



May 20 - 22, 2026 | Austin, Texas, USA

# Secure your Agentic B2B Applications



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Enterprise Architect



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Technical Lead

# Overview

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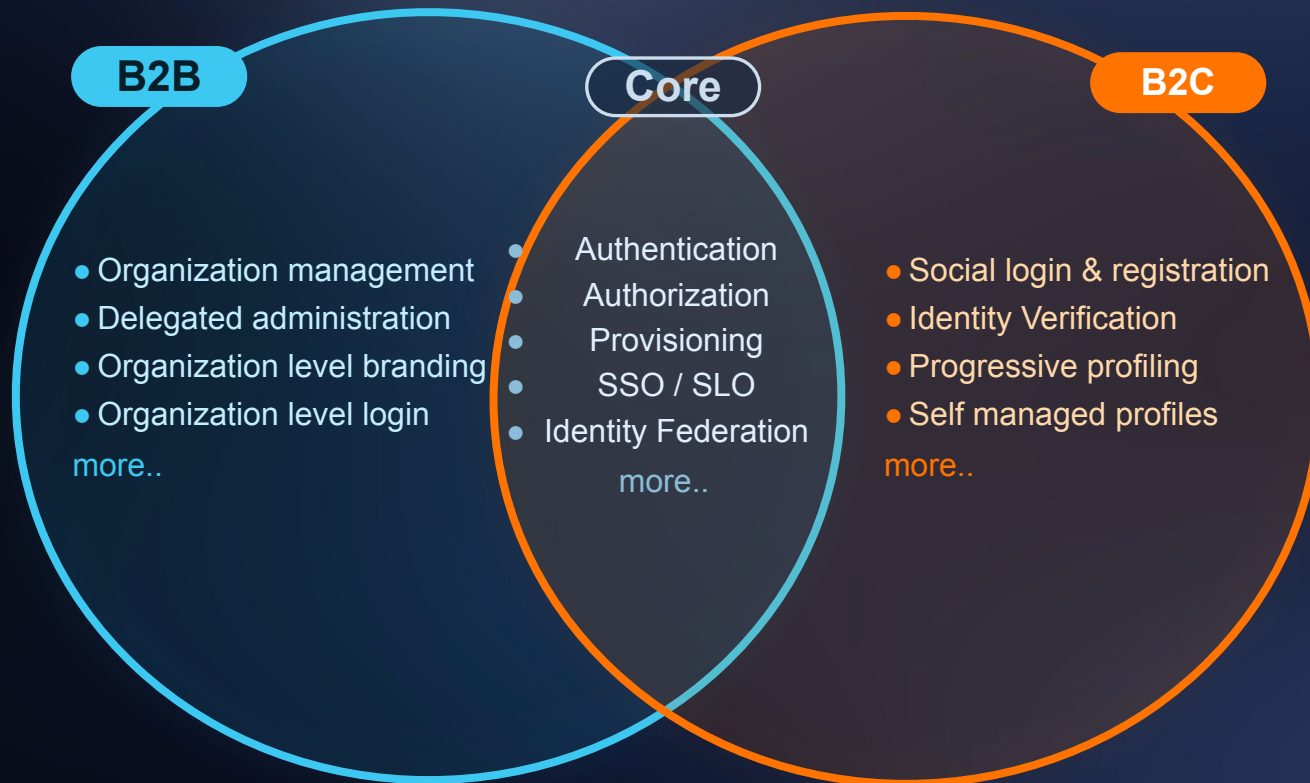
- 01 What B2B CIAM is — and why it matters more than you think
- 02 Why building B2B apps breaks the IAM tools you already know
- 03 The WSO2 answer: organizations as first-class citizens
- 04 Securing a B2B SaaS app, end to end — built with [Next.js](#) + Asgardeo
- 05 Beyond humans: exposing AI agents as a service

