Faster User Experiences with Orchestration

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Ping Identity

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Agenda

- Why experience matters
- How orchestration helps
- Benefits of identity orchestration
- Form building with orchestration
- Building an Experience Demo

Demo:
Showing an
Experiences

P1 Ping Identity ✕ | ≡L Ping Identity ✕ | +

← → C ↻ 🔒 console.pingone.com/index.html?env=73d37e09-806c-4083-a1f8-fa60f4302b05&login_hint=dd94ffa5-0e0f-4f51-be0e-e64655d1b17f#/7104d1f4-e60b-43...

📁 Demo 📁 Quick Access 📁 Ping Products 📁 PM P1 PingOne 📁 Integration Catalo... 📁 P1 Authentication 📁 DaVinci 📁 Imported 📁 Industry Research 📁 Online Tools 📁 SA Elections 📁 Deployment Soluti... » 📁 Other Bookmarks

PingIdentity.

🏠 Nathans_UAT_Organization_7febc › Demo Environment 2023 SANDBOX ⌄   ? | 🧭 Explore ⌄ | 👤 Nathan Langton ⌄

Authentication

MFA

FIDO

Password

Risk

Notification

Self Service NEW

Forms NEW

Languages

Agreements

Branding & Themes

Notification Templates

Domains

Sender

PingOne Services

🔷 DaVinci ↗

🔘 MFA ⌄

⚖️ Risk ⌄

📇 Verify ⌄

Branding & Themes

COMPANY NAME

DEFAULT LOGO ?

Remove Image

MY THEMES

Focus

Oceanic Airlines
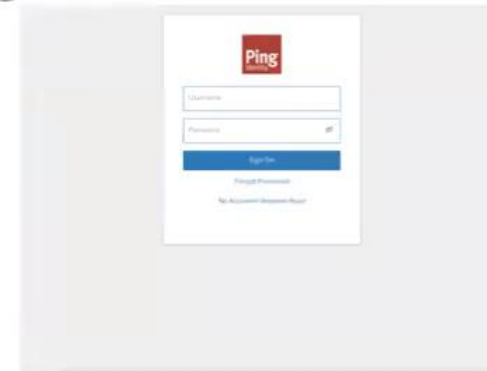
Ping Default

Experience
is the key to winning in digital

Why Does Customer Experience Matter?

16%

% of the time consumers have a negative experience with organizations

50%

% of customers that <u>reduce spending</u> with a brand after a poor experience

6.7%

% of revenue at risk when customers are lost due to poor experiences
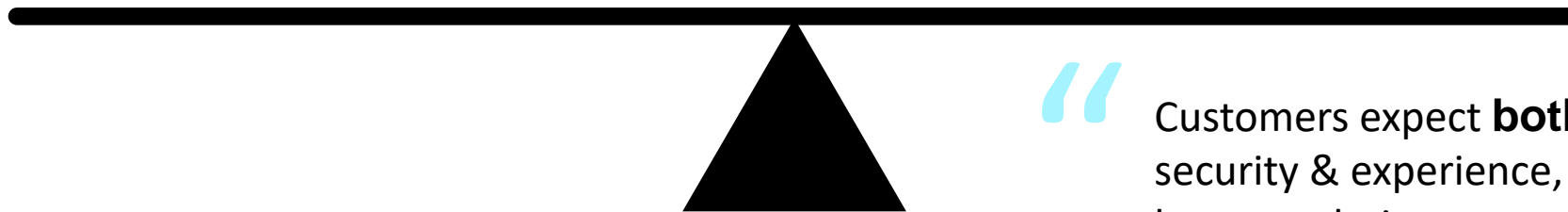
Data Source: Qualtrics

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Customer Challenges

Security

Speed to Market

Experience

"Customers expect **both** security & experience, it's no longer a choice.

