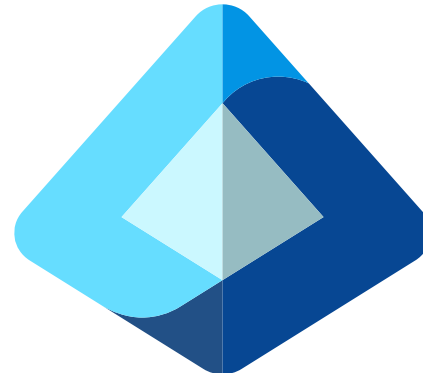
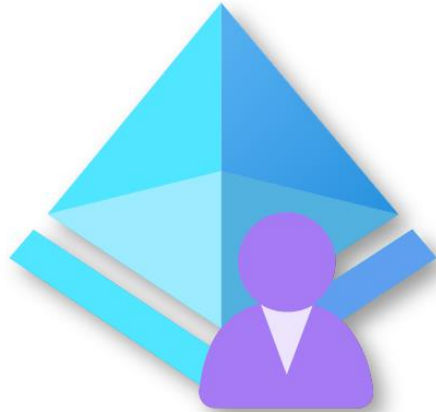


Primary Focus:

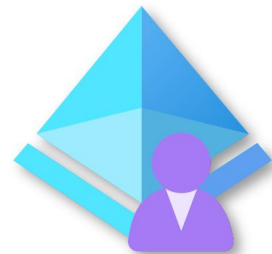
Secure **Customer Identity and Access Management (CIAM)** solutions.



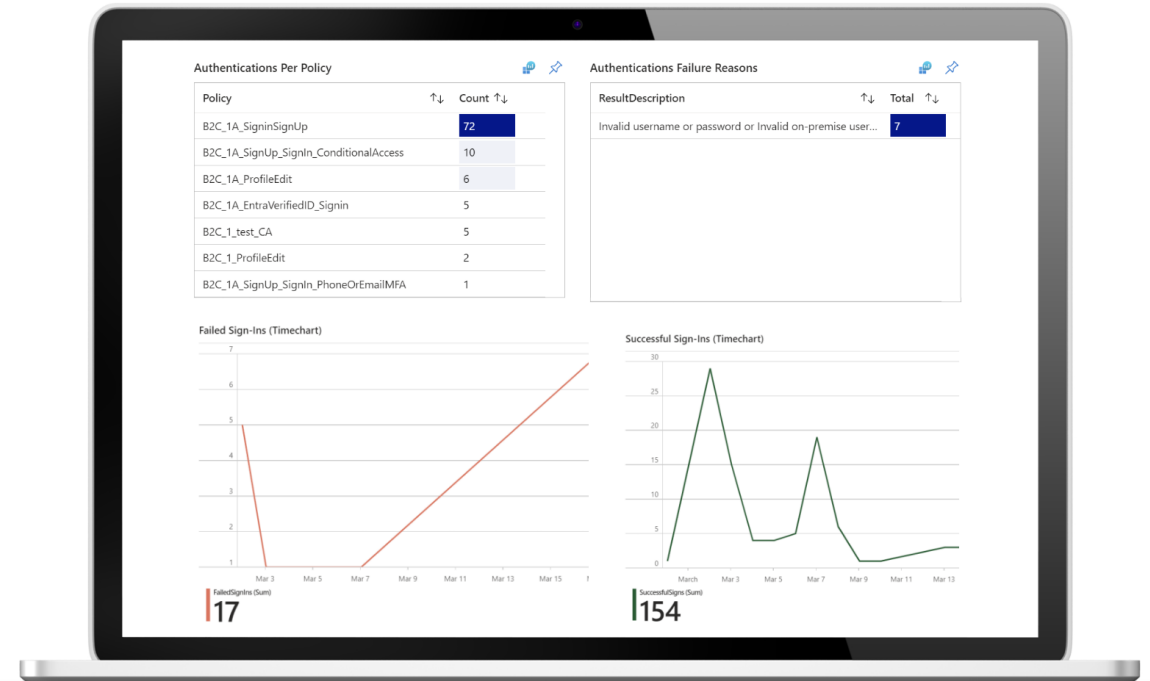
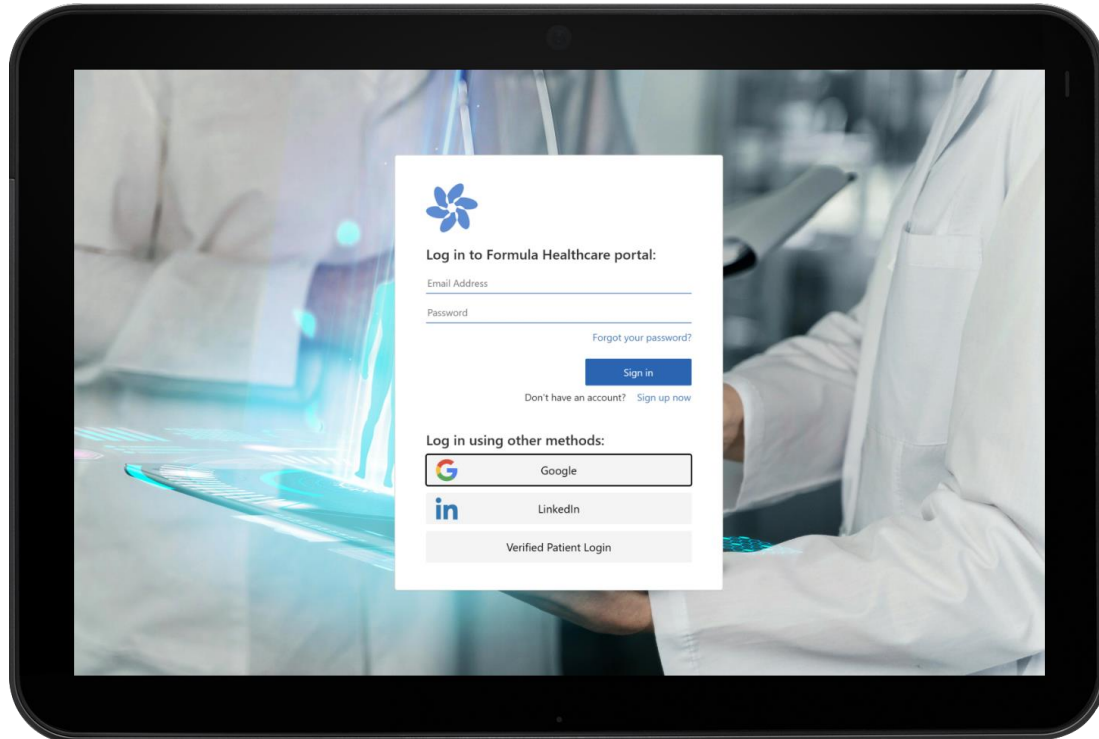
Azure Active Directory B2C