git clone <https://github.com/wso2con/2026-AUS-iam-tutorial-2>  
to follow up

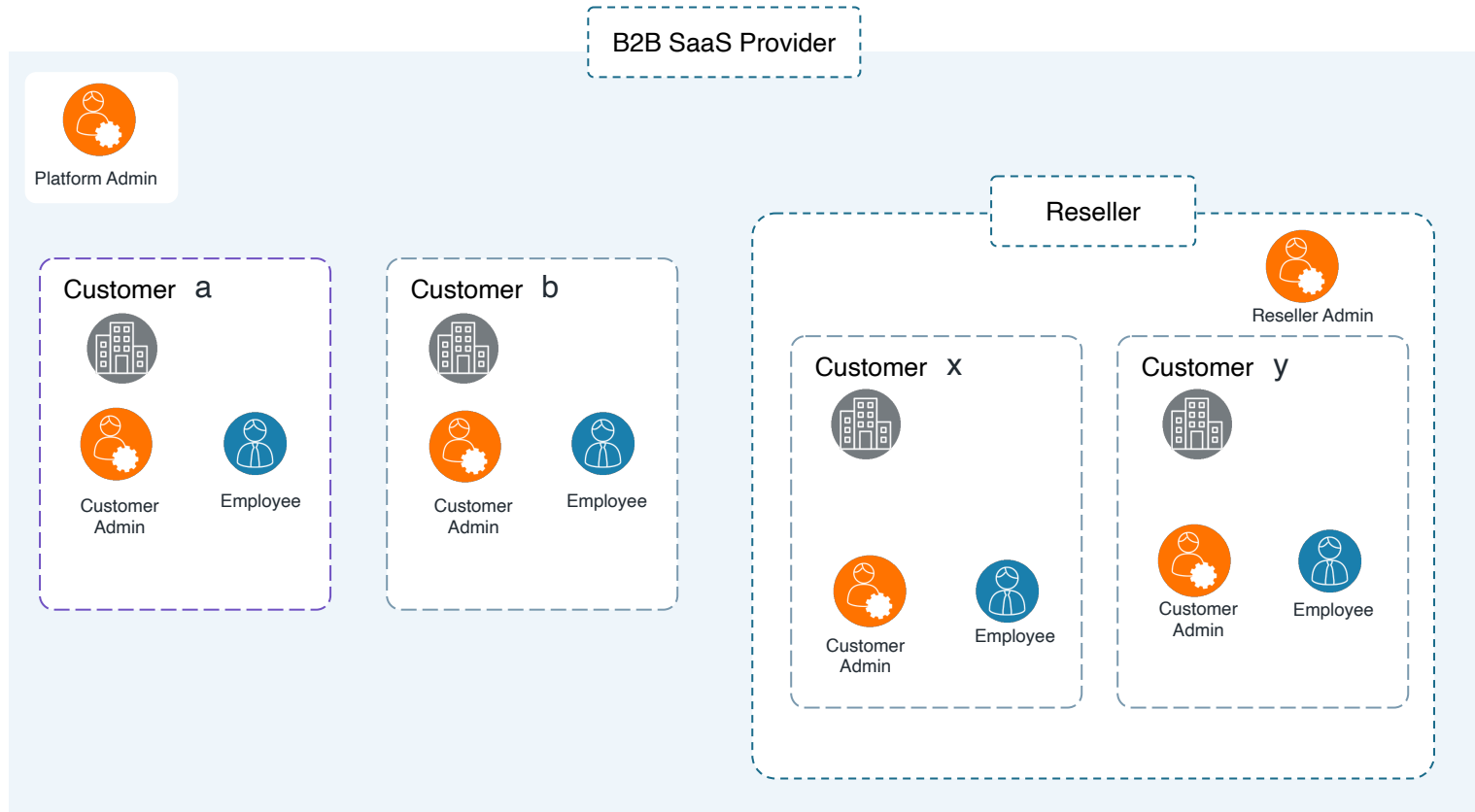


# Customer Identity and Access Management

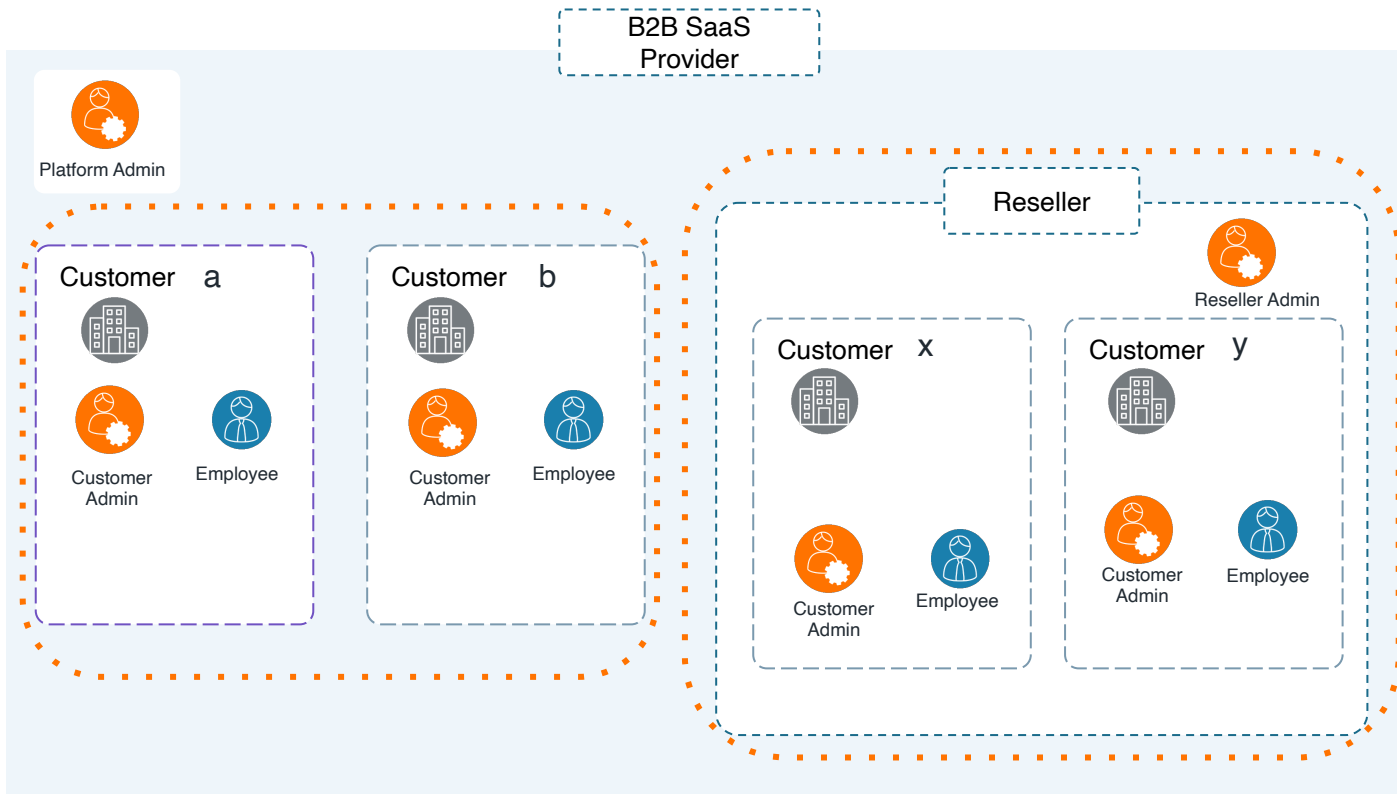
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# CIAM for B2B Interactions



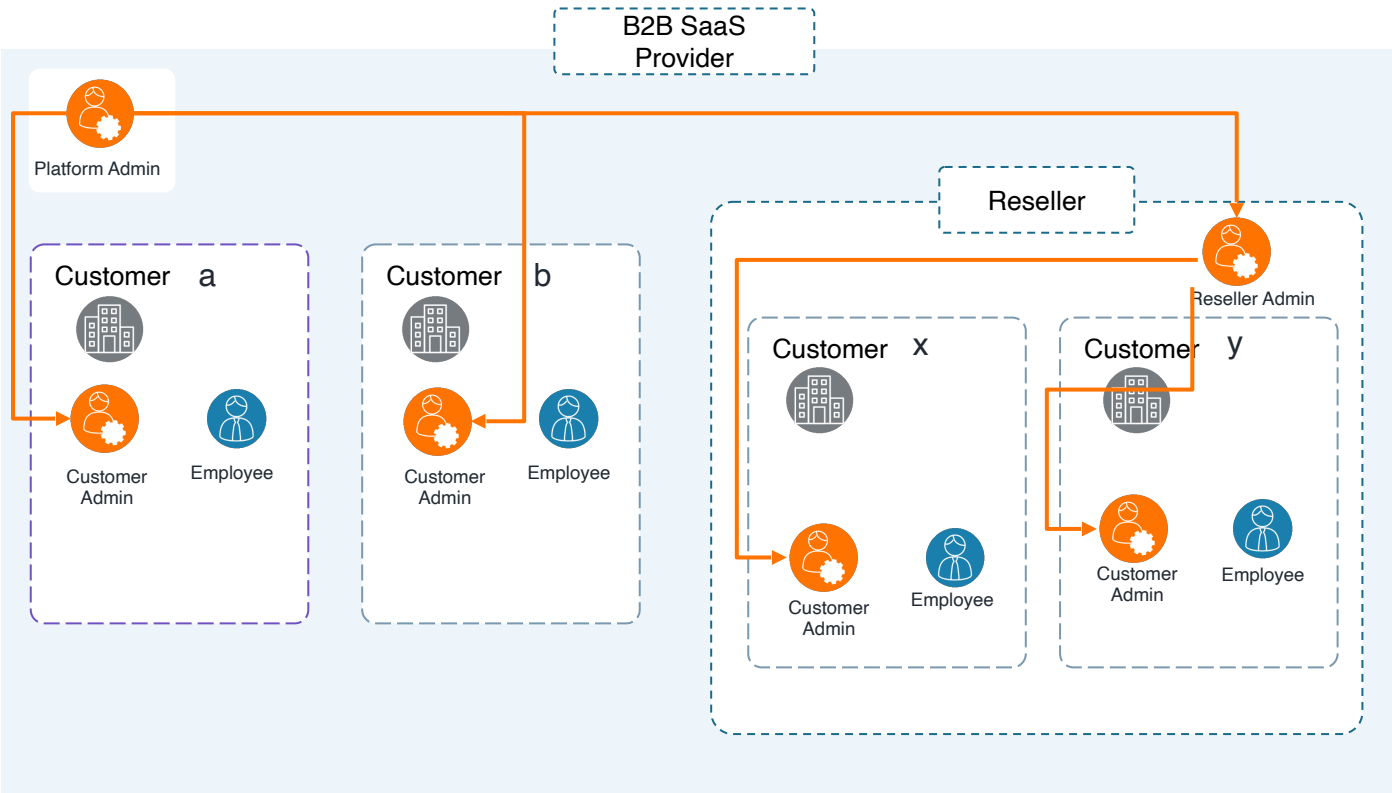
# Requirements and Challenges in B2B Application Development



