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a sitekit company

Microsoft  
Partner



Gold Datacenter  
Gold Cloud Platform  
Gold Application Integration  
Gold Application Development

# Microsoft Active Directory B2C

## Optimise and secure your digital customer interactions

Azure Active Directory (AD) B2C enables businesses to tailor web and mobile applications to suit their customers, improving the way they interact with digital services.

Microsoft's Identity Experience Framework (IEF) is an identity engine powered by Azure AD B2C and B2C's organisational capabilities are endless.

Businesses can build **authentication policies**, **customise user registration** and provide customers with the ability **to self-serve**.

## Deliver customer value with B2C



Leverage your existing Azure commitment and only pay for what you use.



Enjoy Microsoft's platform being built for scale to **manage security** risks like **denial of service**, **password spray** and **brute force attacks**.



B2C provides **secure authentication** processes and **user storage** so you can focus on your core business needs.



Integrate with **modern applications** and software packages that support standards such as **OpenID Connect**, **OAuth**, and **SAML2**.



Enhance your authentication journeys with features like **identity verification**, **device fingerprinting**, or **custom audit** and **telemetry**.



**Customize** your entire business' Azure AD B2C solution, from **branding** the look and feel of individual pages, to users **sign-up** and **sign-in**.



Use the latest developments in **security verification** such as **Multi-Factor Authentication (MFA)** and **conditional access policies**.



Support completely custom journeys such as **rights elevation** or **user impersonation**.





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Protecting organisations,  
Connecting people.

## About Condatis

Condatis is a global leader for **bespoke external identity solutions**.

We are a Microsoft Gold Partner specialising in **Azure Active Directory B2C** and **Verifiable Credentials**.

Our tailored solutions facilitate **innovation** and build **safer digital journeys**.



Member