McKinsey & Company

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How Orchestration Can Help

Solve the integration complexity challenge

Companies now use an average of
976 applications,
with
only 28% integrated
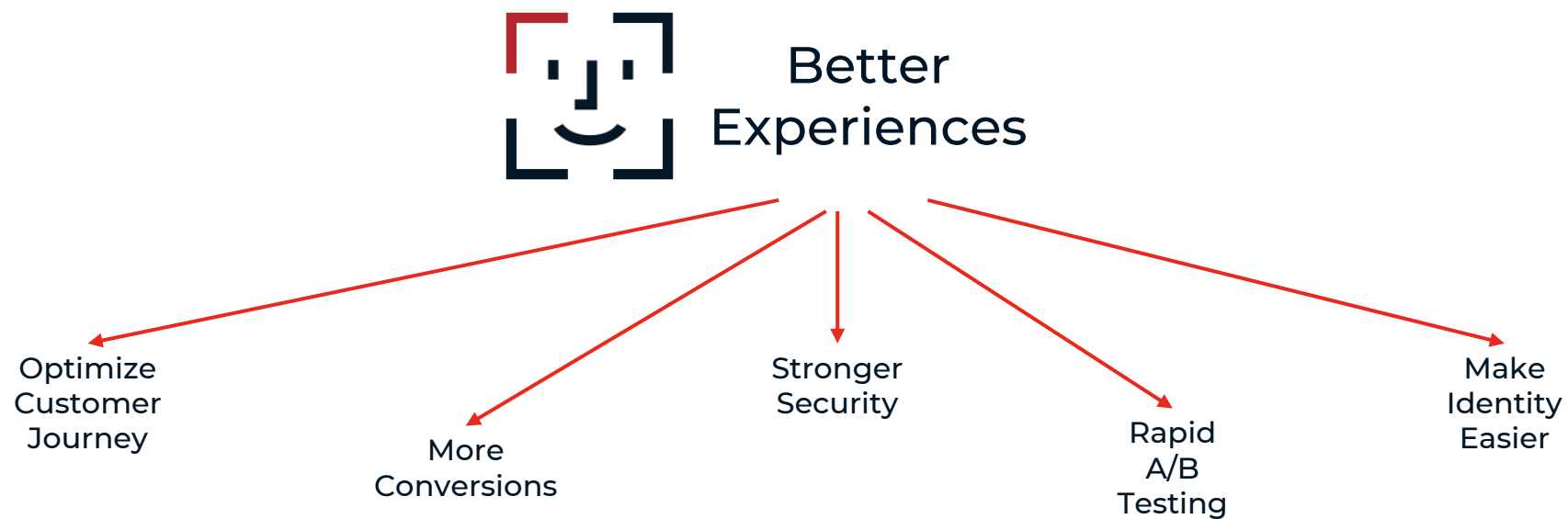
Overcome technology and resource limitations

Limited Dev Resources

No Testing Capabilities

Legacy Systems

Hard Coded Solutions
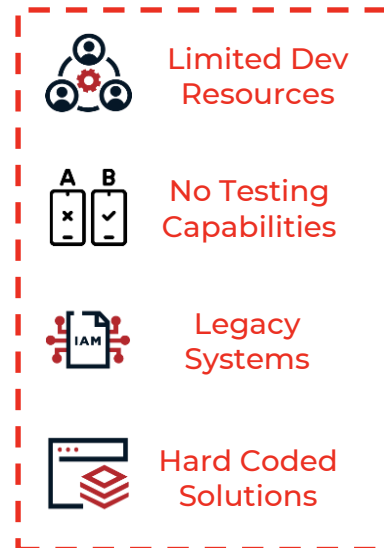
Gain visibility into user experiences

Create

Test

Deploy

Optimize
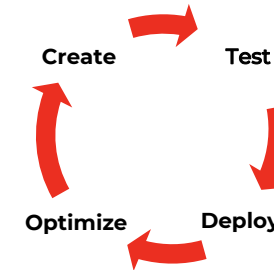
Accelerate iterative cycles

The Goal

Better
Experiences

Optimize
Customer
Journey

More
Conversions

Stronger
Security

Rapid
A/B
Testing

Make
Identity
Easier

What is Identity Orchestration?

A flexible low-code adaptive integration framework to create cross-channel seamless identity experiences

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Save Money

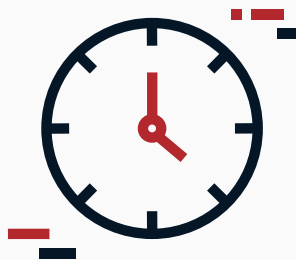Reduce integration costs and resources used to keep your digital experiences running.

