

Microsoft Azure AD B2C + Transmit Security

Build on Azure AD B2C by adding Transmit Security to prevent fraud & remove friction for trusted customers



Transmit Security is a certified Microsoft ISV Partner, delivering dynamic anti-fraud, identity-security services to enhance the capabilities of Azure Active Directory B2C. Plug-and-play services continually protect accounts while providing effortless customer experiences (CX).

Challenge

Account takeover & account opening fraud are out of control

Companies need advanced fraud prevention that builds on the capabilities of Azure AD B2C. But adding disparate, multi-vendor fraud tools creates unwanted silos and blind spots that complicate decisioning and multiply costs.

Attacks are more deceptive and automated

Bad actors are using bots, automations and generative AI to open fraudulent accounts. With advanced fraud tools, they also seize control of customer accounts, devices and active sessions — anywhere in the identity journey.

Static, pre-defined rules are not enough

Today's threats are rapidly evolving and highly evasive. It's simply not possible to manually build enough pre-defined triggers to stop the latest fraud MOs.

Tightening security with blunt controls degrades CX

If you add too many step-ups and shorten user sessions, you'll create friction and complexity that leads customers to drop off. You'll lose revenue.

Solution

Maximize your Microsoft investment with Transmit Security

By adding modern, cloud-native security services to Azure AD B2C, you'll prevent more fraud and optimize CX across the identity lifecycle. Powered by machine learning (ML) and AI, continuous monitoring and contextual analysis adapt to risk and trust on the fly.

Orchestration consolidates your identity stack, unifying Azure AD B2C with Transmit Security — so all solutions to work as one. Dynamic fraud prevention delivers context-aware recommendations, enabling Azure AD to invoke the right action at the right time.

Transmit Security Services

- Detection and Response
- Orchestration
- Identity Verification
- Data Validation
- Phishing-Resistant MFA

Key Benefits

Prevent fraud in real time

A holistic, layered approach prevents ATO and fraudulent account opening with superior accuracy, reducing false positives/negatives by 90%.

Minimize customer friction

Behavioral biometrics & privacy-age device fingerprinting allow you to remove MFA & step-ups or extend sessions for trusted customers.

Cut complexity & costs

A unified identity platform optimizes security. A no code, drag-and-drop journey builder makes it easy to deliver a tailored, dynamic CX.

Accelerate time to value

Developer-friendly APIs and SDKs make it easy to add and optimize user flows with a few lines of code.

Phishing-resistant MFA

Passwordless authentication works seamlessly with Azure AD B2C to simplify and secure logins.

Transmit Security + Microsoft Azure AD B2C

No need to start over. Build on top of your current IdP for a better together solution. Unified, context-aware identity-security services deliver a coordinated defense to ensure immediate, automated protection against today's most deceptive, evolving identity threats. Gain the synergies of Azure AD B2C and Transmit Security

Developer-friendly APIs and SDKs with out-of-the-box user flows and decisioning rules expedite and simplify implementation. Our modular services are flexible by design, so you can roll out the tools you need now and expand later as your needs change. **Best-in-class Transmit Security services include:**

Detection and Response Services

Monitor and adapt to risk, trust, fraud, bots & behavior to spot threats & improve CX in real time

- Leverage multi-method detection, ML and AI
- Continuously analyze hundreds of risk/trust signals
- Identify fraudulent accounts and prevent ATO
- Spot malicious bots with behavioral biometrics
- Improve visibility; no black-box recommendations
- Extend sessions or remove MFA for trusted customers

Orchestration Services

Build seamless customer identity experiences with no code and drag-and-drop visual flows.

- Resolve identity stack complexity & reduce cost
- Make access decisions based on risk & context
- Implement policies in configuration, not code
- Gain visibility on policy execution across apps
- React fast to emerging risks
- Analyze data for context-aware decisioning

Identity Verification Services

Secure onboarding with AI-driven photo ID and selfie analysis for the highest level of assurance.

- Prevent account opening fraud
- Simplify KYC, AML, PEP and privacy compliance
- Minimize cost & effort with automated verification
- Simplify CX with an easy self-service

Phishing-Resistant Authentication

Strengthen authentication with phishing-resistant passkeys and passwordless MFA

- Prevent 80% of breaches linked to passwords
- Authenticate users with fingerprint or face ID
- Strengthen passkeys by preventing key leakage
- Phase out or eliminate passwords completely
- Support all channels, apps and devices
- Speed and simplify customer logins
- Remove friction for customers who use biometrics

Data Validation Services

Instantly determine if the identity data that users provide is accurate and authentic.

