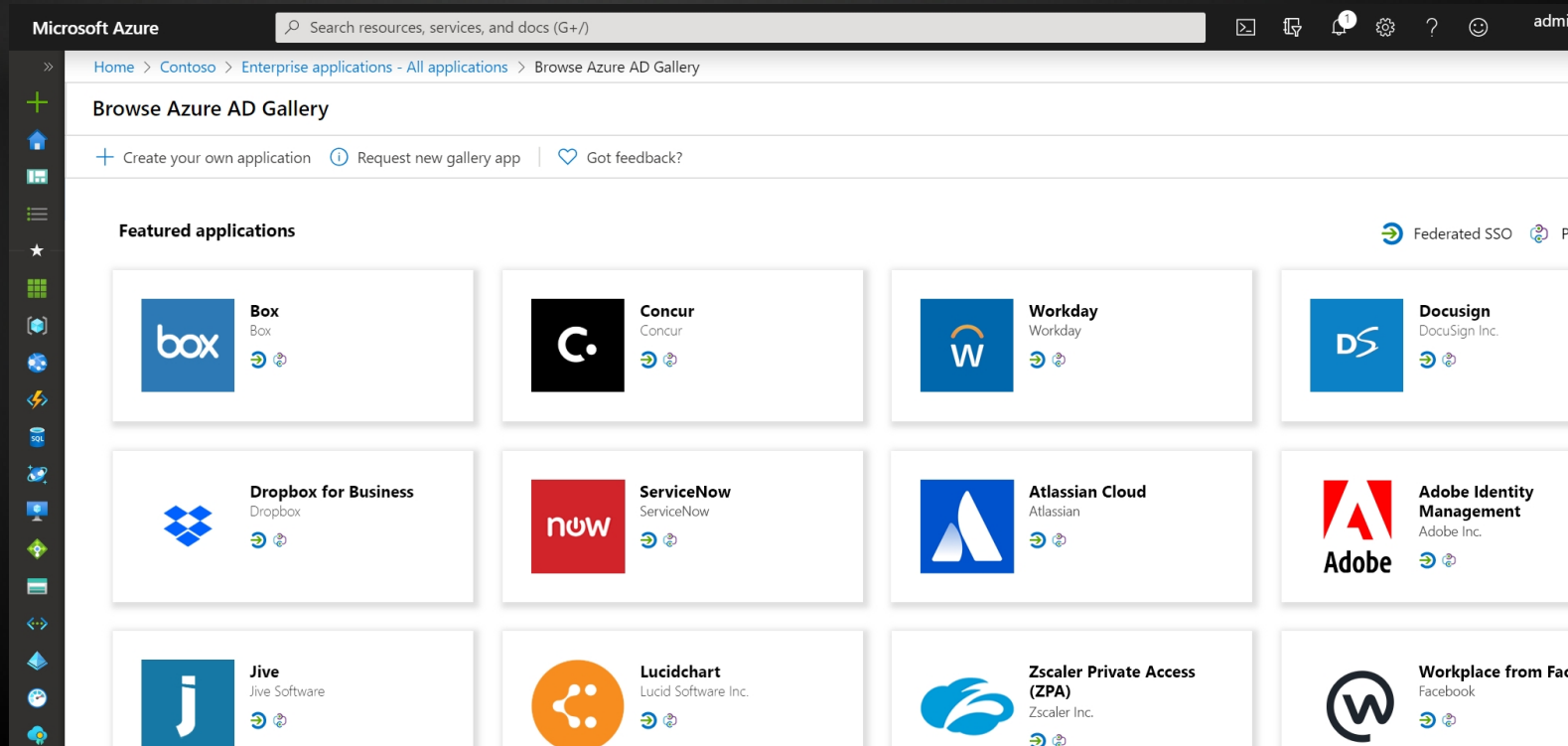


# Azure Active Directory for apps

Secure and seamless access for all your users, devices, and apps



Apps are proven tools that deliver efficiencies to modern business. Apps now live anywhere: on a public or private cloud, on-premises, and on mobile devices. And your workforce accesses these apps from anywhere, at any time.

**Azure Active Directory** (Azure AD) offers an integrated platform to manage a common identity for each user across your hybrid infrastructure. Centralize app management to reinforce your security posture, enhance user experience, and improve IT efficiencies.



**Get industry-leading security:** Improve security by applying granular risk-based controls to all SaaS and on-premises apps.



