



Auth0

#nodistractions: an eBook

How Leaders Unlock Value in their Business

How does a company create a common product, and become a market leader? How does a retailer open thousands of stores, in multiple countries, during the high street crisis? How does a utility provider thrive in a crowded energy market?

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How does a company create a common product, and become a market leader? How does a retailer open thousands of stores, in multiple countries, during the high street crisis? How does a utility provider thrive in a crowded energy market?

Simple: all of these companies focus on what they do best. No distractions.

Their business strategy is aligned with their technical development. This alignment makes it easier to:

- ✓ Centralize systems
- ✓ Eliminate technical debt and mitigate risk
- ✓ Bring innovations in their products, applications and services to market, faster

However, something as simple as your company's login box is a great distraction. It is the entry point to your company — and it means you are responsible for your customers' digital identities.

In this eBook, you will read about organizations — from The Economist Group to Autotrader — and how they approached the challenges of managing and authenticating digital identities while still being able to focus on key areas:

- ✓ Innovation
- ✓ Time to Market
- ✓ Security
- ✓ Maintenance

If you want to unlock value, focus on what you do best. No distractions.

Chapter 1: Innovation

Creating continual possibilities can be fast, secure — and still benefit your brand and bottom line.

Australia-based GO1, an award-winning e-learning platform for business, netted a \$30 million VC round led by Microsoft's M12 division. "GO1 is one of those rare companies that brings a consumer-led experience to an inherently enterprise product," M12's Principal Priya Saiprasad told [Business News Australia](#). She goes on to compliment GO1's user experience: "GO1 is redefining how enterprises procure training content and how employees in turn consume it via a modern user-experience and a single subscription."

GO1 is powering that scalable user experience with Auth0. "If we didn't have Auth0, we'd probably need seven or eight developers focused [on identity]. Our teams now can spend much more time working on the improvements that our customers actually see and care about. Not having to spend time on that means that we get to spend time on everything else," says Chris Hood, CTO and Co-Founder, GO1.

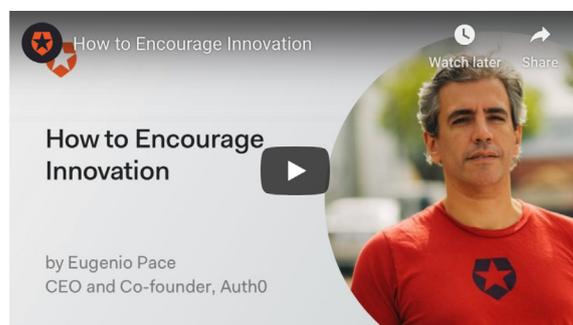
That savings adds up to more than \$700,000 annually and enables GO1 to connect with any partner system. "If we were doing it ourselves, we would probably integrate with SAML and that's it," says Hood, referencing one of the languages commonly used to exchange authentication and authorization data. "But the benefit we have here is we get to have all the different types of integration." Those integrations have helped GO1 grow from one million users to 10 million in a single year.

Helping our customers remove repetitive implementation frees them to focus on what they do best — and, let's face it, seeing our customers rocket through VC rounds is always exciting.

Recognized for Solving Different Needs

Building innovative products is a great way to inspire, attract, and retain top talent while boosting your company's bottom line. While your team is focused on your core mission, our core mission is innovating identity. We were recognized by Frost & Sullivan in their 2019 Global Identity and Access Management Technology Innovation Awards. Auth0 is the only company featured for technology in the corresponding Frost & Sullivan Best Practices [report](#) for Global Identity and Access Management (IAM).

As the report states, "Approaching the market by solving universal use cases helps Auth0 attract customers with many different identity needs, such as increasing end-user adoption of certain applications, increasing security, or dealing with M&A activity. Rather than requiring customers to seek additional vendors when they need authentication for additional audiences, Auth0 supports any use case and can continue to serve as the identity platform."



[Watch video](#)

Decreasing Project Risk

Innovation isn't just ticking through the customer's ask list. It's thinking through the possibilities presented by identity and creating experiences like our [rolling \(or trickle\) migration](#), which makes it easy to move users to our enterprise-class database without losing them to password resets.

