

How to: Navigate Security Challenges in Retail with Ease



Heightened Risk of Data Breaches



Adhering to Industry Regulations and Standards



Securing Supply Chain and Vendor Collaboration

Strengthen Retail Security, Stay Ahead of Cyber Threats

Okta's Customer Identity Cloud (CIC) and Workforce Identity Cloud (WIC) offer a versatile suite of features to enhance security and customer experiences across retail operations, supporting employees and customers alike.

Simple, Secure Login



Universal Login: Customize login experiences that reflect your retail brand, ensuring quick recognition and trust across all customer touchpoints.



Single Sign On (SSO): Simplify access across all retail applications, from e-commerce platforms to in-store systems, with unified authorization.



Multifactor Authentication (MFA): Eliminate the vulnerabilities that come with traditional credentials (e.g., username/password). MFA enables an intuitive login process, protecting against unauthorized access and fraud.



Passwordless: For organizations ready to take their authentication to the next level, implement secure, frictionless authentication experiences, such as biometric logins, for customers and staff.



Account Linking: Enable customers to link their accounts across multiple platforms, providing a unified shopping experience.

Identity-powered functionality



Universal Directory: Centralize and manage your retail technology stack with a single source of truth, ensuring consistent security policies across all systems.



Progressive Profiling: Securely gather and manage customer insights over time, enabling personalized shopping experiences/



Lifecycle Management: Automate account creation and deactivation for retail staff, reducing errors and saving time.



Privileged Access: Protect sensitive retail data and systems with cloud-based security, ensuring only authorized personnel have access



Workflows: Boost productivity and efficiency with 7,000+ pre-built integrations that streamline and automate retail processes, from inventory management to customer service.

[Request Demo](#)