

Identity as a Revenue Driver: Tales from the Product Side of Identity



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Agenda

- Intro/about your speaker
- The old + new paradigms in identity
- Real-world examples
- Takeaways



Photo by [Anika Huizinga](#) on [Unsplash](#)

Let's get specific

- Identity in a product



- Identity as a product

okta



FusionAuth

descope

#identityverse

As a product vs part of the product

	As a product	As part of the product
Target persona	system administrator, CISO, developer	developer, daily user
Revenue driver	# of seats, # of logins, # of features used	usually shared as larger product it is part of
Standalone	yes	no
Can be re-used product to product	yes	not without special configuration
Supports specialized use cases	no	yes

The old paradigm

“Identity is just something we have to do”

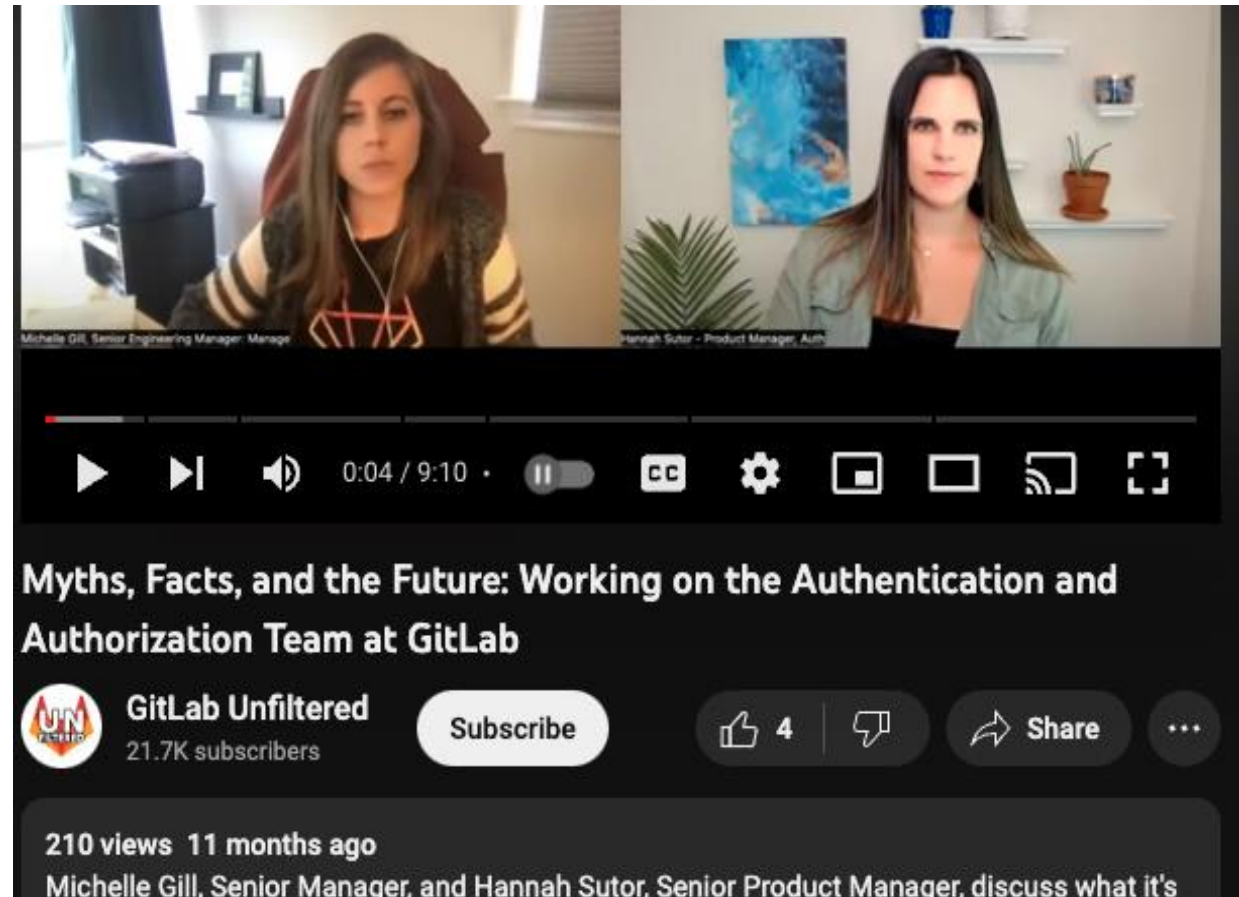
Identity in a Product – Unique Challenges

- Unclear how typical metrics translate into business results
- Usage metrics are not a good indicator – everyone *has* to use it
- Seen as "cost of doing business", not a revenue generator



Identity in a Product – Unique Challenges

- Image problem
- Black box
- Need years of experience to contribute



What this looks like IRL

- In-house identity team only focused on keeping the lights on
- Scalability and security are only concerns
- Impact to business not quantified
- No new customer facing features worth making marketing noise over
- Seen as a cost center - business units making money “pay taxes” to keep your team afloat
- Barely keeping up / behind with IDaaS providers

The new paradigm

“Identity is a key driver of business results”

Identity is the front door to your product

- One chance for first impression
- Technology only matters if it is usable
- No one has “scale” quite like us!