[Servcorp](#), based in Australia, is a dominant force in the workspace industry, boasting a presence on four continents, 60 cities, and 25 countries. Their clients include many Fortune 500 companies and

businesses of all sizes. “We were looking for something that would give us not only a single sign on or unified experience down the track, but something that offered us a very clean migration path from the disparate sources we had across Servcorp. [Auth0’s] customer login scripts were very important as this meant we could do rolling migrations, which significantly decreased project risk. That whole migration strategy, no one else could do,” says Matthew Baumgartner, Global CIO, Servcorp.

Having Auth0 tailor the authentication experience to specifically fit Servcorp’s needs means that the time to onboard new applications has gone from weeks to around a day — freeing developers up to spend more time delighting Servcorp customers.

Supporting (and Providing) Continual Innovation

Auth0 has been able to help our customers do some amazing things, thanks to the benefits of listening and collaboration — and solving impossible challenges is always fun. The Global IT Director, Matt Tedder from [Sprinklr](#), based in the U.S., was working in a G-Doc office, but people needed to access critical Microsoft products — just not all the time. They kept forgetting their passwords and he found his team wasting a lot of resources on resets. Single Sign On (SSO) for all would solve it, but Tedder was told it couldn't be done.

“I researched this for a long time and didn’t think there was a solution. I was on a fool’s mission to see if I could do it myself. I got 50% of the way there, and then Nico [Sabena] from Auth0 gave me free, crazy good support when I wasn’t even a customer, and we figured it out together,” says Tedder.

Licenses can now be auto-assigned, even though this isn’t an option in Office 365. With Auth0, Tedder handles this programmatically, rendering it seamless to the user.

Collaboration Brings Success

Handling more than 25,000 business transactions yearly, including sensitive capital raises, IPOs, mergers and acquisitions and audits, [Ansarada](#), based in Australia, puts security high on their list of needs. But, as a company perpetually pushing for better customer experiences, continual innovation is a close ambition, which is part of why they chose Auth0.

“There’s a real fine line between building features that customers ask for, and providing features that take a leap beyond that, and provide an exceptional experience to the customer that they didn’t know they could get. Auth0 is innovating in that space and looking at better ways to provide more convenient authentication to customers while reducing security concerns for us and them,” Steven Rogers, Chief Information and Security Officer, Ansarada.

Resources

Blog posts

- ✓ [Why Identity is an Easy Win for Digital Transformation](#)
- ✓ [Auth0 Named Technology Innovation Award Winner by Frost & Sullivan](#)

Whitepapers

- ✓ [Do Identity Right – So Your Digital Business Strategy Succeeds](#)
- ✓ [KuppingerCole Leadership Compass: Consumer Identity Access Management](#)

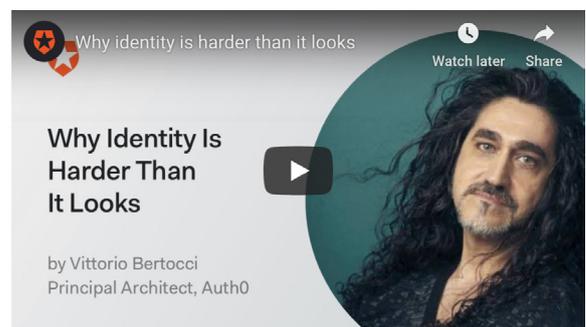
Webinar

- ✓ [What is Driving Modern Identity?](#)

Chapter 2: Time to Market

Massive time savings and implementation ease, delivers strong ROI for Auth0 customers.

That login box doesn't look complicated. Or, at least, it shouldn't be. What's behind that login box protects your company, your partners, and your customers. And while the smart team you hired is solving the complex problem of identity, you can miss VC deadlines or holidays that would have boosted sales or an opportunity to integrate with a large enterprise who isn't willing to wait for you to catch up to their roadmap.



[Watch video](#)

Missed deadlines. Missed sales. Missed opportunities.

Beat the POC Waiting Game

Pivoting with some vendors can introduce you to a whole new type of waiting. It's not uncommon for a development team to get frustrated waiting months for other identity providers to show them that they can (or can't) meet their vision. Since Auth0 was built for developers, by developers, we understand the pain of waiting — and we're not surprised when customers like [WorldVision](#) share that they got excited or “went rogue” and spun up a POC with Auth0.

