

Championing data privacy as a brand principle

Introduction

As the leading global provider of identity and access management tools, Okta champions simplicity and security with their customers. Okta needed a data privacy partner who could uphold their brand vision and selected DataGrail to ensure a premier customer experience in data privacy.



Founded: 2009

Industry: SSO

Location: San Francisco, CA

The Challenge

Lack of visibility into a key brand experience

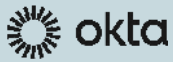
Without a scaled solution, taking data privacy as seriously as Okta does was an expensive endeavor. It took analysts days to process data subject requests (DSRs), leaving the company without valuable business resources in the interim.

DSR processing was so manual and individualized, Okta did not have a way to effectively track and improve their operations. Leadership had little visibility into the efficacy of their privacy program.

Okta also maintained a data map to help them prepare for regulation changes, but the map was manual and did not integrate with any of Okta's systems. With trust such an important value to their brand identity, Okta couldn't hold complete confidence that their data map was up-to-date and free from human error.

Okta's leadership knew that investing in data privacy would not only reduce operational inefficiencies, but also enable them to address data privacy challenges proactively and ensure consistent transparency with customers.

“Trust is a foundational value of how we operate the Okta business. Trust has to be earned and maintained every day. We earn it by giving users visibility into how we process personal data.”



Tim McIntyre, Former Vice President & Associate General Counsel

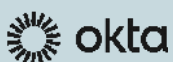
The Solution

An informed approach to securing data privacy

Okta selected DataGrail to transform their data privacy program through automated and integrated solutions. Their goals were to streamline privacy operations for handling DSRs, maintain up-to-date records of those activities, and easily onboard new applications.

Upholding brand trust on consumer privacy prior to this point required multiple people processing requests manually leaving room for error. With DataGrail's automated solutions, Okta could offer customers greater transparency and faster request processing, with far fewer headcount required.

“DataGrail plays a big role in handling prospective, customer, and employee data. DataGrail provides Okta with DSR metrics, and that data is invaluable in informing how we scale our business.”



Tim McIntyre, Former Vice President & Associate General Counsel

The Results

Immediate improvement to business operations & long-term brand trust

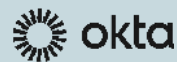
Okta was able to launch DataGrail in just two weeks. From there, the brand took advantage of DataGrail's automations to decrease DSR processing time by **46%**, freeing up analyst time to focus on other projects. Thanks to DataGrail's reporting features, Okta leadership could also take a more active role in streamlining privacy operations.

When Okta acquired Auth0 a year later, they were also able to leverage DataGrail to quickly onboard and approve the organization's applications, ensuring they were reflected in Okta's data map and met Okta's standards for data privacy practices.

Okta's fantastic results inspired the company to invest in DataGrail. Okta Ventures became an investor later in 2019.

“DataGrail allowed us to completely conserve valuable resources in terms of human hours, and reduce the need for extra headcount.

This is really an era that calls for the kind of functionality DataGrail is providing.”



Tim McIntyre

Former Vice President & Associate General Counsel

Take a self-guided tour of DataGrail
to try it for yourself

TAKE TOUR