Identity as part of “Land and Expand”

- Work closely with growth team to optimize signups
- Eliminate signup friction
- Build trust from the start
- Once a user creates an identity, they become a lot more valuable
- Opportunities to partner with Growth team

Identity as part of security

- Better security + better UX can coexist
- Principle of least privilege
- Credential monitoring + revocation
- Anti-abuse / spam
- Compliance - FedRAMP, FIPs

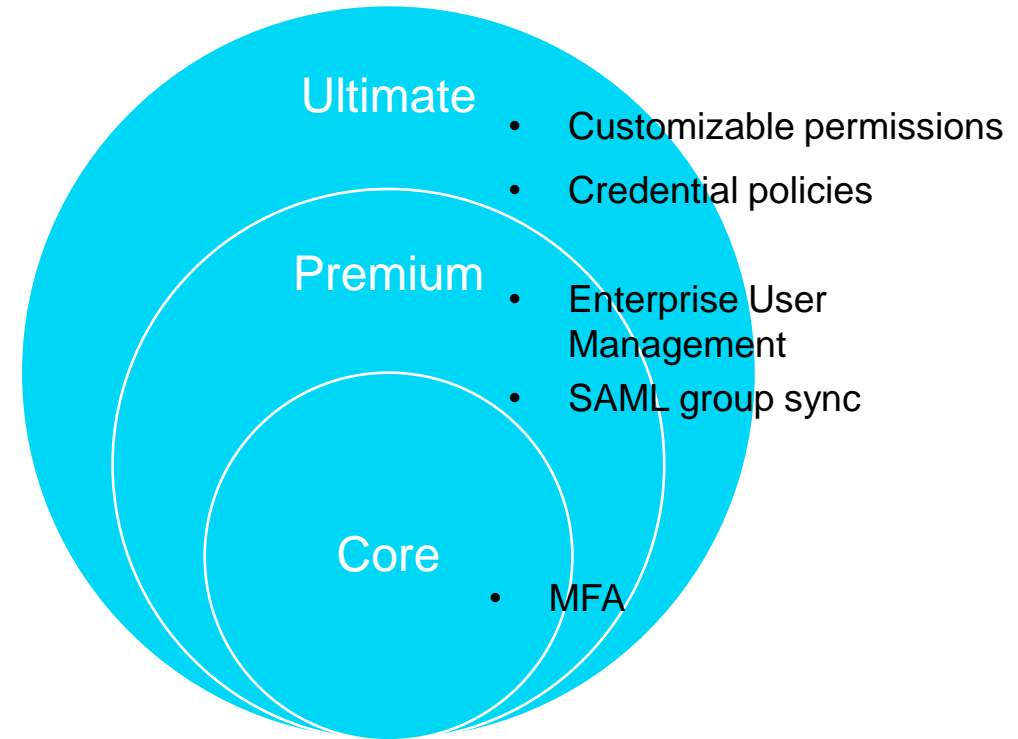
What this looks like IRL

- Identity is brought into customer meetings to help close deals
- You have identity related objectives and key results (OKRs)
- Annual recurring revenue (ARR) impact quantified
- Increased investment
- Empowered to consider other personas + expand
- Realizing you have an advantage over identity as a service (IDaaS) providers - you aren't playing catchup, you are customized to your user

Examples

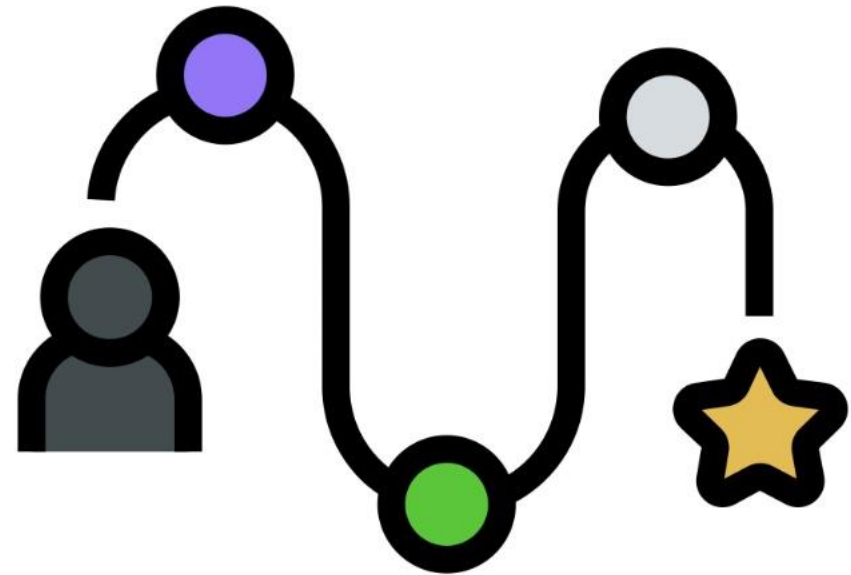
Identity and Security

- Create of a tiering strategy for identity
- Tie tiered features to nARR



Identity and Onboarding

- The more users we get fully onboarded through identity, the sooner we can start tracking their journey
- Identity can serve as a nudge through user journey to explore other sticky stages
- How quickly does a user get value out of your product?