Finn AI, based in Canada, is an Auth0 customer and partner, who were working on creating a conversational AI for banking providers, needed to know if Auth0 was up to the security, regulatory, and speed challenges. “Our first proof of concept around using Auth0 was done by an engineer over his weekend because he was excited about it. We had a 48-hour turnaround on that first POC of Auth0 within an SDK environment”, says Robin Monks, former Director of Engineering, [Finn AI](#).

For customers with more complex needs, like [Innit](#), a U.S.-based smart cooking platform who integrates with various connected appliances from companies like [Electrolux](#), [GE](#), [Google](#) and [Amazon](#), the POC can take a bit longer. “It took no more than a week to get the initial proof of concept running from the app through Auth0 and to our user servers,” says Kevin Slattery, Principal Software Engineer, Innit Inc.

How Fast is Implementation?

Less than a month for 94% of our customers.

Really. Even for some of the most complex use cases. And that’s without sacrificing security or innovation. Auth0 customers also see a 33% reduction in time to federate enterprise partners ([Forrester](#)).

And that’s with less than six months of payback time. But implementation isn’t everything — long-term customer satisfaction is better. When implementing a global Single Sign On (SSO), [Schneider Electric](#), based in France, turned to Auth0 for a solution that could clarify identities and connect disjointed “islands of data”.

“The Auth0 platform makes it easier for our developers and engineers to swiftly implement something ordinarily complicated. We’ve saved time, money, manpower (and a headache or two) when it comes to federated identity management. More importantly, Auth0 provides a value which translates to direct security and efficiency benefits for our company and a better user experience for our customers,” says Stephen Berard, former Senior Global Software Architect, Schneider Electric.

Scaling federated identity and reducing risk with quick security patches is not possible.

[WineDirect](#), based in the U.S., supports 1,800 wineries while processing five million orders yearly, with the help of Auth0. WineDirect Full Stack Web Developer, Lucas Klaassen explains why WineDirect chose to go with identity experts: “Everyone thinks they need to reinvent the wheel with authentication until they realize that companies out there, or experts in the field, are providing the tools to be able to do it really quickly. Within a week we had a working prototype within Auth0. I’d say [full implementation] took less than six months for us, to the point where we were actually running it in production. When we flipped the switch, it was super-seamless. We haven’t run into a lot of issues with Auth0. There’s been hardly any.”

The Benefit of Focus

The news that [context switching](#) destroys productivity isn’t new, but articles often talk about why it’s bad, the hours lost and how to triage your time. They forget to talk about the benefits of focus.

Whether you’re rapidly iterating or working through ideations on adjacent applications the collective productivity of freeing your team to focus on their core mission, can offer bigger payoffs in timeliness as well as innovation, like the kind discovered by mass customization platform, [Cimpress](#), based in Ireland.

With the help of Auth0, Cimpress created seamless authentication for 1,500 applications across 500 microservices APIs and 100 UIs — and is now able to add new businesses within five minutes. “Auth0 enables us to focus developer time on actual innovative work in the mass customization space. Every second that a developer doesn’t have to worry about how their callers are going to authenticate, brings value to the organization,” says Ryan Breen, Director API Management, Cimpress.

Resources

Blog posts

- ✓ [How To Have a Successful IDM Project](#)
- ✓ [Identity Across Business Units](#)
- ✓ [One-Size Doesn't Fit All](#)

Webinar

- ✓ [Top Trends and Themes Shaping the IAM Market](#)

Chapter 3: Security

Breach protection isn't enough — you need to prove trust with accreditation and data privacy respect.

“As a CTO, I really don't want to be responsible for a data leak that showed passwords and user logins and those kinds of things. I'm 100% sure that Auth0, a company that is built around this, will have a better ability to take care of the security than I'm able to do — your entire business depends on it,” says Rolf Bekkstrand, former CTO, 4human HRM, based in Norway.

He's not alone.

No one wants to be the person who tried to save budget using a lesser level of encryption — and got hacked. Or worse, exposed customer data by storing it poorly.

In a broader sense, security is about trust. When your customers share their identity with you, they're trusting you to keep it safe — and while blog posts and webinars can help convey that a third-party vendor is trustworthy, it's not enough for a company to just claim that its secure. We need to prove it.

