

# Okta AI

Each day, artificial intelligence (AI) becomes more and more capable. For businesses, AI represents a generational leap in possibilities, presenting new opportunities for efficiency and agility, while also accelerating the pace of innovation.

But the promise of AI hasn't gone unnoticed by malicious actors. Artificial intelligence has breathed new life into old tactics, like phishing. Organizations face two distinct challenges: finding new and creative ways to use AI, while also protecting against these new AI-enabled threat actors.

As an Identity business, Okta has a deep understanding of this challenge. AI plays an increasingly prominent role in our business. It powers tools that accelerate developer agility and time-to-market, as well as those designed to protect against security threats, both common and novel.

In this datasheet, we'll introduce you to the many AI-driven features across Workforce Identity and Customer Identity clouds. We'll also touch upon Okta's core AI philosophy. Our perspective is an optimistic one. We not only believe that AI is a transformational technology, but that it can combat any new security threat it creates.

## How attackers are using AI

### Phishing at scale

Generative AI tools can be misused to craft convincing, professional-looking phishing emails in a matter of seconds, with the content often customized to the individual being targeted.

### Synthetic profiles

Attackers can use AI to create photorealistic-looking headshots, allowing them to create credible-seeming profiles for phishing attacks.

### Imitation

Some AI tools can mimic a person's voice with startling accuracy, allowing attackers to impersonate key corporate leaders when conducting vishing (voice phishing) attacks.

### Custom code

Generative AI's software writing capabilities can potentially allow an attacker to quickly and effectively craft exploits in a matter of minutes.

### CAPTCHA bypass

AI can bypass CAPTCHA puzzles intended to distinguish between human and automated users.

# How Okta uses artificial intelligence

## Workforce Identity Cloud features with Okta AI

### Telephony Anti-Toll Fraud System

Using a custom machine learning (ML) model, Okta can spot attempts by threat actors to use premium rate phone numbers in MFA flows, protecting your organization from fraud and excess telephony costs.

### ThreatInsight

Leverages data from our customer network, admins, and end-users to protect your workforce from credential-based attacks. Okta's proprietary machine learning model detects if an org is under attack, flagging malicious IPs faster than ever before.

### Adaptive Multi-Factor Authentication

Introduces additional intelligence into Identity flows by taking into account the ever-changing context in which an authentication request is made. By dynamically adapting security and authentication policies, adaptive MFA can simultaneously improve an organization's security posture and user experience.

### Policy Recommender

**Limited Early Access Q1 2024**

Provides personalized recommendations and templates based upon aggregated intelligence from across Okta's extensive ecosystem as well as best security practices. This streamlines the setup of secure authentication practices, including device posture checks and phishing-resistant authenticators.

### Log Investigator

**Limited Early Access Q3 2024**

Using natural language processing (NLP) technology, Okta enables admins to ask questions about Okta data in plain English, and obtain insights on the historical context of their Identity posture. This makes it easy to identify anomalous or suspicious activity.

### Identity Threat Protection

**Limited Early Access Q1 2024**

Leverage AI for Continuous Risk Evaluation to enforce security policies both at login and during an active user session, reducing the potential for unauthorized access and post authentication threats like session hijacking.

### Governance Analyzer

**Limited Early Access Q2 2024**

Provides decision makers with valuable context and recommendations in reviews and requests, unlocking highest quality governance decisions without adding cognitive burden on them.

## Customer Identity Cloud features with Okta AI

### Bot Detection

Uses a machine learning model that ingests 60+ inputs to separate human users from automated users, blocking up to 79% of bot login attempts with minimal disruption to legitimate activity.

### Identity Threat Level (ITL)

From aggregated and anonymized observations and data patterns across our customer base, we calculate an Identity Threat Level score to indicate the level of bot activity seen across all CIAM customer login flows. Visitors to the microsite can enter their information and receive a score specific to their industry and geography, with additional filtering of attributes as well as the option to download a detailed report.

### Tenant Security Manager

#### Limited Early Access Q2 2024

Enriching our Attack Protection capabilities with “intelligent” security recommendations through snapshot alerts and dashboard notifications to improve your tenant’s security posture.

### Guide

#### Limited Early Access Q4 2024

Designed to be your knowledgeable guide to Okta Customer Identity Cloud, this feature offers comprehensive onboarding assistance and intuitively maps out the best possible steps for users to take, seamlessly steering them toward the most valuable workflows - all from simple, everyday English prompts.

### Actions Navigator

#### Limited Early Access Q2 2024

Intelligent search is at your fingertips. Find the right marketplace integrations based on what you are looking for even if your search keywords are different from what is included in the integrations title or description.

In addition, if that action or integration doesn’t exist, our helpful AI tool can help you write an action based on the user’s search/prompt, and iterate on it to add conditions or correct business logic.

### Brand Customizer

#### Limited Early Access Q4 2024

To customize branding, design one page templates to adapt the design to all the other required templates. Or, provide a screenshot or logo and the templates will be built for you to customize.

### Identity Flow Optimizer

#### Limited Early Access Q4 2024

The Funnel Analytics AI tool analyzes all of a tenant’s authentication data and provides suggestions on improving the customer experience, sign-up flow, and more.

## Key Stats

79%

AI helps Okta block 79% of automated login attempts and can reduce bot traffic by 90% in 90 days.

20%

improvement on detecting fraudulent voice or SMS transactions, with Okta's anti-toll fraud machine learning model.

## Okta's Perspective

We believe that we're in the middle of another technological revolution. AI will be as important as the smartphone or the cloud. It will allow for better, smarter, and more capable software, empowering engineers to deliver advanced functionality at lightning speed.

Although we're only at the start of this epoch, AI has already changed the way Okta protects users across its Workforce Identity and Customer Identity products, while also allowing for improved user experiences and developer agility. And we believe that AI will allow other organizations to reap similar benefits.

We acknowledge that malicious actors use – and will use – artificial intelligence to scale their operations and conduct more personalized (and thus, effective) attacks. But we're not despondent, either. Okta will use AI to build effective countermeasures that protect users, businesses, and organizations.

To learn more, check out this [article](#) by Okta founder and CEO Todd McKinnon about how you can power the future of AI and protect against the risks posed by the technology with Okta AI.

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Source:

1. [Battling Bots: Introducing the Identity Threat Level \(ITL\)](#)
2. [How Okta uses machine learning to automatically detect and mitigate toll fraud](#)

### About Okta

Okta is the leading independent Identity provider. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. We provide simple and secure access to people and organizations everywhere, giving them the confidence to reach their full potential. To learn more, visit [okta.com](https://okta.com)