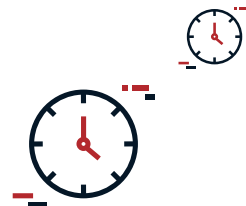In fact, custom integrations cost companies an average

$4.7 M   PER YEAR

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Move Faster

Create secure, delightful digital user journeys in hours, not weeks.

52% of IT projects

weren't delivered on time[1]

[1] Mulesoft & Deloitte Connectivity Report, 2022

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Be an Innovator

Start from best-practice templates, optimize, and one-up your competition.

70% of IT leaders agree

their existing infrastructure makes it hard to introduce new technologies[1]

[1] Mulesoft & Deloitte Connectivity Report, 2022
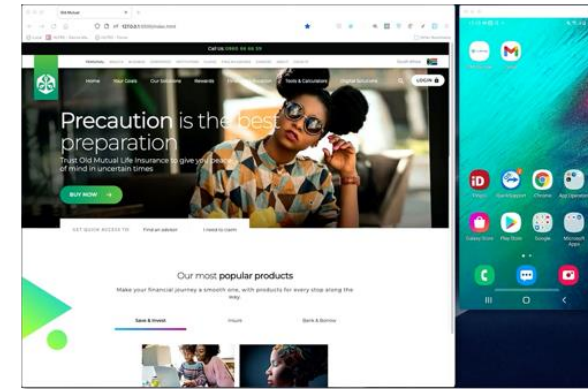
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How we do it
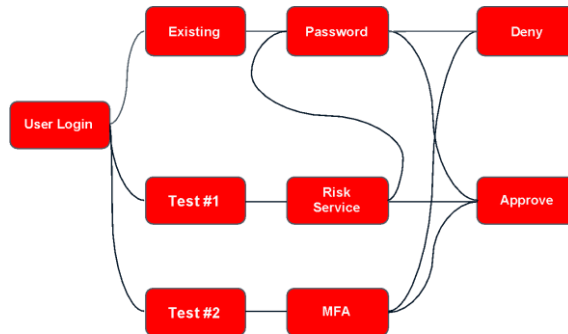
No/Low-Code
Drag & Drop
Canvas

~~Years~~

~~Months~~

~~Weeks~~

Days!
Hours!
Minutes!