That need for proof has gone far beyond being a business requirement. GDPR's data protections may have come into force in 2018, but many countries already maintained strict requirements and others have data privacy plans in the works. All of this regulation is part of a global trend inspired, at least in part, by the rising number of data breaches.

Decreasing Project Risk

Breaches are happening at such a rapid rate that USA Today now maintains a ranked breach index. In the first half of 2018 alone, there were 5,183 data breaches and 7.9 billion exposed records.

According to the Ponemon Institute, the global average cost of a data breach rose to \$3.86 million in 2018 (Forbes puts it at \$7.91 million in the US) — and those calculations are pre-GDPR. With €50 million in non-compliance fines leveled at Google, a suit already filed against eight other companies, including Apple and Amazon, and an EU judge ruling that civil action against Facebook is viable, security and compliance are about much more than your perimeter.

Lest you think that these concerns only apply to your EU customers, the shift towards protecting data privacy is a global trend, but one where different countries might use GDPR as a baseline, but tweak it for their needs. Case in point is California's data privacy law, which came into force at the outset of 2020, and looks likely to provide the basis for a Federal data law in the U.S. You can look at the expected data privacy trends from 2019 here.

The likelihood that data has been exposed is part of the reason behind all the regulation, but due to the rising number of data breaches, it's no longer just companies and partners that want to be protected, says John McKim, VP of Product and Technology, A Cloud Guru, based in Australia: "Customers want to know that their data is going to be protected and secured, and identity is a critical part of that. Having confidence in the systems that hold their very personal information is really critical. That's why we like to use Auth0."

Proving Trust with Accreditation

Accreditations are often on a required term-of-business checklist, but the reasoning for that placement lies in trust, says Auth0 CSO, Joan D. Pepin. “That certification means an external third-party has verified that we meet a professional standard — and it’s not a one-and-done effort. We have to work to maintain that accreditation. Just as



[Watch video](#)

you need to regularly update the software on your laptop, we need to continually update our security.

This continuous improvement and monitoring happen alongside our development efforts, helping us to continue building in security as we innovate on the Auth0 platform.

Companies who choose Auth0 instead of building identity in-house, benefit from our accreditations.

Certifications like [SOC2](#), [HIPAA](#), and [ISO 27001](#) require an upfront investment to achieve the accreditation, plus yearly costs to maintain it. “Most Fortune 500 companies won’t sign deals if you don’t have the applicable certifications,” says Auth0 Senior Manager of Governance Risk and Compliance, Adam Nunn. “Yearly tooling costs can vary from organization to organization, ranging from \$25,000 to multi-millions, depending on the size of the organization.”

Auth0 invests yearly on third-party auditors, salaries for the staff who make sure we’re compliant, and internal compliance tools (excluding engineering tools and/or tools deployed for security purposes), and continually improving our processes — eliminating both certification worry and cost for our customers.

For companies protecting large amounts of sensitive and regulated data, like healthcare collaboration platform [ACT.md](#), based in the U.S., realizing it doesn't have to be painful can come as a surprise.

“We hadn't expected to be able to find a partner like Auth0 who would be so focused on security, proper authentication, and yet create a platform that's incredibly well-documented, easy to test, and is HIPAA compliant,” Narath Carlile, Chief Medical Information Officer, ACT.md.

Getting the 'Jump' on Fraudulent Users

Working with identity experts means dealing with fewer bugs, vulnerabilities, and introduced workarounds, but active security features like anomaly detection and brute force protection can remove a significant amount of worry for you and your customers — even if you're doing business in a challenging space.

“Marketplaces can be a heavily fraudulent space. A lot of scammers like fake cars and they have different mobile numbers and email addresses or whatever, and they try to convince people to wire transfer money,” says former Cox Automotive Australia CTO, Jeremy Gupta. Implementing Auth0 in the private seller experience allows Autotrader to verify mobile and email, using out-of-the-box flows, plus customization.

“We also get some really strong moderation through the Auth0 platform, which allows our customer service team to jump on fraudulent users ahead of time,” says Gupta.

Trust matters

With data privacy compliance rapidly becoming a requirement for doing business anywhere on the globe, trust is becoming an even larger concern and a large aspect of security. Entrusting data to a third-party vendor requires a vote of confidence.