## ► Business relationship modeling

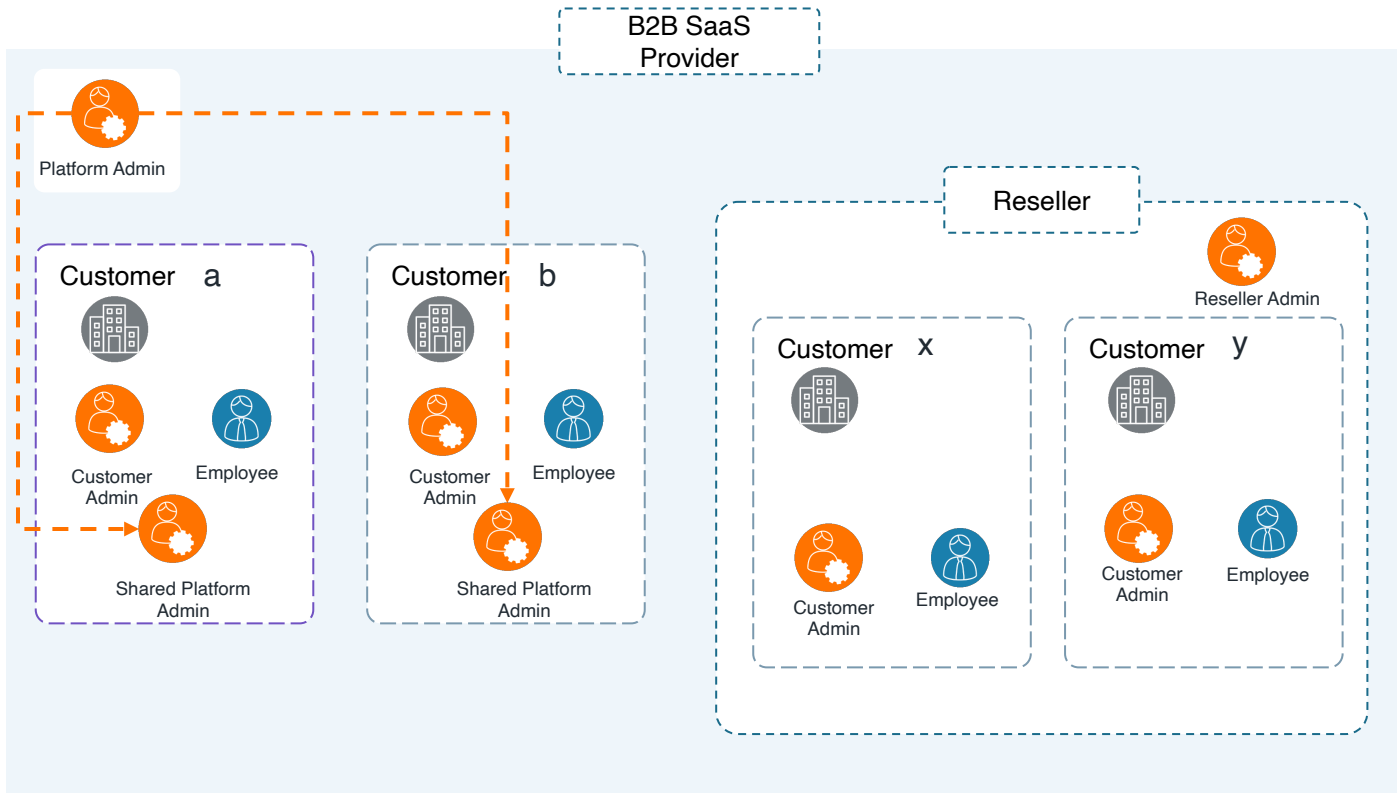
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- Multiple organization access with a single user identity
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Subscriptions with selective application sharing
- Subscriptions with selective role sharing

