Choosing the right CIAM solution

Okta, Ping Identity*, Strivacity compared

* Includes ForgeRock

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About this report

The customer identity and access management (CIAM) vendor landscape has changed in the last few years. This report compares Strivacity with other offerings to help you get beyond the marketing "fluff."

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Explore further to uncover

A changing CIAM vendor landscape

What the CIAM landscape looks like today

Comparing vendor capabilities

A changing CIAM vendor landscape

An eventful two years...

If you're using a commercial CIAM product, the options you evaluated back when you picked your CIAM vendor likely look a good bit different than what you'll find today.

Two of the biggest changes you'll notice are:

4 => 2

M&A has shrunk the 4 largest vendors from years past into just 2 vendors today.

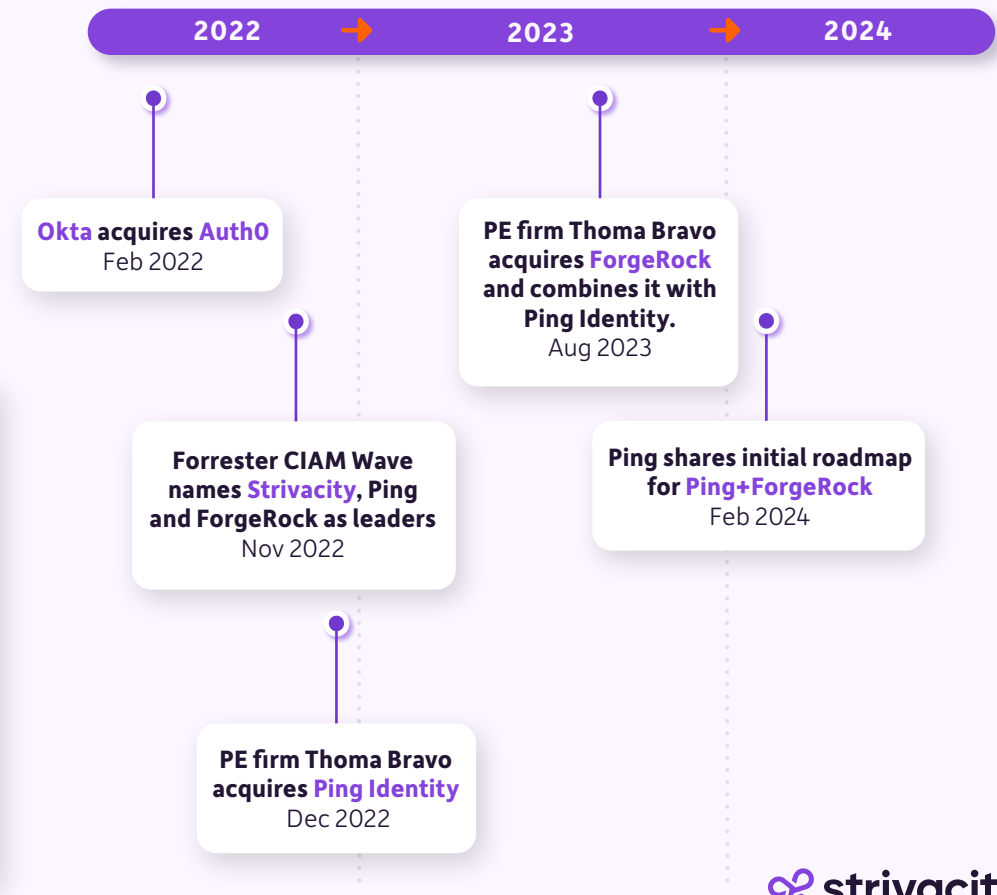**New entrants**

New innovative cloud-native vendors, like Strivacity, have come onto the scene.

New requirements

Requirements are changing too — both for organizations and their customers. In no particular order here are five key trends that weren't at the top of the requirement list two years ago.

- ⋯> Passwordless login like FaceID and TouchID are must-haves
- ⋯> Cloud CIAM solutions are the norm, not the exception
- ⋯> Business customers expect a B2C sign-in experience
- ⋯> Security and engineering are no longer the default CIAM owner
- ⋯> Identity verification has gone mainstream

A brief history of the CIAM vendor landscape

2022 → **2023** → **2024**

Okta acquires Auth0
Feb 2022

PE firm Thoma Bravo acquires ForgeRock and combines it with Ping Identity.
Aug 2023

Forrester CIAM Wave names Strivacity, Ping and ForgeRock as leaders
Nov 2022

Ping shares initial roadmap for Ping+ForgeRock
Feb 2024

PE firm Thoma Bravo acquires Ping Identity
Dec 2022

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THE FORRESTER WAVE™
Customer Identity And Access Management
Q4 2022

What the CIAM landscape looks like today

The Forrester Wave™: Customer Identity and Access Management, Q4 2022 is the most authoritative CIAM vendor evaluation in the market. It covers 21 different criteria. In addition to answering dozens of detailed questions, Forrester conducted 3-hour demos with all 15 vendors.

⭐ **Strivacity received the highest possible rating in 13 criteria**

"The vendor offers a purpose built CIAM solution with … a comprehensive product vision for all aspects of CIAM."

Our take on the report …

Forrester publishes this report every two years. We are honored to be positioned as a leader. With Ping Identity's 2023 acquisition of ForgeRock, we are now one of only two CIAM Leaders and the only one focused 100% on customer identity. We believe our position validates our original vision and the product we've created.