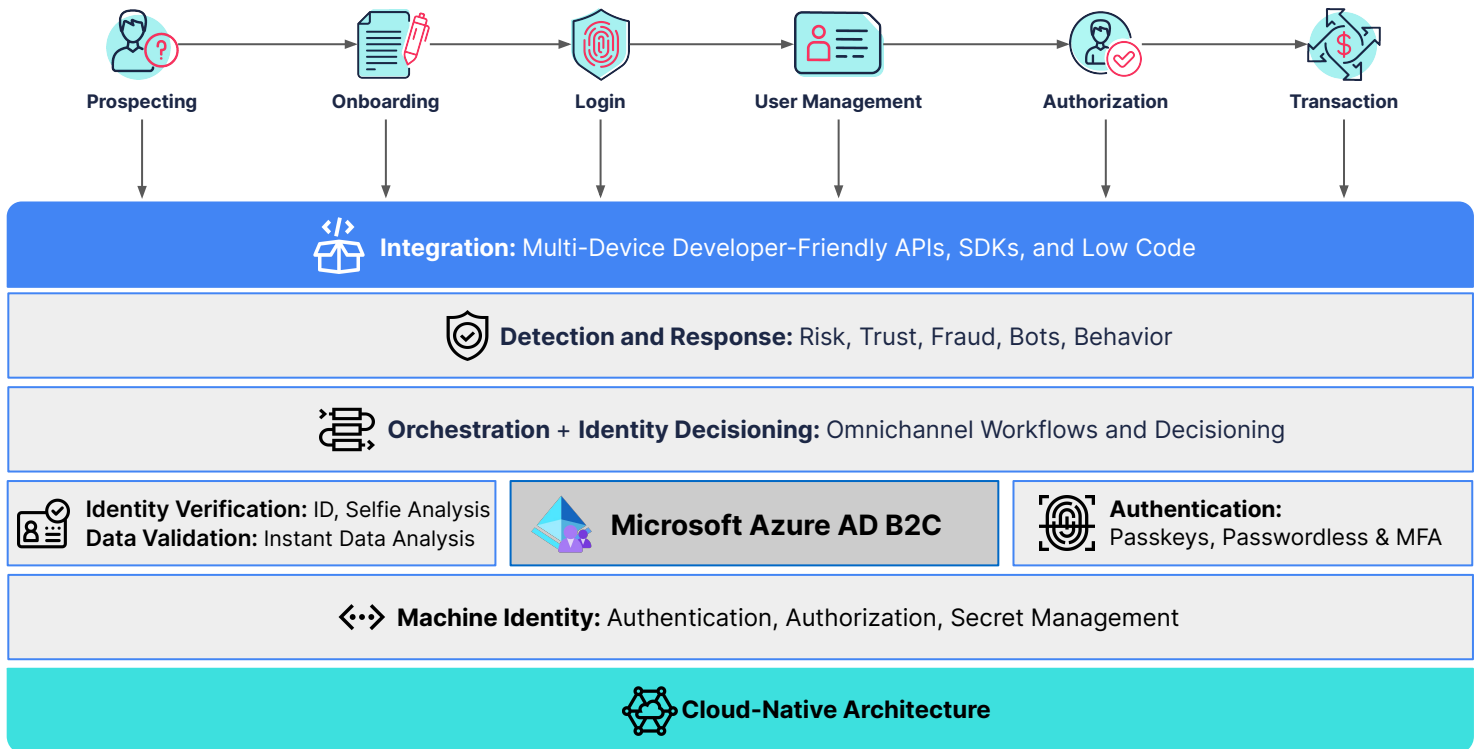
- Passively validate data in the background
- Check dozens of sources with aggregated services
- Prevent account opening fraud with zero friction
- Comply with global regulations: KYC, PEP, AML
- Secure onboarding for high-risk users

Machine Identity Management

Secure machine identities with strong authentication, authorization and secret management.

- Protect machine identities with multiple secure factors
- Provide just-in-time (JIT) access to secrets
- Secure API secrets with virtual private networks
- Control access with OAuth authorization
- Gain live visibility of risk and security workflows
- Choose a standalone or bring-your-own secret store

Transmit Security + Microsoft Azure AD B2C



Backed by the Transmit Security Research Lab

Transmit Security services are continually updated and tuned by our security experts who scour the dark web, social media, closed forums and open-source websites to analyze new attack methods as the first emerge. They immediately update our predictive AI and machine learning (ML) models to stop new threats — giving you security that evolves as quickly as today’s threats.

Welcome customers in. Lock fraudsters out.

Add modern anti-fraud services

- Detection and Response
- Identity Verification
- Data Validation
- Orchestration
- Authentication

About Transmit Security

Transmit Security gives businesses the modern tools they need to build secure, trusted and end-to-end digital identity journeys to innovate and grow. CX and cybersecurity-focused leaders rely on Transmit Security to provide their customers with smooth experiences and prevent fraud across all channels and devices. Transmit Security serves many of the world’s largest banks, insurers, retailers and other leading brands, collectively responsible for more than \$1.3 trillion in annual commerce. For more information, please visit www.transmitsecurity.com.