Identity and Self-Service

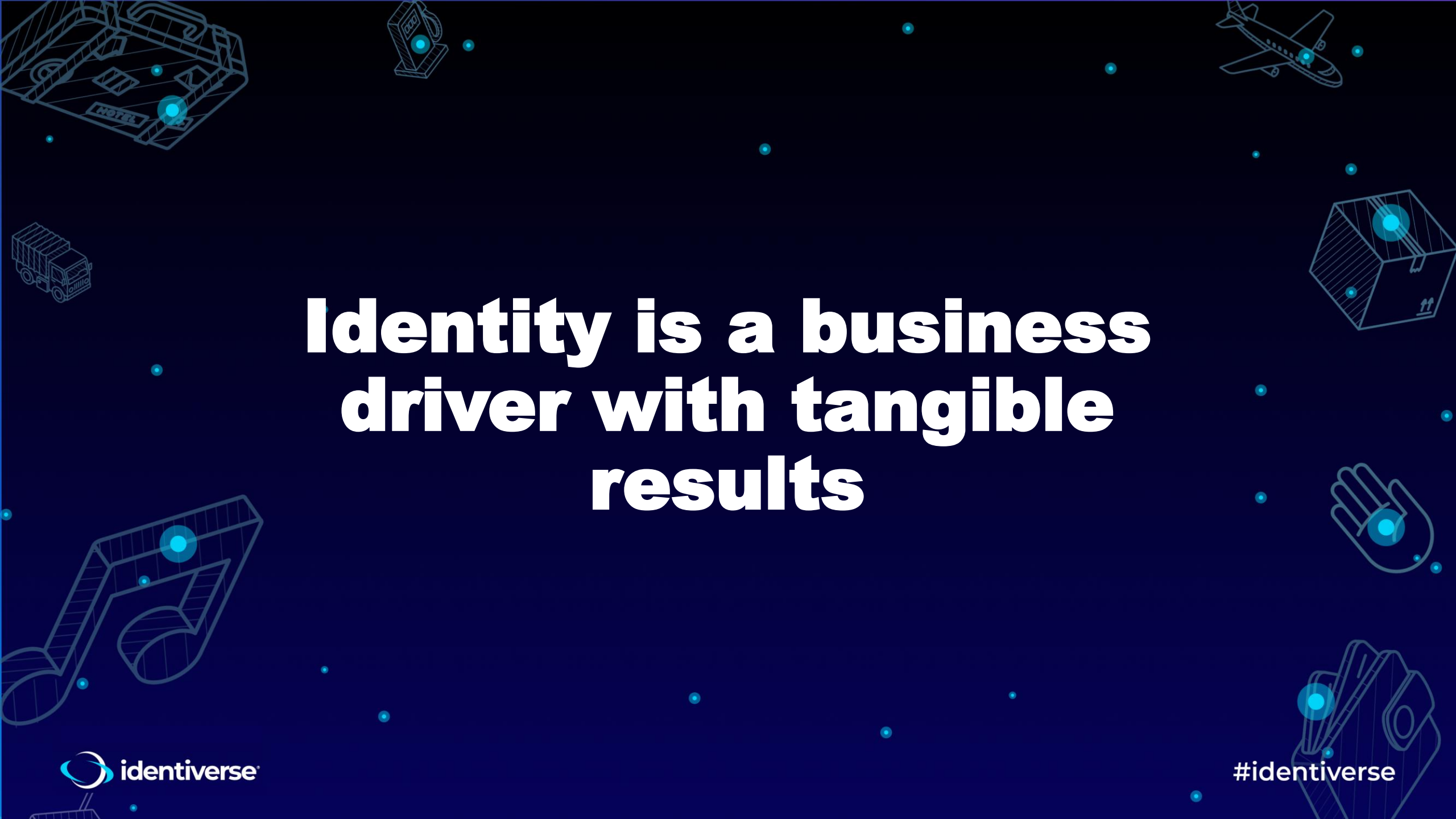
- Empower users to resolve their own identity related overhead
- Benefits for you as the service provider *and* the customer
- Measure support cost efficiency



Identity and Analytics

- Identity makes useful analytics possible
- Based on what we knew about a user, we offered a calculator to show them how our Ultimate tier was cheaper than Premium
- Offer personalized experiences
- Measure in upsell and pricing and packaging experiments





**Identity is a business
driver with tangible
results**

Takeaway

Identity ____*[business outcome]*____ **by** ____*[action]*____

Takeaway - Examples

- Identity increased GitLab's revenue by \$XXX by providing granular access controls that allow customers to meet compliance requirements
- Identity reduced average customer onboarding time from 2 months to 3 weeks by providing end to end automated user lifecycle management. This resulted in an increase of X% in average satisfaction in onboarding survey.

Thanks!

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