Available at
strivacity.com/forrester

Comparing vendor capabilities
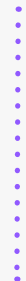
If you're evaluating different CIAM vendors there are likely dozens of capabilities on your list. And, to be honest, for many of those requirements any CIAM solution could do the job. Table stakes features like SSO, authentication and MFA aren't going to distinguish one vendor from another.

The four big areas where CIAM vendors will look very different from one another are as follows:

Category	What it is	Why it matters
1 Architecture	Cloud-based architectures are now the norm for CIAM implementations but there are many different flavors including single-instance, multi-tenant and some vendors that still take a hybrid approach which require some on-prem components.	• **Performance** • **Ability to support spikes in login volume** • **Ongoing support costs**
2 B2B Support	When a customer is a company (not a person) it requires a whole different set of CIAM capabilities. Requirements for B2B experiences are increasing faster than many vendors can roll out features. So this is another key area of differentiation.	• **Increased revenue** • **Lower maintenance costs** • **Lower support costs**
3 Customer experience capabilities	Features that make it easier for customer experience and digital marketing owners to manage, personalize and measure the experience are now key differentiators. Examples include A/B testing, branding, progressive profiling and dashboards.	• **Increased conversion rates** • **Customer upsell** • **Revenue growth**
4 Deployment & maintenance costs	This is a close cousin to the categories above. Many CIAM vendors compensate for missing features by requiring you to write custom code that can be costly to maintain.	• **Less implementation risk** • **Lower maintenance costs** • **Reduced downtime**

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Vendor comparison across key CIAM requirements

	strivacity	Okta CIC	Ping Identity	ForgeRock[1]
1 Architecture				
Default cloud architecture	Single instance	Multi-tenant	Hybrid	On-prem only*
B2B & B2C supported on a single instance	Yes	Difficult	No	No
# of separate products required for typical deployment[2]	1	3	6	5
2 B2B-specific requirements				
Delegated administration for B2B	Yes	No	Maybe	Yes
B2B organizational routing	Yes	Yes	No	No
B2B self-service BYO IDP	Yes	No	No	No
Hierarchical policy management	Yes	No	No	Maybe
3 Customer experience capabilities				
Branding customization for different partners & personas	Simple	Difficult	Difficult	Difficult
Consent management	Yes	3rd Party Tool	3rd Party Tool	Difficult
Progressive profiling with low-code orchestration	Yes	No	No	Multiple products
Identity verification and identity proofing	Yes	3rd Party Tool	Separate product	No
4 Deployment & maintenance costs				
On-platform orchestration environment	Yes	Yes	Separate product	On-prem only
Self-service registration with low-code orchestration	Yes	No	No	Multiple products
Reusable policies based on security best practices	Yes	No	No	Maybe

1. Now owned by Ping Identity. Roadmap in flux with Ping Identity announcing that PingOne will be the go-forward cloud platform (not Forgerock Identity Cloud).
2. Typical deployment includes identity store, self-service registration, consent management, SSO, MFA and identity verification.
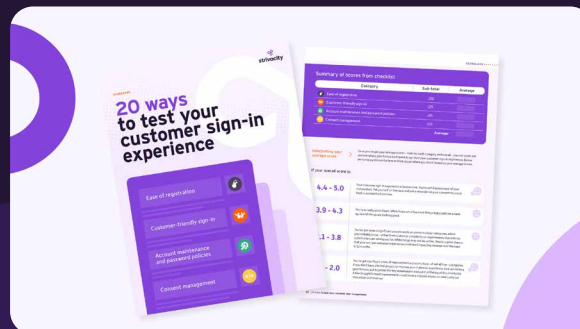
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Additional resources
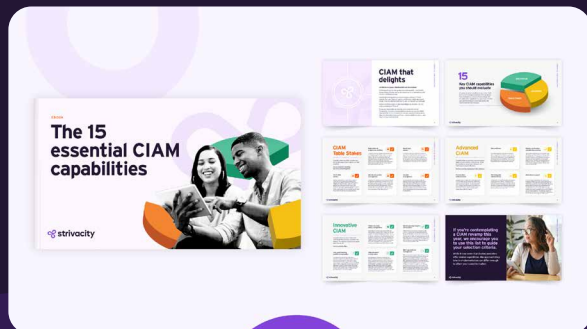
The 15 essential CIAM capabilities

We've created a core list of 15 capabilities that make CIAM truly delightful - frictionless, easy to configure and customize, uncompromisingly secure, data-rich and capable of syncing with your customer intel systems.
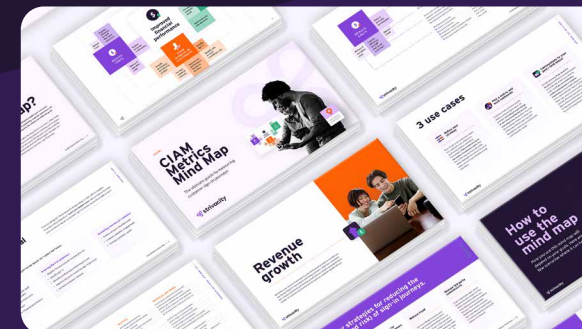
SEE THE LIST ↗

20 ways to test your customer sign-in experience

To help you guard against a login experience faux pas, we've pulled together a checklist of questions so you can see how your website stacks up against modern sign-in processes.

START SCORING ↗

CIAM Metrics Mind Map

This ebook helps you connect the dots between the different goals, strategies and tactics at play in a customer identity and access management (CIAM) project.

GET THE BOOK ↗

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A guide to help you choose the right CIAM solution

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