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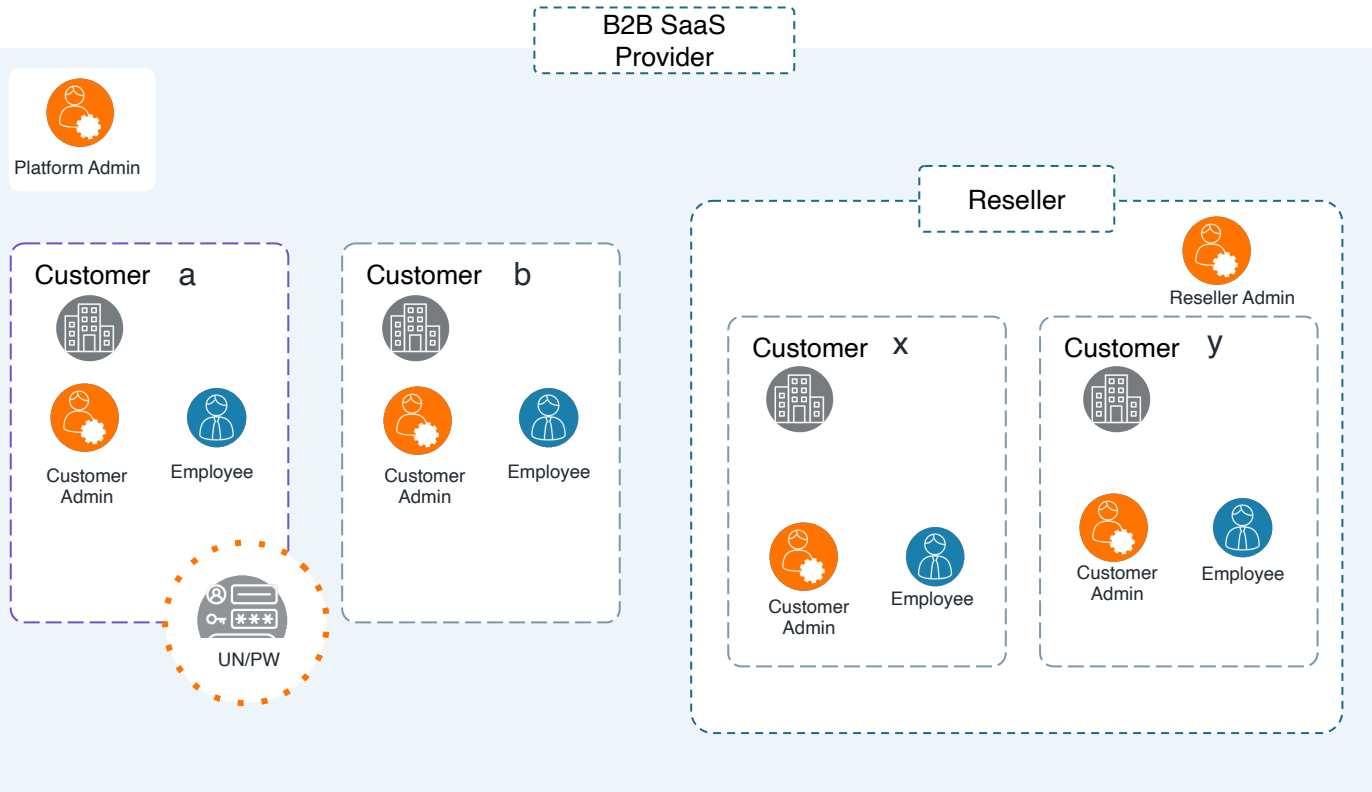
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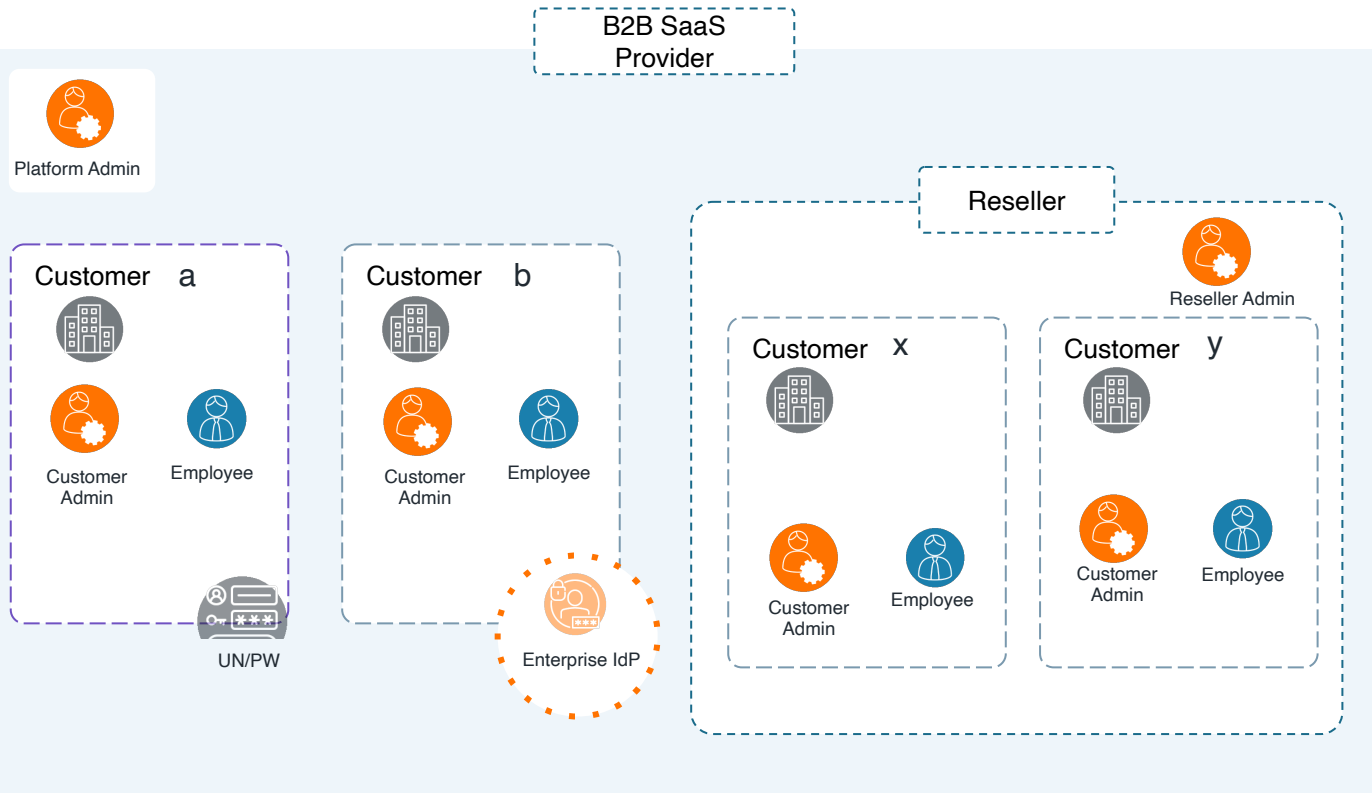
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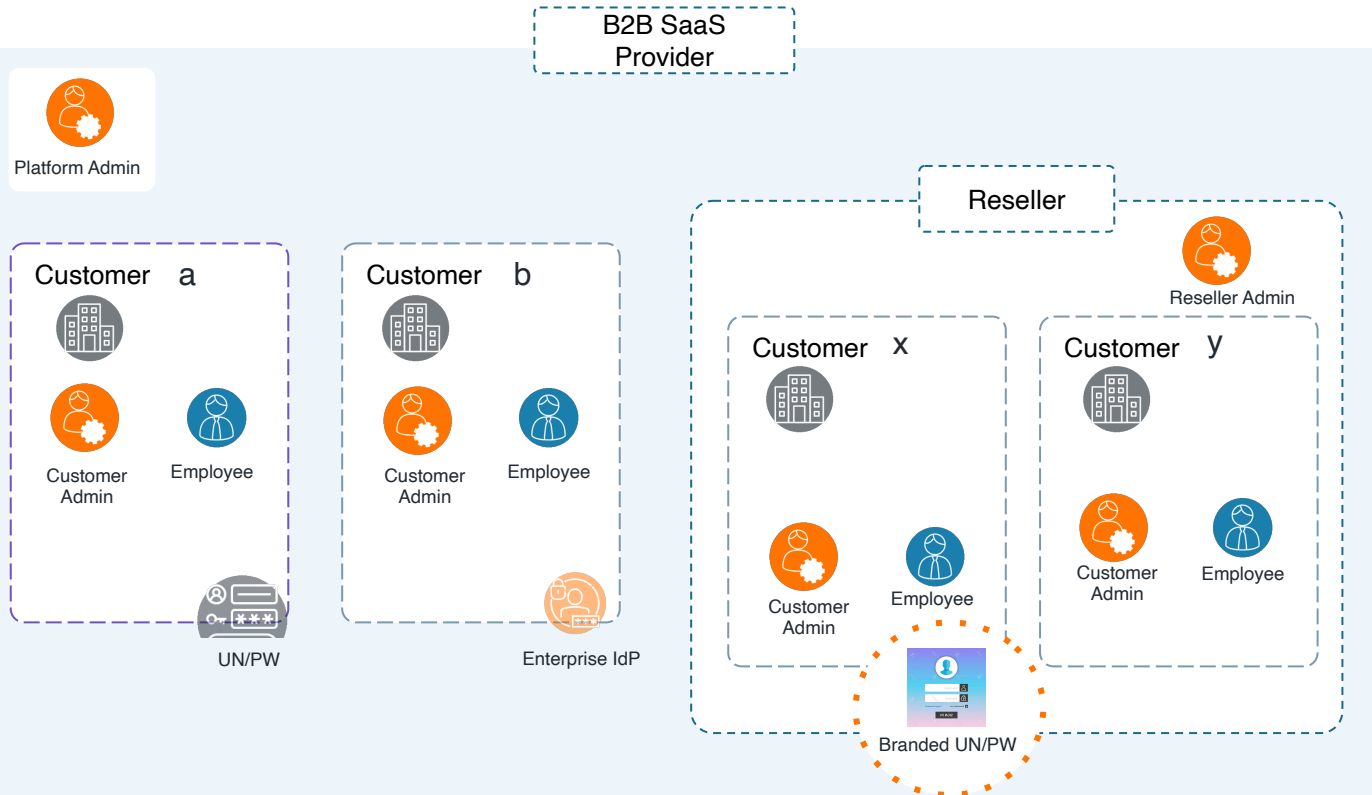
