auth0

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Submittable improves authentication flows and user satisfaction with Forms

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Submittable

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ABOUT

Submittable is a social impact platform that makes it simple to launch, manage, and measure the results of grant, community investment, and employee engagement programs. They've helped thousands of organizations worldwide run more than 145,000 programs and collect over 25 million applications, saving time and money in the process.

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increase in developer productivity for building new authentication flows with Forms

17

million users migrated to Auth0 in four days with the support of

Okta Professional Services

50%

improvement in developer efficiency for authentication-related operations using Auth0

"In just a few clicks, Forms opens the door to a lot of flexibility and customization of the login experience, while also feeding data into our apps — driving user satisfaction. It's a big win for our customers."

Stephanie Akpakoun, Engineering Manager

Unifying an uneven Identity experience

Submittable is a social impact platform that serves businesses, nonprofits, and the

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Initially, the Submittable team tried to solve identity issues with a homegrown solution that was complex and time consuming. Instead, Submittable sought an identity partner that would help their developers save time, improve the signup and login experience for their audiences, and protect users with best-in-class security features.

Improving developer efficiency with no-code implementation

Submittable evaluated external providers that could manage Identity for their 17 million users, while empowering their developers to work more efficiently. The team chose Auth0 because it offered out-of-the-box solutions for SSO, language support, and monitoring and alerting capabilities. Submittable's developers can now focus on providing value to customers, rather than maintaining identity.

With its quick migration speed and simplified no-code functionalities for customizing identity flows via Forms, Auth0 allowed Submittable's team to bypass the time-consuming workarounds they needed for their previous solution. The Submittable team now has the freedom to easily customize authentication with features such as account linking and MFA, providing a unified identity experience across apps for all of their users.

Consistent and secure account linking with Forms

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spent setting up the flow with Auth0 and <u>Actions</u>. The usability of Forms also meant the time spent maintaining the account linking flow was reduced from 10 hours a year to less than one hour annually, resulting in 90% time saved. This ease of use led to an overall 50% improvement in authentication-related operations relative to Submittable's previous homegrown solution.

The flexibility of Auth0 is integral for meeting the demands of Submittable's customer base. With Forms, developers can now quickly and easily customize identity flows to suit specific needs without heavy time investments, giving the team opportunities to iterate quickly. Submittable plans to create consent pop-ups for cookies or terms of service, as well as employee engagement tools for personalized data collection using Forms. By letting Okta handle identity, Submittable can now focus on delivering better social impact products for its clients and their end-users over a unified platform.

Resources

BLOG

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Build vs. Buy: Guide to Evaluating Identity Management

Ready to dive in?

Explore how the platform works and what it can do for your business.

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