[Otonomo](#), based in Israel, is already entrusted with car data services for more than 10 manufacturers sees data security as beginning with identity. They take that need to maintain data security very seriously. “It always starts with authentication,” says Itay Flikier, Otonomo engineering team leader. “The first thing we need to make sure when we let a person share their data, is to make sure that we are able to authenticate a driver with his or her own car.”

Violating that trust could severely damage not only Otonomo’s brand, but their customers’ brands, as well as bringing in legal ramifications from laws like GDPR or CCPA. “We are a privacy-first company. Knowing that Auth0 is GDPR compliant was a big factor in our decision to expand our partnership. It goes without saying, we feel very secure,” says Itay Flikier, Engineering Team, Otonomo.

Security ROI

“Proper authentication builds trust between you and your customers,” explains Stefan Lau, Software Engineer, [HolidayCheck](#). “If authentication works well and reliably and becomes very low friction for the user, that just means to the user that you’re building a well-working website. It’s important that users can also trust you with providing their data. That’s what you’re doing with login or identity management: you’re providing data to a company and you usually don’t do that if you don’t trust them,” says Stefan Lau, Software Engineer, at [HolidayCheck](#), based in Germany.

Since Auth0 controls the front door to our customers’ applications, we are a security company. Auth0 takes protecting our customers identity transactions seriously. “We invest heavily in our Security team, building out a cutting edge program and hiring talented engineers who want to build the security of a security company,” says Auth0 Senior Director of Security, Duncan Godfrey.

That behind-the-login-box effort pays off for our customers. “Security is often misunderstood, and when it is an afterthought, left to the end, it tends to bite you in the butt,” says Stephen Berard, former Senior Global Software Architect, Schneider Electric. “We didn’t have to kick the proverbial can down

the road every time a new security or authentication question came up, whether the question was hypothetical, practical or mission critical.”

Resources

Whitepapers

- ✓ [Auth0's Approach to Information Security](#)
- ✓ [Credential Stuffing Attacks: What Are They and How to Combat Them](#)
- ✓ [Personal Cybersecurity Checklist](#)
- ✓ [Prevent Healthcare Data Breaches with Identity Management](#)

Webinar

- ✓ [Identity Puts the “I” in CISO](#)

Chapter 4: Maintenance

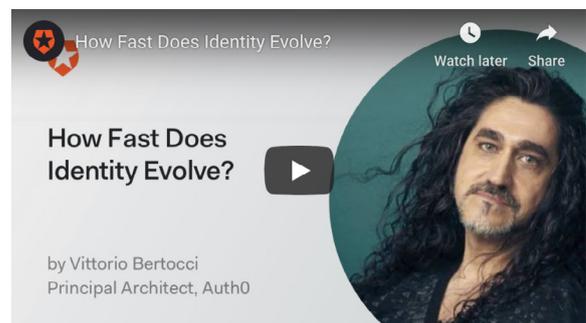
Once you build it, you're not done. What's the real cost of ongoing identity maintenance?

“It's often, I think, underestimated how much does go into identity and some of those parts of the platform.”

John McKim, VP of Product and Technology, A Cloud Guru

Having to pause innovation to deal with identity maintenance is like trying to speed through your roadmap with the emergency brake on. You'll eventually get there, but it's likely to be an expensive (and slower) trip.

Identity is not something you solve once. Hackers continually create new ways to reach your customers' sensitive data. Software isn't static. While you're working on innovating, so is everybody else. And with the global digital evolution, every day changes how we interact with applications and software. That means your third-party integrations change — and not necessarily on your timetable. “If we needed to code [identity] ourselves, we'd be at the mercy of continuous maintenance, because as the social plugins change their APIs, we need to revise our code,” says Luis Salazar, Co-Founder, for the U.S.-based Non-Profit, [Giving Compass](#).



[Watch video](#)

Can You Keep up Your Own Success?

Your software is integrated smoothly with three partners. Building on that success, your sales team goes out and snags another 10 — all with legacy systems and all want to be live within a month. Does your in-house team have the skill (and the time) to handle those integrations because you don't have time to hire all the talent you'll need? Or even if your team does have the skill, is repeatedly solving identity really the best use of their time? For Germany-based [Siemens](#), eliminating the need for each individual business unit to solve identity offered increased efficiency. Hugo Francisco, Service Owner, points out "We believe the majority of the savings are being noticed and experienced on the application owner's level, as they now do not have the responsibility of managing the identities of their users."

