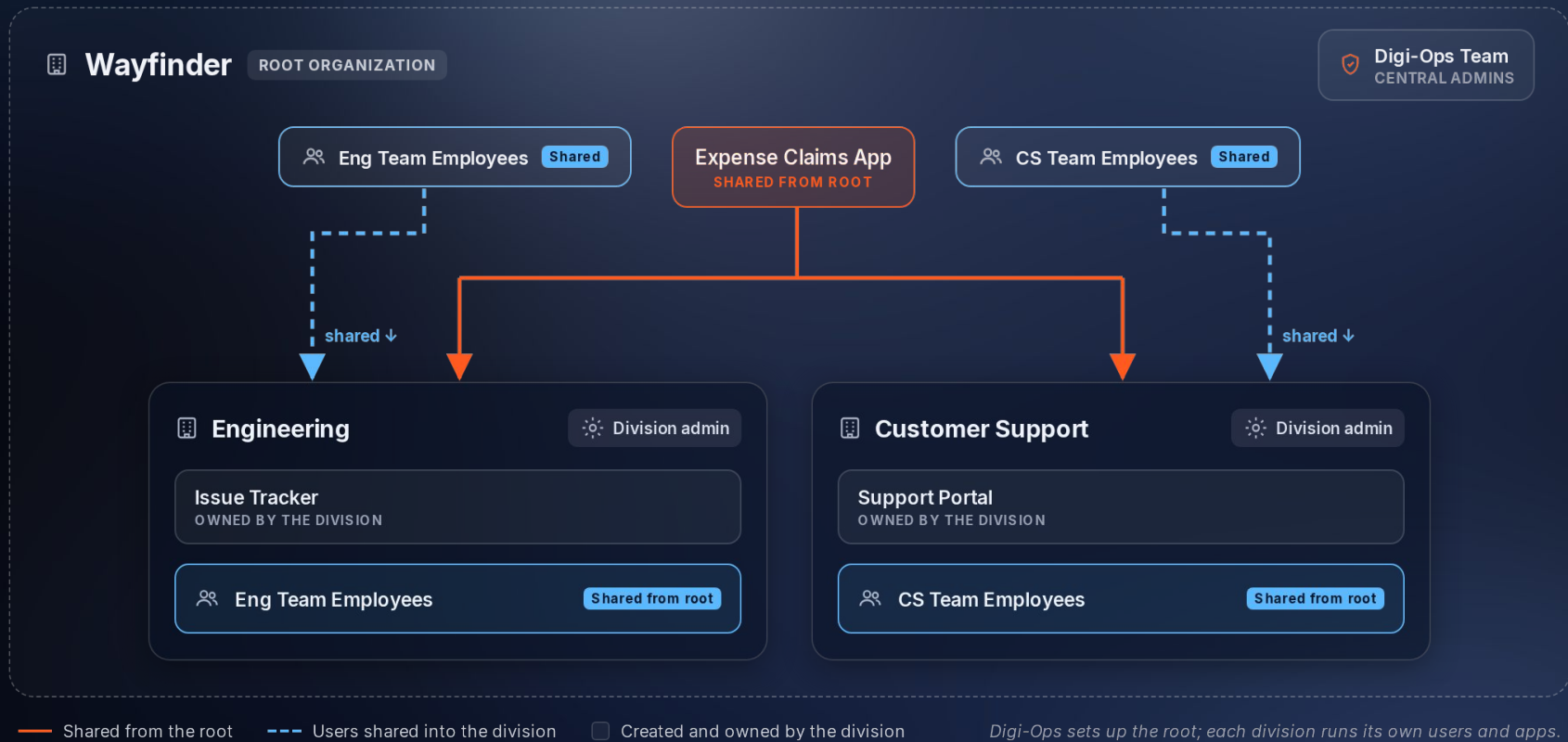
# Why divisions need their own organization

- Delegate Administration
  - Division admins plug in their own identity providers and assign roles to their users.
  - The burden on the central admin team shrinks.
- Adapt for International Markets
  - Login journeys and local identity providers, set per division.
- Blend In Your Brand
  - Organization-level and application-level branding, cascading down the hierarchy.
  - Email and SMS templates inherit, override locally, revert at any time.