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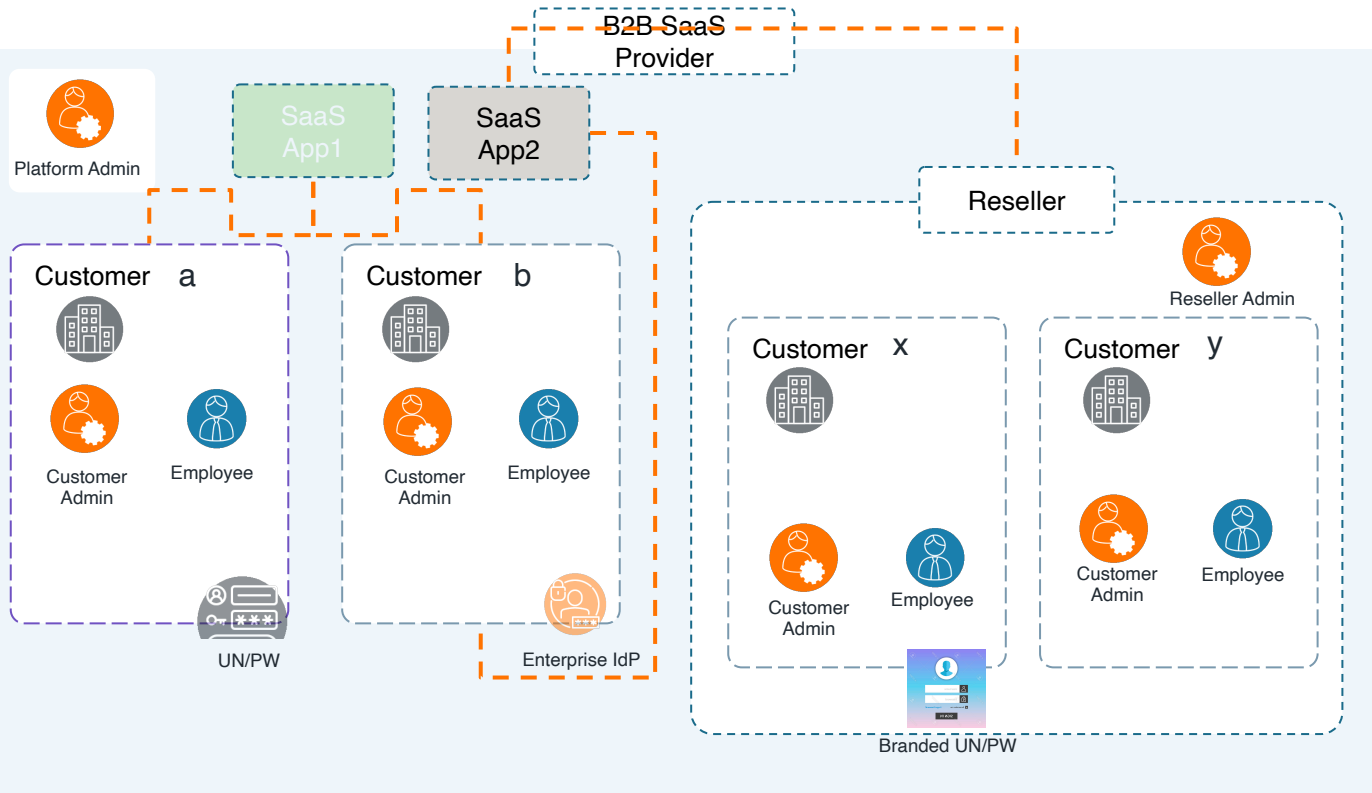
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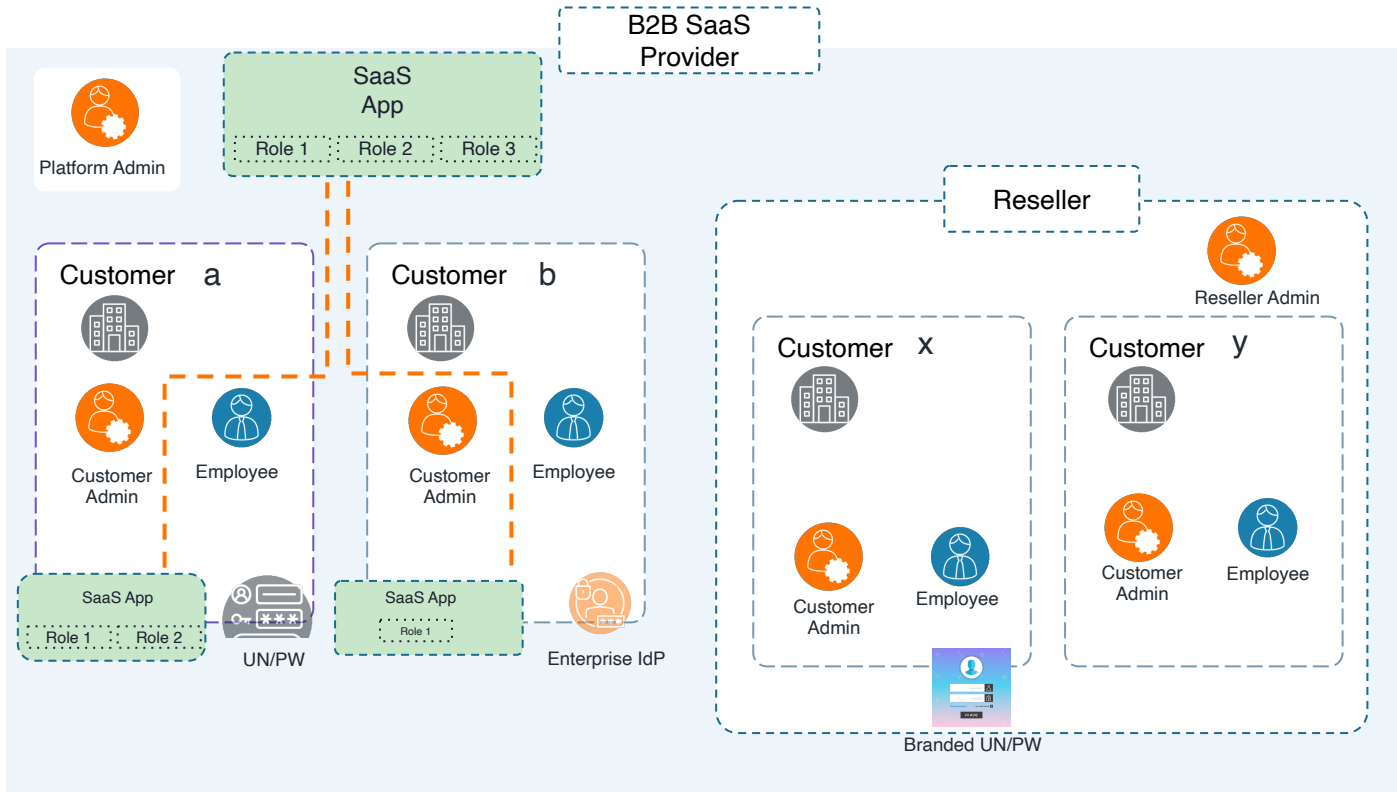