**Improve user experience:** Reduce sign-in friction and simplify app discoverability with single sign-on (SSO) and a centralized and branded app portal.



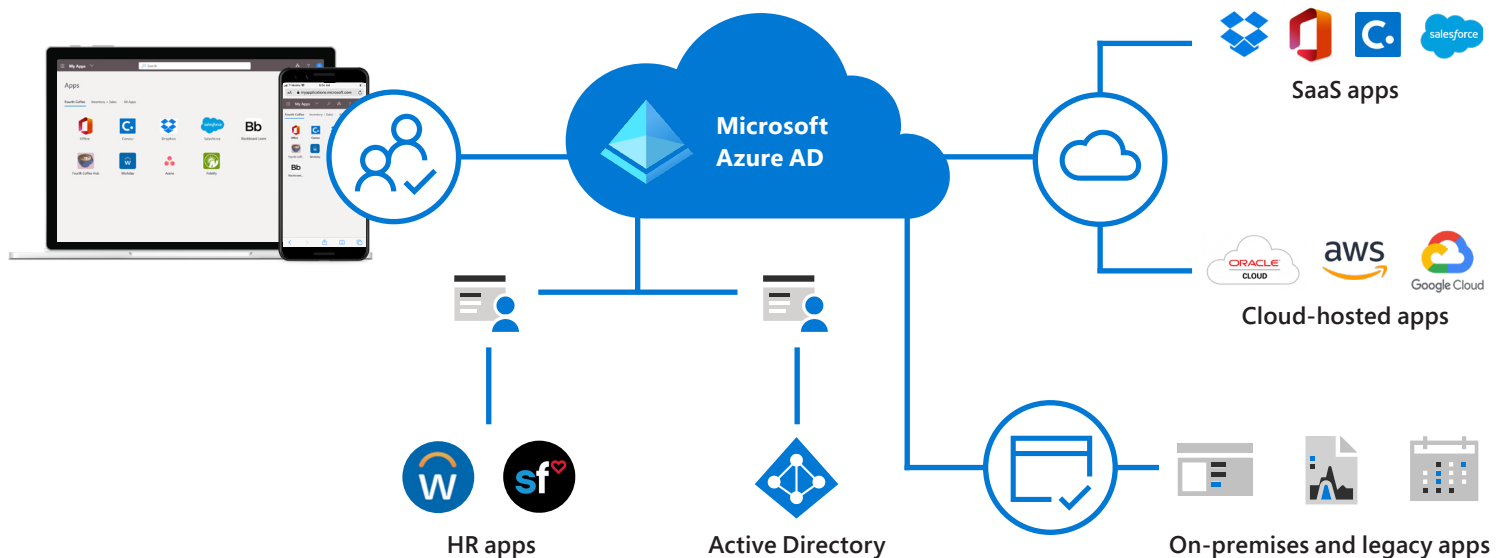
**Reduce costs:** Automate identity provisioning workflows and enable self-service tools to save time and money.


## Key features


Azure AD offers simple, centralized app management that delivers peace of mind for users and IT administrators plus seamless, secure access for every app through features like:


-  **Identity protection:** Intelligently detect and remediate to compromised accounts.
-  **Conditional Access:** Enforce strong security policies and risk assessments when granting access to employees.
-  **SSO:** Save time with seamless and secure app access.
-  **User app portal:** Simplify app discoverability and access with all apps in one location.
-  **Automated user provisioning:** Reduce costs with automated creation, maintenance, and removal of user identities.
-  **Self-service password reset:** Reduce IT support time by enabling users to reset their own passwords.

## Manage all apps



 **Cloud and SaaS apps:** onfigure and connect thousands of pre-integrated apps to your tenant with the Azure AD application gallery. Give users SSO access to the apps they need, and automatically provision or deprovision user accounts.

 **Legacy and on-premises apps:** Provide seamless, secure access to legacy apps hosted on-premises or in any public or private cloud environment thanks to Azure AD Application Proxy and Microsoft partnerships with networking and delivery controllers.

 **Custom apps:** Build native apps with best-in-breed identity and security features like SSO, passwordless, and risk-based authentication.

Millions of apps are integrated with Azure AD, including Workday, ServiceNow, Salesforce, Box, SAP, Slack, Atlassian, Zoom, DocuSign, ZenDesk, Dropbox, ADP, Adobe Creative Cloud, Workplace by Facebook, and Ultimate.

Start connecting your apps to Azure AD today. Learn more at [aka.ms/connectyourapps](https://aka.ms/connectyourapps).