**Identity structured the  
way your business  
already is.**



# Divisions: Wayfinder's teams



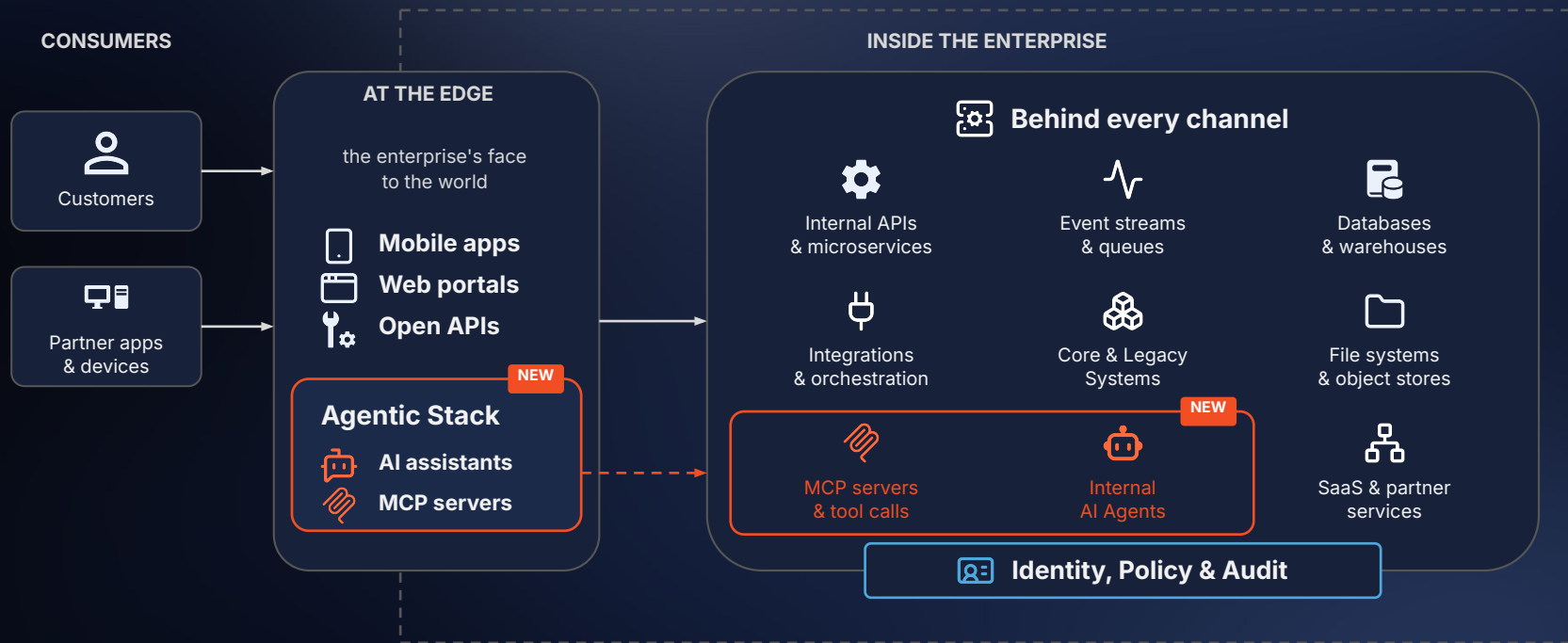
FUTURE OF IDENTITY

# AI Agents as a Service for your customers consumers

The identity **journey** continues

# The Agent Advantage: Transforming How You Engage Customers

The enterprise already exposes itself to the world. Agents arrive at the same door.



# 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.

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- ✓ 1 travel policy
- ✓ Standard expense reports
- ✓ Email support

Select plan

MOST POPULAR

BASIC

## Business

**\$19** 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

Add-ons

☐ + Wayfinder Assist   +\$10 / month

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
- ✓ Wayfinder Assist (Included)  