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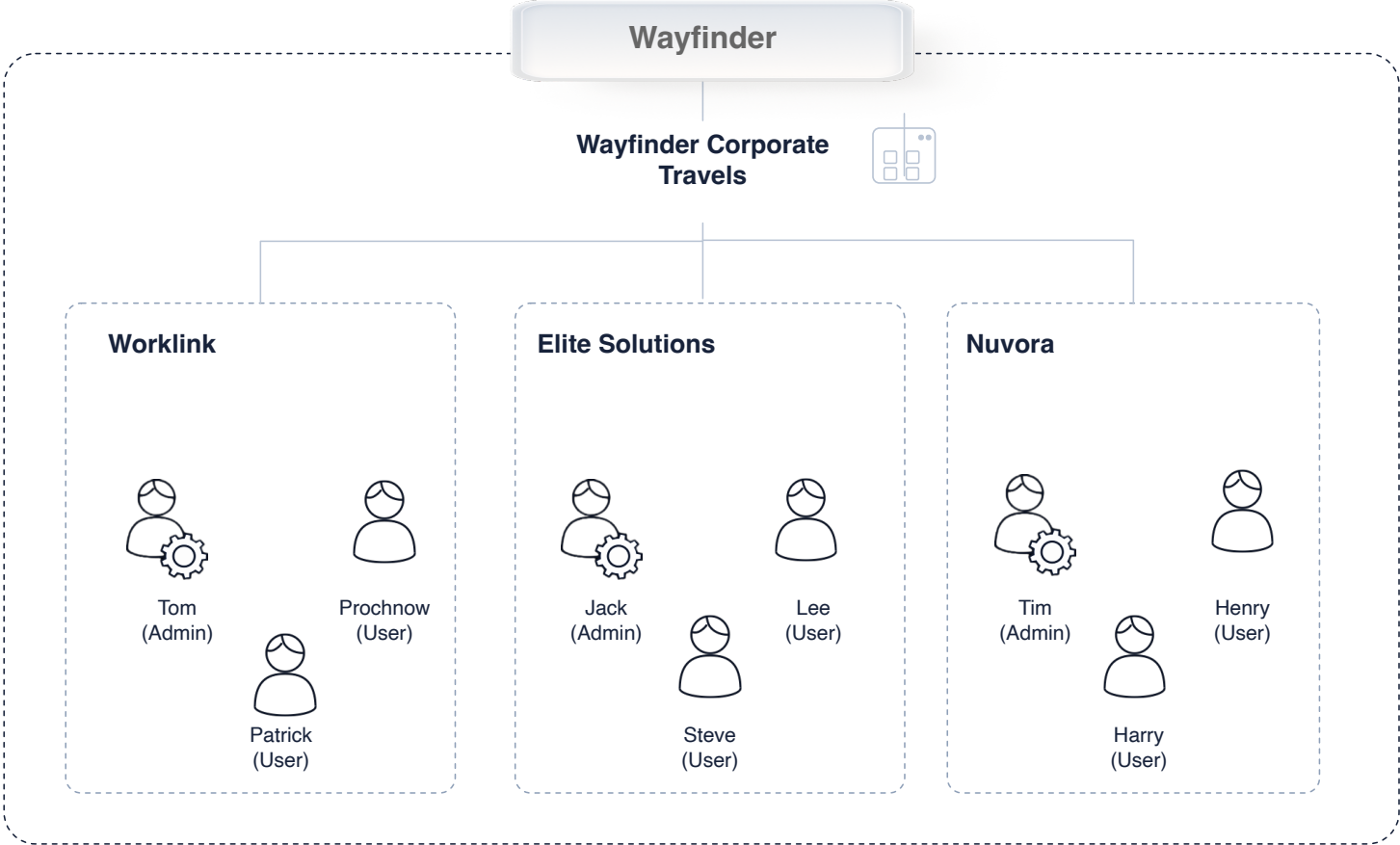
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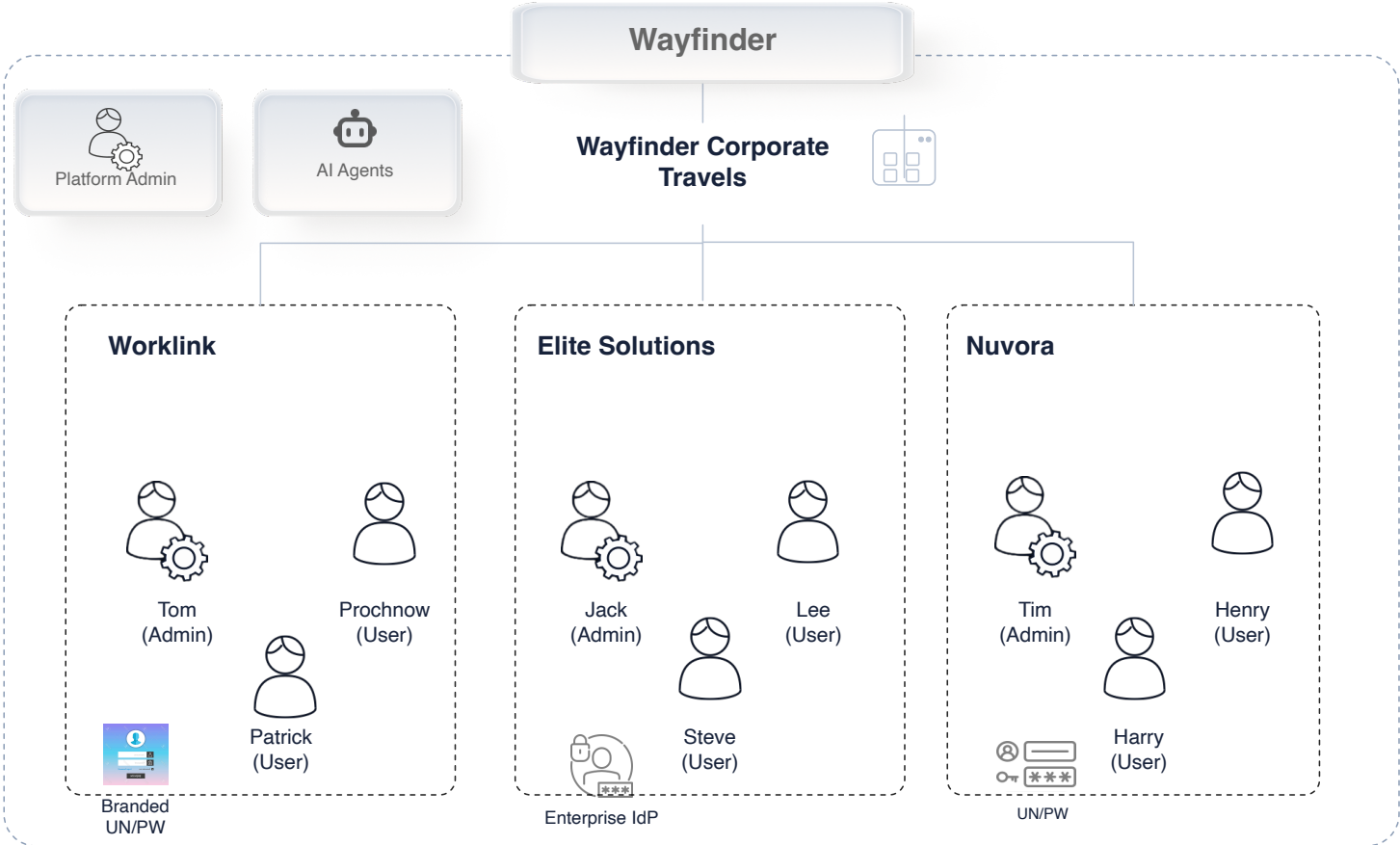
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# Securing a B2B SaaS Application

