

# okta

Okta turns to SketchDeck to  
**scale their marketing activity**

# Agenda

**01** Profile

**02** Problem

**03** Work

**04** Results

# 01 Profile

## Industry

Technology

## Location

SF, USA

## About

Okta is a computer software company with **800+ employees**, headquartered in San Francisco, CA with offices in Canada, the UK, mainland Europe, and Australia. They provide a secure platform to connect employees with essential technology. Thousands of organizations trust Okta to help accomplish their goals as fast as possible.

# 02 Problem

## Business situation

After completing a full rebrand, Okta was in need of a scalable solution to implement their brand company-wide. Okta had ambitious growth goals and a fast-paced marketing calendar to match. However, they had limited resources in-house and needed to move quickly and at scale. Okta was getting ready to expand into new industry verticals and increase the size and depth of their customer acquisition engine. They were determined to accelerate their marketing and communications with increased access to design resources.



## Discovery

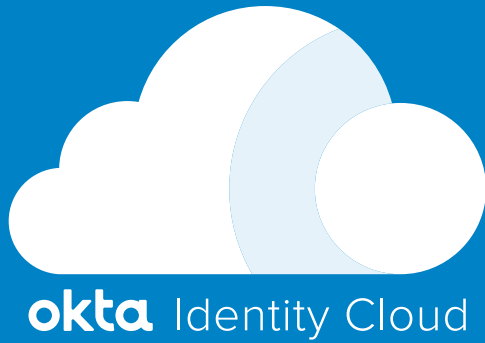
Okta initially discovered SketchDeck through a TechCrunch article. At that time, they were just using SketchDeck to create Powerpoint presentations. When Okta began to evaluate different changes to execute their new brand, they were already impressed by SketchDeck's work, delivery reliability, and the quality of designers on their team.



Okta event poster

## Evaluation

The relationship quickly expanded to cover a wide range of print and digital graphic design projects, as well as web design and development. SketchDeck was held to a series of success metrics surrounding time to delivery, creativity, and brand consistency, as well as service quality and attention to detail. As the trial period ended, Okta and SketchDeck reviewed the results of their partnership together and decided that the ROI was high enough that it merited an ongoing partnership. SketchDeck worked with them to build a customized model that would extend SketchDeck to serve as Okta's outsourced brand execution firm. They signed onto a SketchDeck Enterprise agreement and moved all of their production design needs over to SketchDeck. Today, SketchDeck handles a large range of Okta's company-wide design needs.



Left: Okta corporate brochure

Right: Okta Business @ Work Whitepaper



Okta corporate brochure

# 03 Work

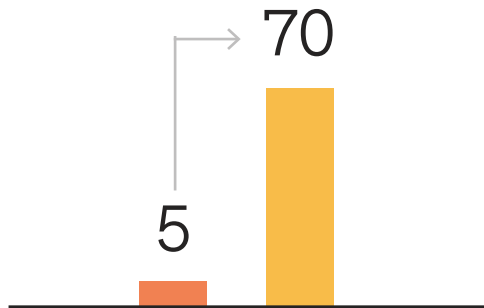
## Benefits

Okta has increased the number of people who have access to design by 1,400%. This has allowed them to ramp up their marketing production to 100+ individual projects each month at 23% of the cost of hiring an equivalent number of designers in-house.

# 04 Results

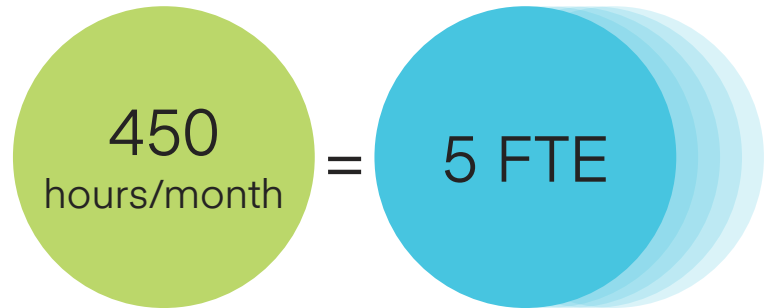


## Access to resources



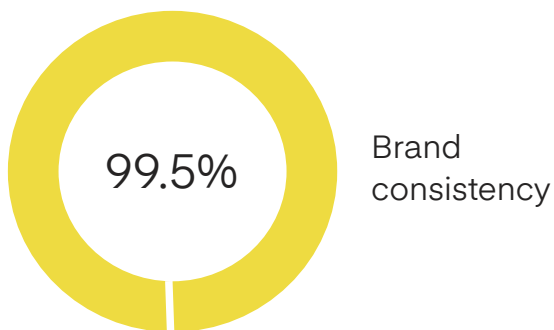
As part of their push for more growth, Okta's need for design expanded to new areas of the company. SketchDeck has enabled Okta's creative services organization to expand from five users on the platform to more than 70 across sales and marketing. Each of these employees are able to start a project any time of the day with additional departments being able to access projects as needed.

## Increased productivity



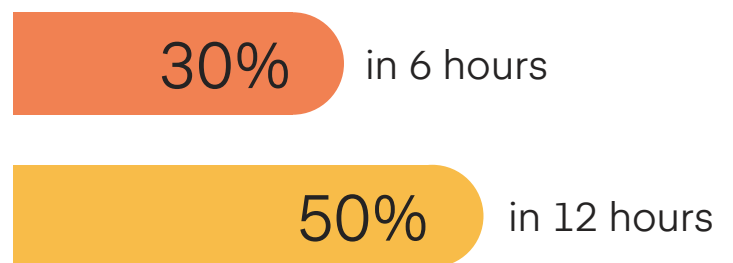
Okta's deployment of the SketchDeck design platform is global and company-wide. SketchDeck saves Okta's employees 450 hours each month—time worth 5 FTE equivalents that can be devoted to increasing revenue growth.

## 99.5% Brand consistency



The complete Okta Brand Book spans 60+ pages. SketchDeck executes design to brand guidelines 99.5% of the time, enabling marketing experimentation while preserving the correct expression of the brand guidelines.

## Speed and volume



Okta uses SketchDeck to begin three to five new design projects every day. During peak times like trade shows and events, their daily demand increases 2-3x, but SketchDeck is able to still deliver on-time with no slowdown in deliverables. Thirty percent of all drafts turnaround in six hours with another 50% turned around within 12 hours.