Select plan



# B2B Agents as a Service: **Your Org-aware Agents**

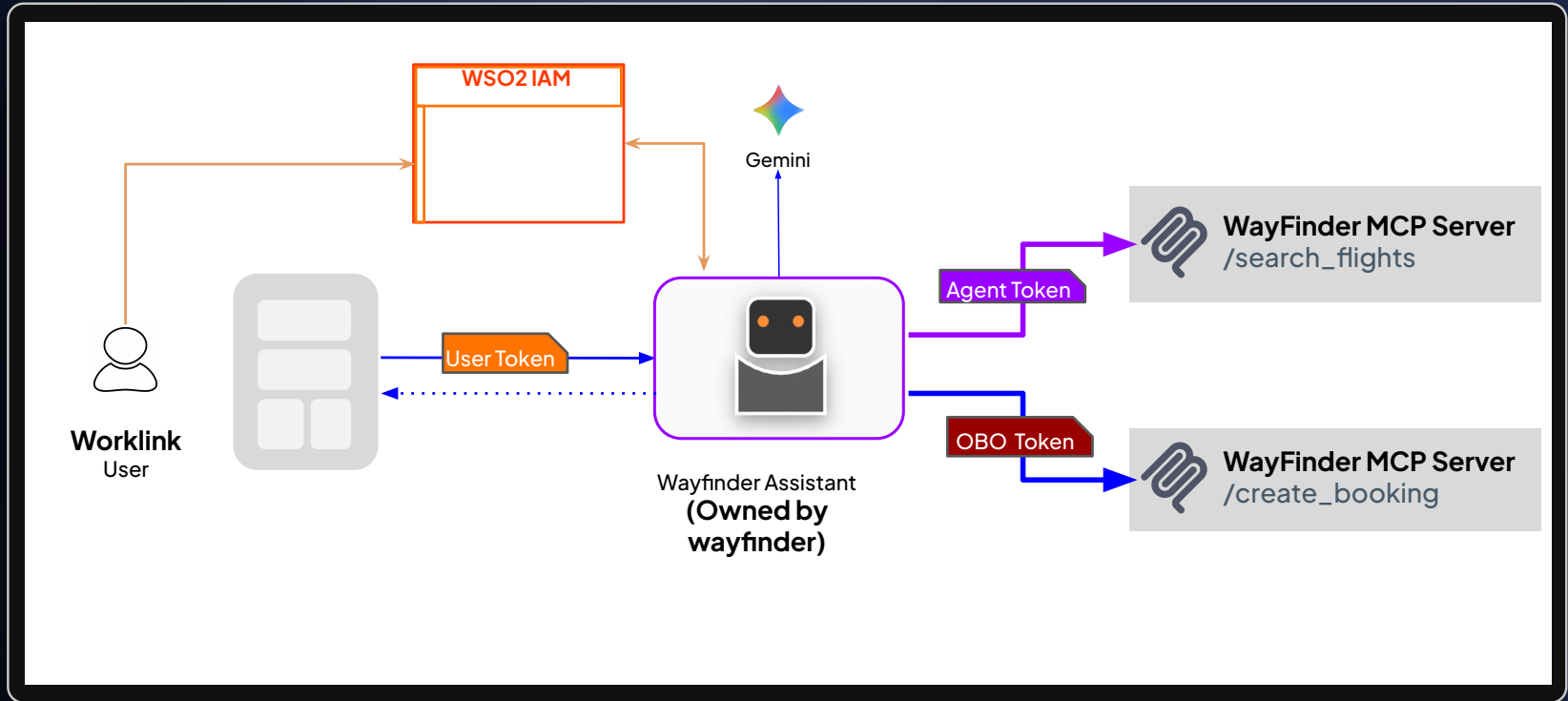




# Demo

> demo

# B2B Agents: Providing agentic experiences for your consumer organizations



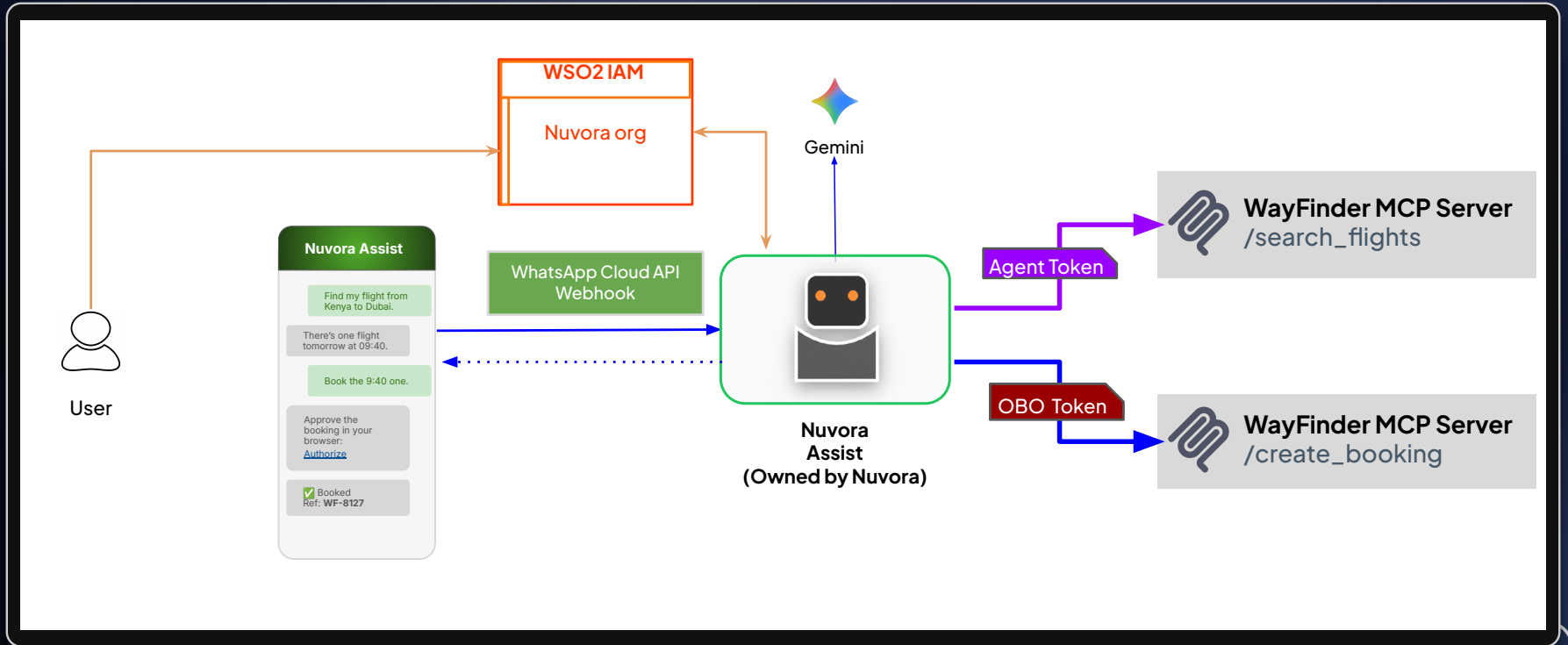
# Partner-managed Agents: Using Your Services



> [demo](#)



# Partner-managed Agents: Using Your Services





# Demo

# Authorization & Audit with delegation chains and Intent

```
{
  "sub": "591c2a1c-2d08-4b1f-b8ff-cbfa46a0061e",
  "aut": "APPLICATION_USER",
  "iss": "https://idp.wso2/oauth2/token",
  "client_id": "9euHgATTsXbH0EryhnyoEA2r034a",
  "aud": "[target audience/mcp/resource server]",
  "nbf": 1757486458,
  "act": {
    "sub": "9b1deb4d-3b7d-4bad-9bdd-2b0d7b3dcb6d",
    "act": {
      "sub": "637653a8-3989-429a-8ba1-3e66cf9235345"
    }
  },
  "azp": "9euHgATTsXbH0EryhnyoEA2r034a",
  "org_id": "f3568aea-64ef-4d70-8527-c90711996d06",
  "scope": "appointment_read appointment_create",
  "authorization_details": [
    {
      "type": "medical_appointment",
      "target": [
        "[target resource]"
      ],
      "intent": "Book one driving licence renewal medical...",
      "constraints": {
        "max_invocations": 1
      }
    }
  ]
}
```

## **sub** User / Resource Owner

Identifies the end-user who owns the data or resource.

## **client\_id** OAuth Client / MCP Client

Identifies the client application requesting access.

## **act** → **sub** Agent/MCP Host Acting on Behalf of User

Represents delegated actor/AI agent executing actions. Chained in multi-agent scenarios.

## **scope** Granted / Delegated Permissions

Permissions assigned to the request scope.

## **authorization\_details** Authorized Intent (RAR)

Rich authorization context with target and constraints.



# Question Time!



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# Thank You!



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