# 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

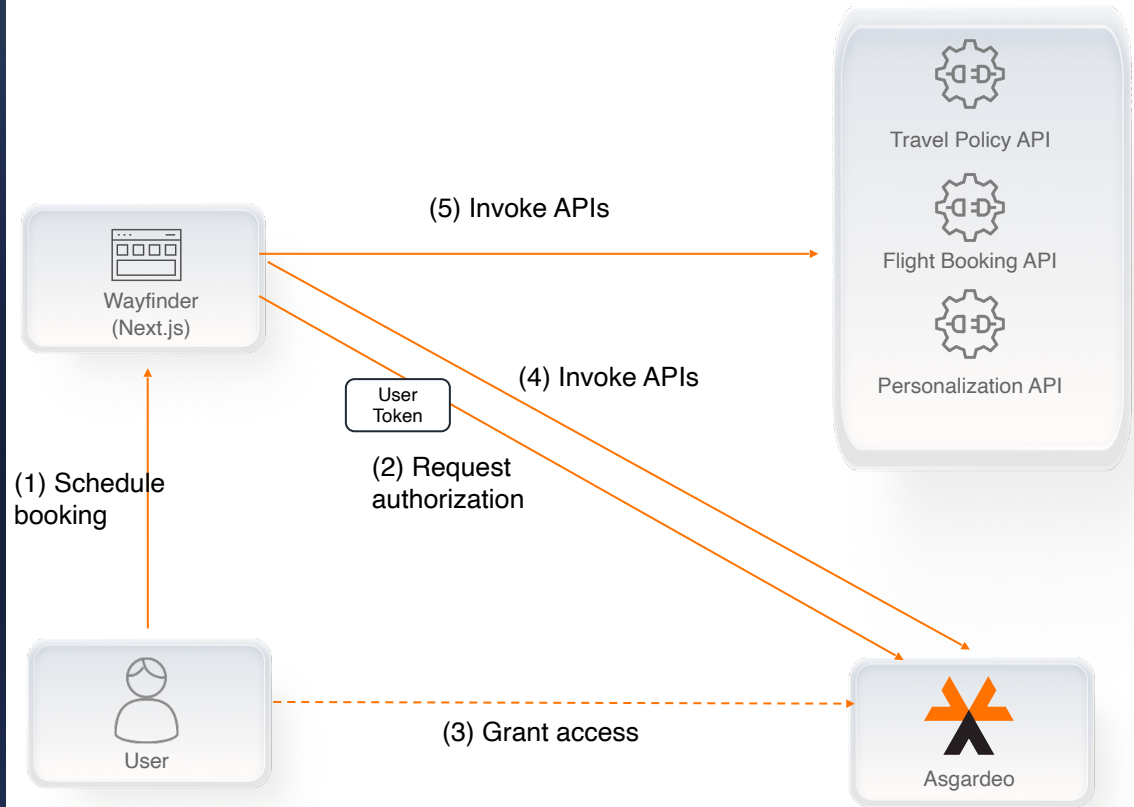
For large organizations with complex travel programs.

