Helping Federal Agencies Evolve Digital Engagement

Federal agencies are increasingly turning to digital transformation to help them improve employee engagement, enhance public experiences, and automate repetitive processes to reduce frustration and improve efficiency. Modernization enables agencies to meet their priorities through responsive scaling, better transaction visibility, and remote access for stakeholders at any time or location. The benefits are clear, but federal agencies face unique challenges. As part of their digital transformation, agencies need to reconcile issues such as flawed-but-critical legacy systems, sobering compliance and security concerns such as sophisticated cyber attacks, and user experience expectations similar to those found in the private sector.

Digitally managing the workforce without compromising an agency's primary purpose is challenging. Okta and Salesforce can help solve this problem. Okta enables the federal workforce secure access to Salesforce workflows with strong authentication capabilities such as Multi-Factor Authentication (MFA) and single sign-on (SSO) that Zero Trust Architecture implementation recommends. Salesforce's Customer Relationship Management (CRM) helps agencies build stronger connections between the public, employees, contractors, and partners with the information they need to make government more responsive, effective, and efficient.

Provide a secure, accessible platform to meet workforce needs

Okta and Salesforce have complementary solutions that allow agency workforces to authenticate safely on a powerful, modern platform to be more efficient. Salesforce's CRM platform seamlessly connects every employee into a single integrated engagement platform, decreasing operational friction and increasing productivity. Okta supports smart card authentication to Salesforce, and other applications, from anywhere at any time. Okta's lifecycle management tools also enable agency IT to automate provisioning and other repetitive processes safely so they can stay focused on their jobs and mission priorities.

Together, Okta and Salesforce create an effortless experience for today's remote workforce, with access to data, applications, and services from home or the office. The workforce can accomplish their tasks from anywhere, and agencies can be confident they have the security needed to enable their workforce to meet their objectives.

Agencies:

- Centralize identity and access management for agency workforces and the public they serve
- Provide workforce MFA required in Executive Order 14028 when accessing data, strengthening security while creating a frictionless experience
- Implement identity security throughout an agency's IT infrastructure, meeting a foundational requirement of Zero Trust Architecture
- Automate business processes and make data-driven decisions with on-demand analytics
- Centralize personnel management in the cloud with a powerful CRM platform for increasing engagement and customer satisfaction while remaining compliant
- Add identity to the lifecycle management tools needed to safely automate provisioning, password reset, and other repetitive tasks, letting IT, HR, and other teams focus on more important responsibilities
- Promote agency success with the Salesforce Customer 360 Platform to deliver apps faster, enhancing large, integrated systems

How Okta and Salesforce work together

The Salesforce Customer 360 platform, the #1 CRM platform for the government, helps federal agencies modernize engagement applications, enabling a safe transition from slow, outdated legacy systems to efficient centralized relationship management in the cloud. With a 360° view of user engagement, agencies can safely connect every employee, applicant, and community member into a single integrated platform, giving everyone quick and secure access to the services they need.

Okta's Universal Directory provides a single view across an agency's workforce, public, and contractors. This provides agencies with auditable insight into what each user does within the system, as well as the control needed to manage each user and their access. For instance, Okta currently provides strong, adaptive Multi-Factor Authentication to federal agencies that need to ensure the personally identifiable information and the data it manages are secure and safe. Any member of the workforce accessing any point of a workflow is secured through Okta. Federal agencies currently also use Okta to secure access to the Salesforce case management tools they need to keep workflows running. In all cases, no matter what the service or application, Okta delivers a seamless, secure experience.

Okta and Salesforce enable the workforce to have access to the services they need with a no/low code workflow, freeing up IT resources. Salesforce also utilizes Okta's MFA capabilities, which are 100% FIPS validated and operated as FedRAMP Authorized services, to support agencies who need to implement MFA for SFDC access.

Additionally, agencies can collaborate on Salesforce's GovSlack solution combined with Okta's secure identity solution to meet security and compliance requirements across the government.

> **"Government organizations have unique access and authentication needs. That means they need a trusted identity partner, and Okta has the power to enable efficient and secure connections at scale. We're proud to serve as a GovSlack partner and look forward to supporting organizations as they deploy the new service."**
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> —Katy Mann, Okta's Vice President, Federal

Working together in lockstep, Okta and Salesforce can help federal agencies safely modernize their approach to personnel management to better support today's realities. Ultimately, agencies can deliver better outcomes that keep their workforces securely connected, free of busy work and unhelpful distractions, and ready to serve.

If you have questions, please contact our sales team at okta.com/contact-sales

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. With more than 7,000 pre-built integrations to applications and infrastructure providers, Okta provides simple and secure access to people and organizations everywhere, giving them the confidence to reach their full potential. More than 15,800 organizations, including JetBlue, Nordstrom, Slack, Takeda, Teach for America, and Twilio, trust Okta to help protect the identities of their workforces and customers.

About Salesforce

Salesforce is the world's #1 customer relationship management (CRM) platform. Our cloud-based CRM applications for sales, service, marketing, and more don't require IT experts to set up or manage – simply log in and start connecting to customers in a whole new way. More than 150,000 companies use Salesforce CRM to grow their businesses by strengthening customer relationships. CRM helps companies understand their customers' needs and solve problems by better managing customer information and interactions.

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