Rapid
Implementation
& Optimization
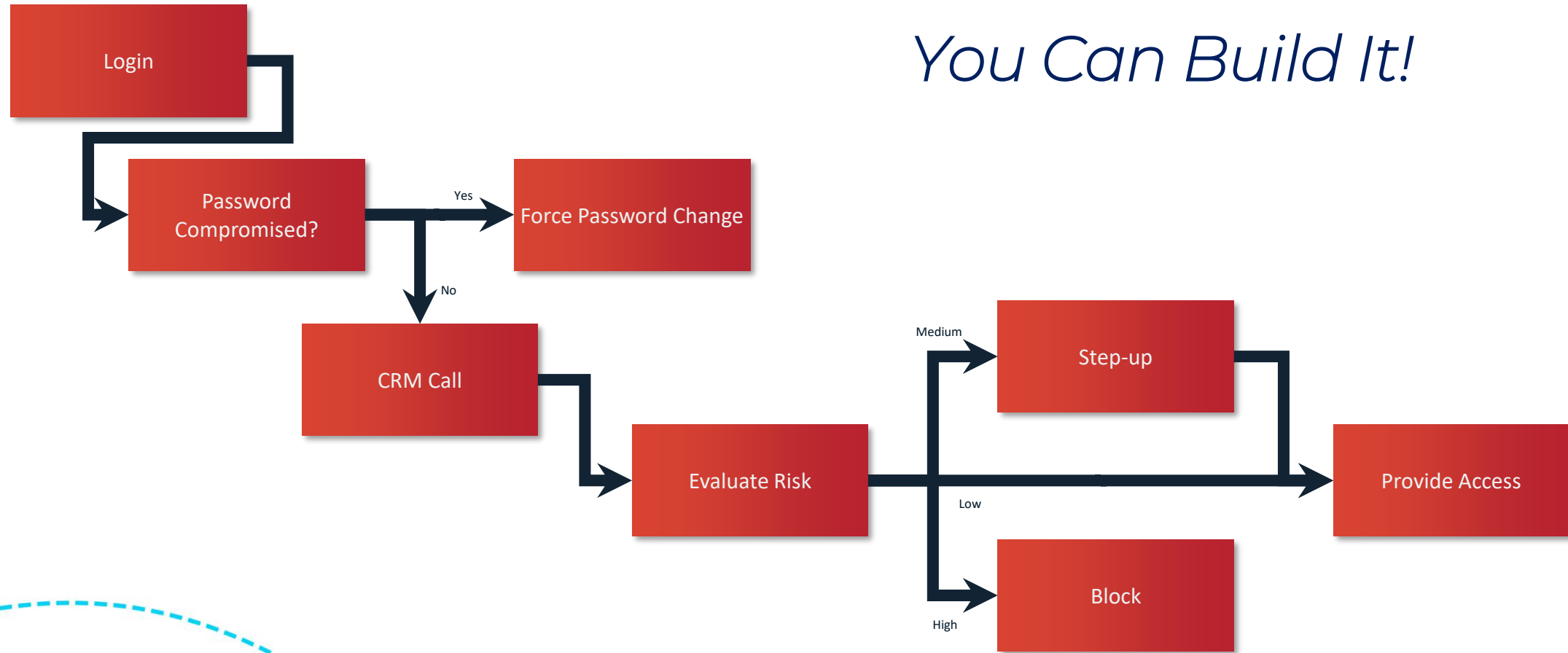

Test Actual
User
Experience

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If You Can White Board it

You Can Build It!

Login → Password Compromised? —Yes→ Force Password Change

Password Compromised? —No→ CRM Call → Evaluate Risk

Evaluate Risk —Medium→ Step-up → Provide Access

Evaluate Risk —Low→ Provide Access

Evaluate Risk —High→ Block

Getting Started

1 **Choose a Use Case**

- Detect
- Verify
- Profile
- Authenticate
- Authorize

2 **Search Templates**

Ping Identity Integration Directory
Discover 1,800+ powerful and dynamic IAM integrations and more

Search by applications, capabilities, connectors, APIs, etc.

Product ▾   Capability ▾   Integration Type ▾   Add Your App
PingOne DaVinci ✕   Flow Template ✕   Clear All Filters

3 **Download & Deploy**

DaVinci Flow - PingOne Simple Authentication + Magic Link

This flow is used to create custom sign-on authentication flows with User Identifier requested first, and Password & Magic Link option as a second step. Passwordless will be assumed as a...

DaVinci Flow - PingOne registration with email verification and MFA enrollment

This flow is used to create custom registration flows with email address verification, along with an automatic enrollment of the users' email as an MFA method for increased security.

Services Required:
- PingOne SSO
- PingOne MFA

Experiences:
- User registration
- Verify email
- MFA enrollment

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Deploy and Optimize

1   **Native Version Control**
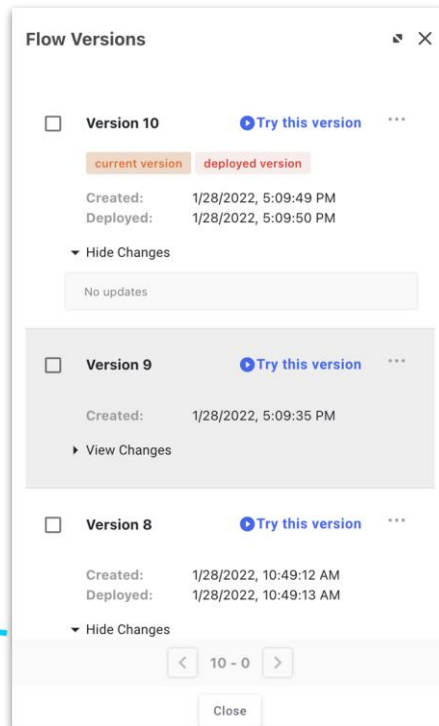
2   **A/B Testing Policies**

