Microsoft Azure Active Directory (Azure AD), part of Microsoft Entra, provides an identity and access management solution with integrated security to manage and protect all your users and data.

**Trusted leadership** – Leveraging over 20 years of identity experience, Azure AD is the world’s largest identity service and a Leader in the Gartner Magic Quadrant for Access Management.

**Enterprise-grade security** – Microsoft enables your Zero Trust strategy with intelligent policies and real-time analysis from trillions of signals to help automate access decisions.

**Comprehensive platform** – A single control plane in the cloud helps you efficiently manage and secure your entire identity infrastructure across employees, partners, and customers.

**Resilient access** – A 99.99% uptime SLA for our 500 million monthly active users on over 90 billion daily authentications helps ensure your workforce can remain productive.

With Azure AD, we saved $1 million a year and identity isn’t something our users are thinking about every day.

– Sean Mack, CISO and CIO, Wiley
Secure adaptive access
Protect access to resources and data using strong authentication and risk-based adaptive access policies without compromising user experience

Flexible, secure multi-factor authentication (MFA); password protection
Configurable Conditional Access policies based on context and risk assessment
User and entity behavior analytics (UEBA) in Identity Protection to protect against identity compromise

Seamless user experiences
Provide an easy, fast sign-in experience to keep your users productive, reduce time managing passwords, and minimize friction

Single sign-on (SSO) for any user type and any identity
Convenient, phishing resistant passwordless credentials
End-user self-service portal to discover and launch applications, request access, and manage user profiles

Unified identity management
Manage all your identities and access to all your applications in a central location, whether in the cloud or on-premises, to improve visibility and control

App access in any cloud or datacenter across your hybrid environment
Commitment to open standards and interoperability
Efficient identity management and administration for employees, partners, and customers

Simplified access governance
Control access to apps and data for all users and admins efficiently with automated identity governance, ensuring only authorized users have access

Automatic users and guests lifecycle management, connected to HR platform
Entitlement management for granting and reviewing access
Privileged identity management and role-based access control to remove excessive access

No matter where you are in your digital transformation journey, Azure AD can help you achieve your business productivity and security goals. Learn more and get started at:

microsoft.com/entra