Even if your team tells you they've solved the SAML problem, you can stall your own growth, says Chris Concepcion, former Engineering Manager at [Safari Books Online](#), talking about their B2B expansion, "While there are standards for formats like SAML, the implementation of those standards varies widely. The more often you engage your core developers to support variations in your customers' identity systems, the slower you will be to sign deals and support the growth of your business."

Will Your Innovations Have to Wait?

Especially when you're protecting critical data, security comes first, if you've opted to build it yourself, this can mean your product is stuck waiting for innovations while your engineers keep everyone safe - or you spend the time and money to attract and keep staff with enough identity experience to build out your needs.

"Digital transformation is more than just an isolated project or the development of an app. Rather, it is a matter of laying a long-term technical foundation for improving proximity to the customer. By using the Auth0 solution, we are able to do just that. This enables us to offer a consistent customer experience across all digital services," says Florian Riedl, Head of Digitisation at [EnBW](#), based in

Germany. "Authentication is an important building block when it comes to customer experience. This applies not only to new customers but above all to existing ones."

Frances Lessard, Senior Front-End Developer, DashThis, agrees: "The fact that we don't need to put any time into [identity] maintenance gives us the time to further improve [our] tool, making it even more 'user-friendly'."

Can You Scale with Ease — and Speed?

You might need to accommodate service spikes around key events, or maybe you need to adjust to a dramatic increase in applications due to a merger or your new business unit has successfully added hundreds of thousands of customers. Can your in-house team handle the rapid ramp up? You'd be fine with Auth0.

For SiteMinder, which now processes more than 87 million hotel bookings each year (a rate of 166 per minute) for its 30,000 hotel customers across the globe, that ability to seamlessly serve customers, makes a huge difference. "Irrespective of however many applications our customers chose to subscribe to within the platform, they now have a single login and authentication system to go through; that's Auth0," says Mike Rogers, CTO and Co-Founder, SiteMinder.

Many Auth0 customers enjoy a decrease in the time it takes to onboard a new business unit or partner. For [ServCorp](#), that meant reducing the time to onboard a new application from "weeks to around a day." For Cimpres, that means onboarding new businesses in five minutes. "It was very much a wow moment for these two fairly large companies to be able to integrate our e-commerce technologies that quickly. We're internally contrasting that against five years ago when that kind of stuff took a huge amount of time and energy. BuildASign has been a fantastic story to showcase why we're using Auth0," says Ryan Breen, Director API Management, Cimpres.

Solving identity challenges that come with business growth can mean an increase in staff. Depending on the size of the enterprise, we often hear that customers would require an additional two to eight full-time developers. “We were running into issues in production with managing JWT tokens and managing new services over time ..figuring out how to manage expiry. Other questions we had were: “Do we store it in the cookies, in the browser? Do we store it on the server?” Do we session cache it? All these questions that Auth0 just comes in and answers for you. It'd probably take at least two full-time developers to initially build that and continue to maintain it, depending on how quickly we scale,” says Lucas Klaassen, Full Stack Web Developer, WineDirect.

Where's Your Focus?

Is your dev team able to focus entirely on your core mission, or is identity pulling their focus? As Rogers explains, “Doing what Auth0 does in-house, would cost hundreds of thousands of dollars each year, and that's just to manage the service and keep it running. To roll out additional features, that cost would rise directly in proportion to the number of features we would want to add and how many developers we would need to make it happen. Anytime Auth0 releases a feature, that's something we don't have to do ourselves. Ultimately, that benefits not only us, but the hotel customers that rely on us to continue supporting them through our own enhancement and innovations.”

Resources

Blog posts

- ✓ [How Enterprise Architects Can Cut Maintenance Costs in Multi-brand Media](#)
- ✓ [Why Federation Is Your Secret Weapon for Enterprise](#)

Webinar

- ✓ [Using Identity Management to Drive Product Growth](#)

Chapter 5: What's the Real ROI of Going With a Service Like Auth0?

Award-winning identity solutions and how we compare to the competition.

“Even my family’s dairy farm is a software company. The cows are tracked with RFID chips - which means they also need authentication. (Yes, we use Auth0.)”