3   **Track User Success in Real Time**
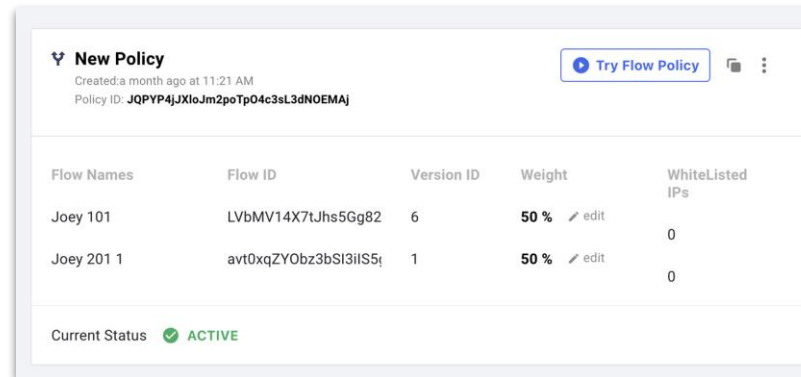
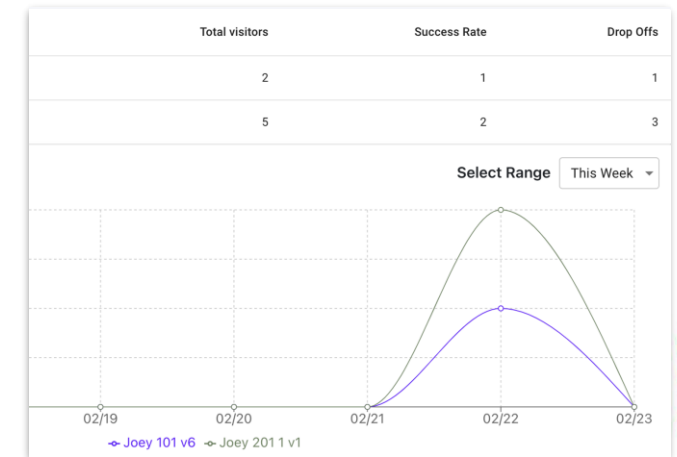**60%**
of organizations find A/B testing highly valuable for optimizing conversion rates[1]

1.   Invesp, State of A/B Testing

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Form Building
Experiences

UX Flexibility

Http ⚙
id: howu8n9hsc
connectionId: 867ed4363b2bc21c860085ad2baa817d

< TRIGGER:

Custom HTML Template

GENERAL   SETTINGS   >

* indicates required

Select UI Template
Select.. ▾

HTML Template   Switch View ⬤   ⛶
```
<div class="login_form">
........
</div>
```

Use Recaptcha Verification ⓘ
⬤

Form validation rules ⓘ
ADD

CSS   ⛶
1

Close   Apply

Prompt for login

🌐
Username & Password Form
Custom HTML Template

☁ Save   ✈ Deployed   ▶

Ping Identity.

