

CASE STUDY:

Industrial Metal Distributor Modernizes Identity Management with ampiO Solutions

How Cost Savings and Entra's New Capabilities Transformed a Leading Steel Distributor

A prominent industrial metal supplier partnered with ampiO Solutions to tackle rising identity management costs and make the most of its Microsoft investments. By transitioning federation from Okta to Microsoft Entra ID, the organization achieved improved security, streamlined identity operations, significant cost reductions, and a seamless user experience—enabling the IT team to focus on strategic priorities rather than day-to-day credential challenges.

It's now fair to say that Entra matches Okta in terms of capabilities, thanks to Microsoft's recent advances in Entra ID, including cross-tenant synchronization, single sign-on (SSO), identity governance, and security posture management. Entra has caught up in nearly every critical area and even leads in some, especially for organizations deeply invested in Microsoft solutions.



Customer Profile

The leading industrial metals distributor (the Client) has long supported the manufacturing and construction sectors, supplying steel, aluminum, and specialty metals across North America. With a broad operational footprint that includes multiple warehouses, an established logistics network, and an expanding digital ordering platform, the company continues to modernize its offerings for a diverse client base.

Business Challenge

The Client's primary challenge was controlling and reducing the escalating costs associated with their identity management ecosystem. Over the years, as new applications came online, third-party federation services like Okta were built on top of their core Microsoft environment. While Okta provided robust technical capabilities, the overlapping licenses, multiple logins, and manual workflows inflated operational costs and added complexity.

Leadership recognized that their approach was not only expensive but also limited their ability to enforce consistent policies and respond swiftly to emerging threats. In response, the Client set a clear course: streamline costs while maintaining technical excellence in identity management.



The Solution: Entra Delivers Value Without Compromise

ampiO Solutions initiated the project with a deep-dive discovery phase, cataloging every federated application and mapping key user journeys. The team conducted a thorough risk assessment and drafted robust rollback procedures to safeguard business continuity. At the same time, they reviewed the Client's license entitlements to ensure the upcoming switch to Entra ID Premium P1 would be fully optimized.

Starting with a proof of concept, ampiO migrated a handful of non-critical applications from Okta into Entra ID. In this controlled environment, they validated multi-factor authentication, conditional access rules, and single sign-on flows—gathering valuable user feedback and performance data to refine policies before a broader rollout.

Building on the success of the pilot, the full-scale migration replaced Okta federation links with Entra ID across line-of-business, legacy on-premises, and cloud applications. Automated SCIM provisioning and de-provisioning streamlined user management, while Okta connectors were retired and licenses reallocated without disrupting daily operations.

To cement adoption, ampiO led hands-on workshops for the Client's IT staff, covering Entra ID's reporting, governance, and best practices. End users received clear guides explaining the new single sign-on experience and security measures, while a tailored helpdesk playbook minimized support tickets and ensured employee productivity.

Business Benefits Realized: Technical Excellence at a Lower Cost

By migrating to Microsoft Entra ID, the Client realized stronger security, streamlined identity management, and—most critically—substantial cost savings, all without sacrificing technical capability.

- Cost Efficiency**
 By consolidating Entra ID, the Client reduced identity management expenses by an estimated 30% in annual license and maintenance fees—retiring Okta subscriptions and associated support costs while maintaining the technical standards their business demands.
- Enhanced Security**
 The Client rolled out multi-factor authentication, conditional access based on device compliance and location, and risk-based sign-in policies—bolstering defense against credential theft and account compromise.
- Streamlined Identity Management**
 Unified administration under Entra ID eliminates duplicate directories and manual provisioning, providing IT with complete control from a single interface.
- Improved User Experience**
 Employees gained one-click access to all corporate applications via single sign-on, resulting in a 50% reduction in password resets and a boost in productivity during peak manufacturing cycles.
- Scalability & Modernization**
 Entra ID's hybrid capabilities seamlessly support the Client's mix of on-premises SAP environments and Azure-hosted applications, positioning them for rapid expansion without friction.

Of particular significance is the rapid advancement of Microsoft's identity platform, which now delivers robust technical capabilities and comprehensive security features. For enterprises already invested in the Microsoft ecosystem, Entra ID emerges as a compelling solution—delivering enterprise-grade identity management and significant cost efficiencies in a unified environment.





Conclusion

By partnering with ampiO Solutions, the Client successfully transformed its identity management approach, prioritizing cost without compromising technical excellence. The organization now benefits from a modern, secure, and efficient identity platform, empowering IT to innovate while providing a seamless and secure experience for every user. This case serves as a compelling example of how Microsoft Entra ID can now compete effectively with Okta, delivering real value for enterprises seeking the optimal balance between technology and cost.

Interested in simplifying your identity landscape and unlocking new efficiencies? Contact ampiO Solutions to explore how a tailored Microsoft Entra migration can enhance your organization's security posture, streamline management, and reduce costs.