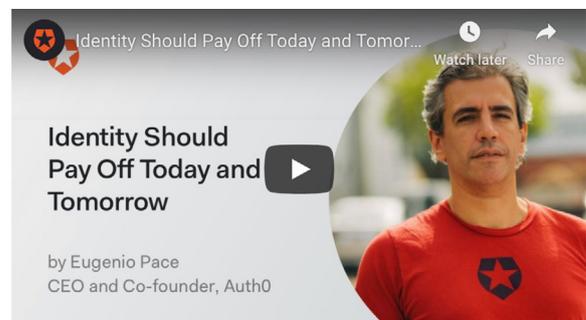
Eugenio Pace, CEO and Co-Founder, Auth0

Thanks to technology, every company is now a software company:

- ✓ Your customers expect seamless and sophisticated experiences
- ✓ Your investors push for continual innovation
- ✓ Heightened hacking and regulation drives a large chunk of your security budget
- ✓ And potentially, years of legacy software stand between you and your brand vision

You're an expert in your industry — and your identity solution is going to impact your ability to beat all of the above expectations.

But ROI isn't just what we discussed in the previous four chapters. It also includes:



[Watch video](#)

Recognition

Real ROI is also getting recognized for your efforts to change your industry, like our customer The Economist Group, who won the 2019 European Identity & Cloud Award in the Best Identity Platform Project Category at KuppingerCole European Identity and Cloud Awards.

Andrew Williams, Chief Digital Officer at The Economist said, “It’s an enormous honour to have been given this award. Identity management is a major step on our journey to ensure that our digital solutions match the excellence of our journalism, hence to have our achievements recognized in this way is a great validation that we are on the correct course.”

Future-Proofing

Real ROI is also future-proofing. It’s knowing that no matter where your business goes, our IAM solution can follow.

As our CTO and Co-Founder, Matias Woloski pointed out in his post on Auth0’s history and vision: 87% of our customers extend our product using Auth0’s Rules, which is pre-written functionality that customers can simply turn on or off — or customize using code.

For KenSci, based in the U.S. is a machine-learning and artificial intelligence-powered risk prediction platform for healthcare, that’s part of why they chose Auth0 as their identity solution.

“Auth0 really impressed us from the start, and the further we dug into it, the more it became clear that this was a natural extension of our platform,” said Ian Davies, Software Development Manager, KenSci. “Out-of-the-box, Auth0 covers about 80% of our clients’ needs, but it’s really the last mile integration that requires a solution that we can modify for specific client requirements. We looked at several offerings, but Auth0 is the only identity management platform that offers the level of customization and flexibility we need.”

Peace of Mind

Real ROI is also peace of mind. Peace of mind for both your employees and your customers. As Mike Rogers, SiteMinder CTO and Co-Founder explains, “Auth0 is pretty much invisible. And, I think it works well when you are that transparent. We don’t have to worry about it because login and password management is now a solved problem for us.”

The Best Offering

Real ROI is finding the offering that readies you for today — and tomorrow. You've heard from our customers on how you can improve your time to market, innovation, security, and maintenance costs with Auth0. Because we recognize that you may explore other offerings, we’ve put together this infographic on how we compare against our competitors and in-house builds, in key areas:

How Auth0 Stacks Up

What our customers say when comparing us to others.



Sources: Auth0 customer interviews and surveys; Forrester TEI Report. *Others* includes in-house build and competitor data.

Resources

Blog posts

- ✓ [Auth0 ROI: How Are You Calculating Your Build Formula?](#)
- ✓ [So You Want to be a Unicorn?](#)
- ✓ [The Economist Wins 2019 KuppingerCole European Identity & Cloud Award](#)

Report

- ✓ [The Total Economic Impact of Auth0 Resources](#)

About Auth0

Auth0, the identity platform for application builders, provides thousands of customers in every market sector with the only identity solution they need for their web, mobile, IoT, and internal applications. Its extensible platform seamlessly authenticates and secures more than 3 billion logins per month, making it loved by developers and trusted by global enterprises. The company's U.S. headquarters in Bellevue, WA, and additional offices in Buenos Aires, London, Tokyo, Sydney, and Singapore, support its global customers that are located in 70+ countries.