USERNAME

PASSWORD

Sign On

Forgot Password

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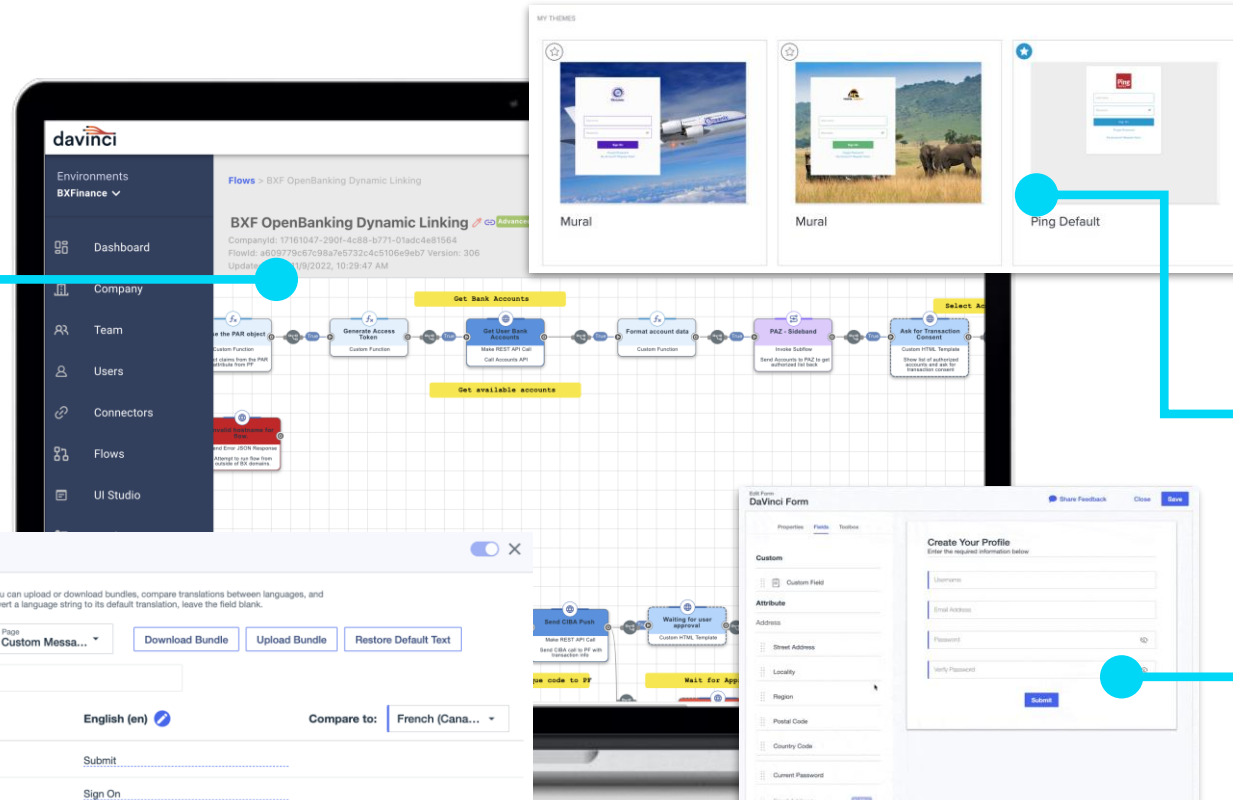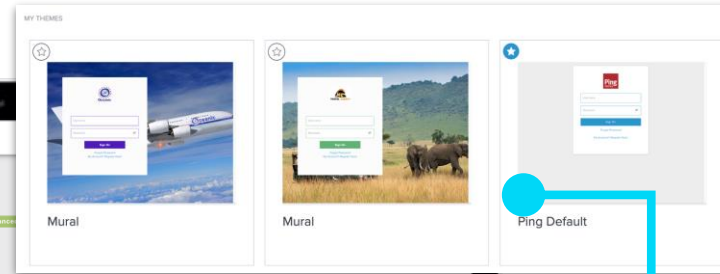
No-Code Form Building

No-Code Orchestration
Use a drag-and-drop approach to abstract away complexity in designing experiences

Themes & Branding
Use branding themes to easily change the look of your authentication and registration pages

Language
Language string management allows you to create custom text for various user-facing screens in a particular language

Form Building
Use the drag-and-drop form builder to create custom forms without having to write HTML

Demo:
Building Real-World Customer Experiences

support.pingidentity.com/s/marketplace-integration/a7i8Z000000bsfyQAA/pingone-registration-with-email-verification

PingIdentity

Ping named a Leader in the 2022 Gartner® Magic Quadrant™ for Access Management. Get the report ›

Partners ⌄

Sign On

Solutions   Products   Customer Stories   Resources   Developers   Company   Support

Contact Sales   Try Ping

‹ Back to Search

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Integration Details

Release Date

📄 4/2/2022

Capabilities

Integration Type

🧩 Flow Template

Services Required

🔗 PingOne DaVinci

Publisher

Ping Identity

Get Documentation

Download Integration

PingOne Registration with Email Verification

This flow is used to create a registration flow leveraging PingOne. It supports the registration of an end user's email address and email verification via One-time passcode (OTP).

Connectors Required:

*   PingOne connector

Related Flows:

*   PingOne Registration with Email Verification and Agreements
*   PingOne Registration with Email Verification and MFA Enrollment

Experiences:

*   User registration
*   Email verification

Getting Started:

To use this flow in your environment, click **Download Integration** and see the following:

*   Using DaVinci flow templates
*   The **Using the connector in a flow** section of the **PingOne connector** documentation.

Connectors in this Flow

PingOne....json   Show All

Real-World Customer
Experiences

THANK YOU!