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

Select plan

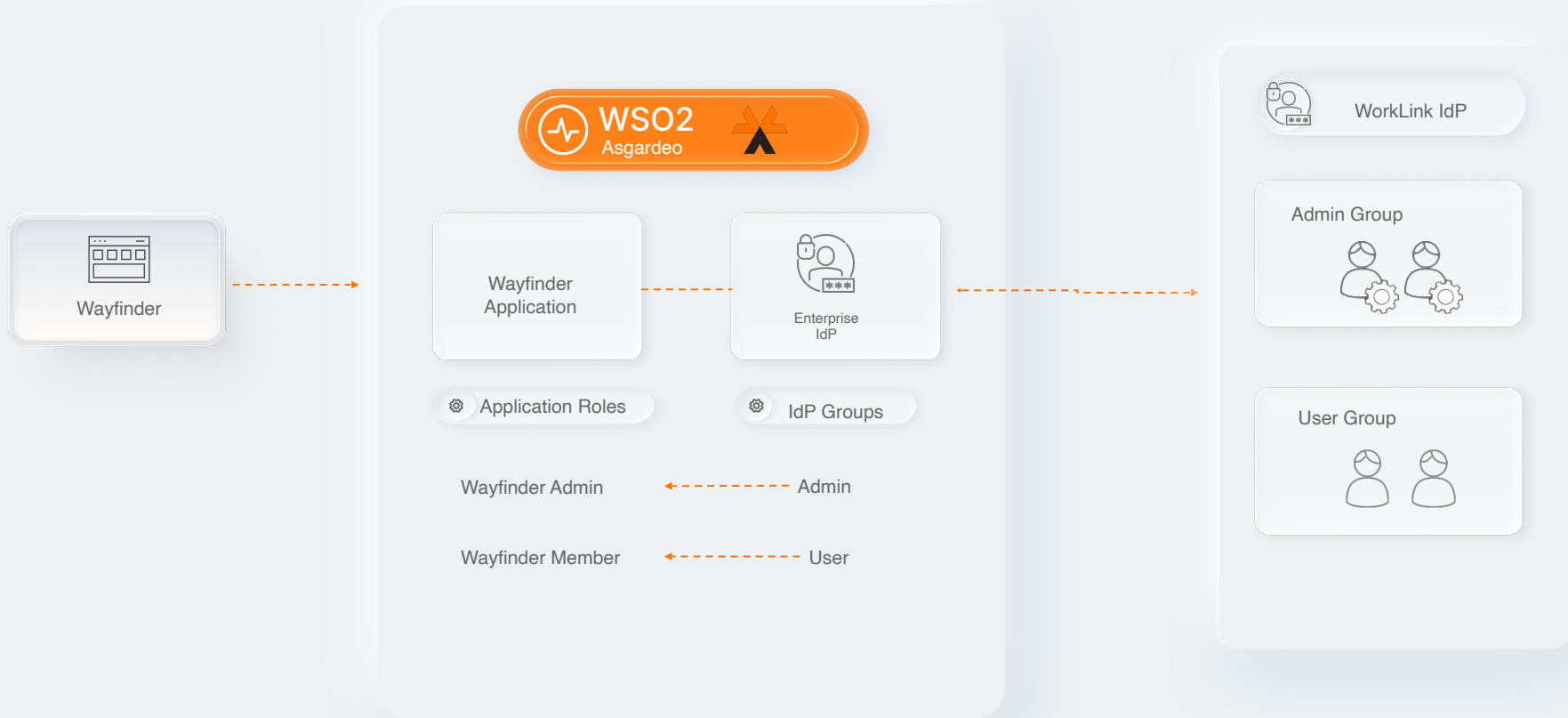


# Solution Setup



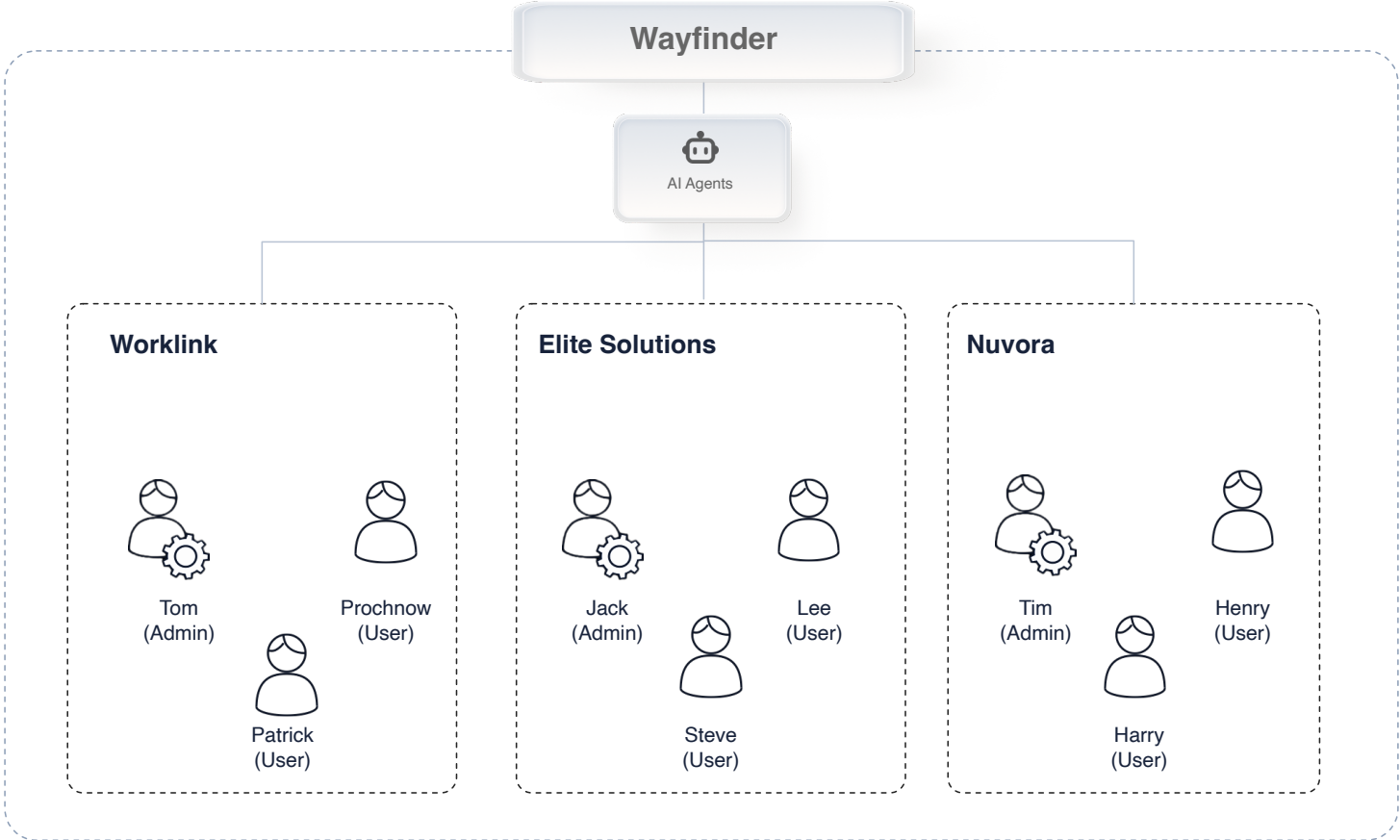


# Demo



# AI Agents as a Service

# Agent Identity



# B2B AI Agent - On behalf of User



# B2B AI Agent - On behalf of User



```
[travel-policies] GET /api/travel-policies { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
GET /api/travel-policies 403 in 15ms
✓ Compiled /api/flights in 153ms (730 modules)
[flights] GET /api/flights { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
GET /api/flights?from=New+York&to=Los+Angeles 200 in 475ms
[travel-policies] GET /api/travel-policies { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
GET /api/travel-policies 403 in 21ms
[flights] GET /api/flights { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
GET /api/flights?from=New+York&to=Los+Angeles&cabin=Economy 200 in 27ms
[flights] GET /api/flights { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
GET /api/flights?from=New+York&to=Los+Angeles&cabin=Economy 200 in 13ms
[travel-policies] GET /api/travel-policies { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
GET /api/travel-policies 403 in 17ms
✓ Compiled /api/bookings in 219ms (722 modules)
[bookings] POST /api/bookings { actor: null, sub: '7466caeb-2bab-4257-b9ed-e0d4155f4da4' }
POST /api/bookings 403 in 639ms
[travel-policies] GET /api/travel-policies {
  actor: '7466caeb-2bab-4257-b9ed-e0d4155f4da4',
  sub: 'd2a13da5-ff43-4303-b10c-9c2d981141ac'
}
GET /api/travel-policies 200 in 22ms
[flights] GET /api/flights {
  actor: '7466caeb-2bab-4257-b9ed-e0d4155f4da4',
  sub: 'd2a13da5-ff43-4303-b10c-9c2d981141ac'
}
GET /api/flights?from=New+York&to=Los+Angeles&cabin=Economy 200 in 29ms
[bookings] POST /api/bookings {
  actor: '7466caeb-2bab-4257-b9ed-e0d4155f4da4',
  sub: 'd2a13da5-ff43-4303-b10c-9c2d981141ac'
}
POST /api/bookings 201 in 18ms
✓ Compiled /bookings in 214ms (731 modules)
```



# Demo

# B2B CIAM Roadmap Highlights

# B2B CIAM Roadmap Highlights - 2026 and 2027

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- Flow orchestration for organization onboarding, including an out-of-the-box self-organization onboarding portal
- Extend webhook event capabilities to support B2B use cases
- Enhance user impersonation capabilities (B2B SaaS provider impersonate customer/partner users)
- Enhance identity resource sharing and inheritance for scenarios beyond B2B SaaS offerings:
  - Identity Provider Sharing
  - Notification Senders
  - SaaS application login flow
- Ability to enrich user tokens with selective organization metadata
- Native support for customer/partner organization access requests and approval grants through multi level workflows



# Question Time!



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# Thank You!