Azure Active Directory B2C is a powerful customer identity access management (CIAM) solution available in the Microsoft Azure cloud.

- It supports multiple authentication methods such as social identity providers (Facebook, Google, etc.), enterprise identity providers (Active Directory, Okta, etc.), and local accounts (email, password).
- It allows businesses to customize their user experiences by creating their own user interface (UI) and branding, ensuring a consistent and seamless user experience.
- It supports MFA (Multi-factor Authentication), enabling businesses to require additional verification from customers before granting access to their resources. MFA adds an extra layer of security, reducing the risk of unauthorized access.
- It provides analytics and reporting features, allowing businesses to monitor and analyze user activity, and gain insights into authentication trends and patterns. This information can be used to improve the user experience and enhance security measures.



Azure Active Directory B2C



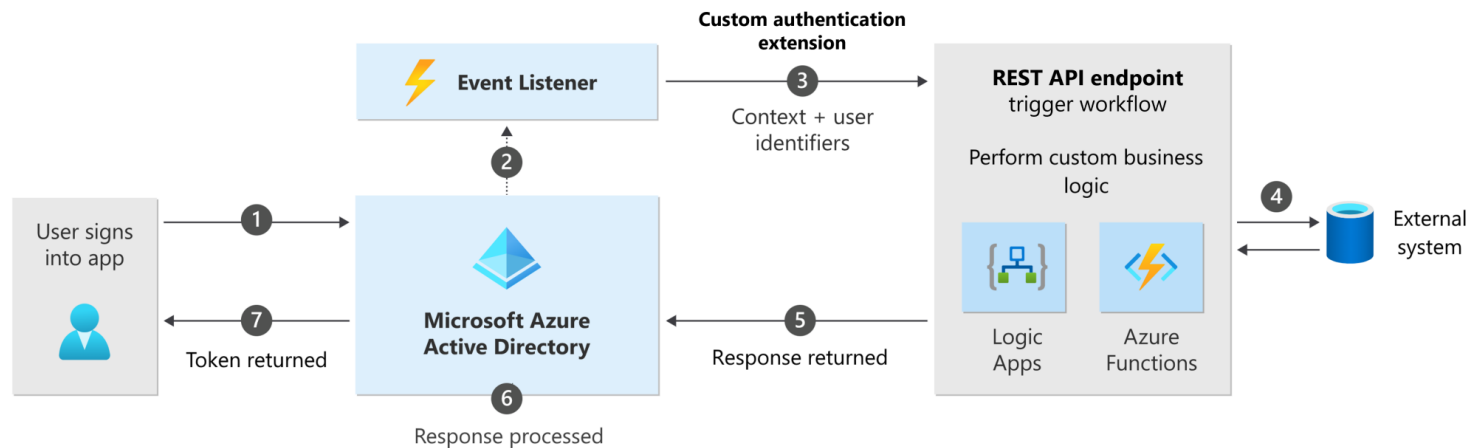
Microsoft Entra External ID

The next frontier in Customer Identity and Access Management (CIAM) at Microsoft.



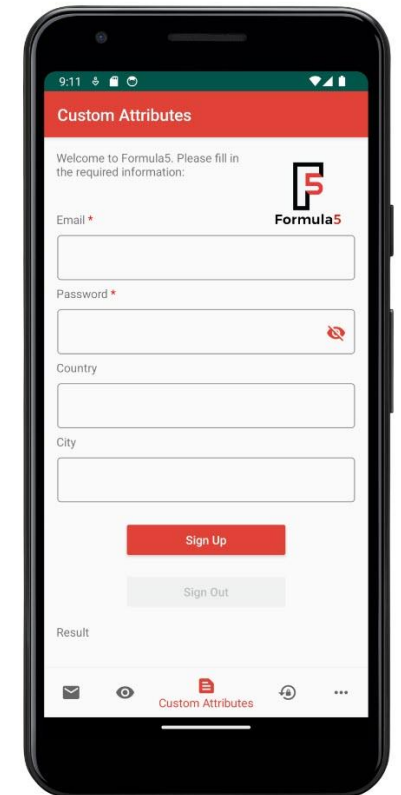
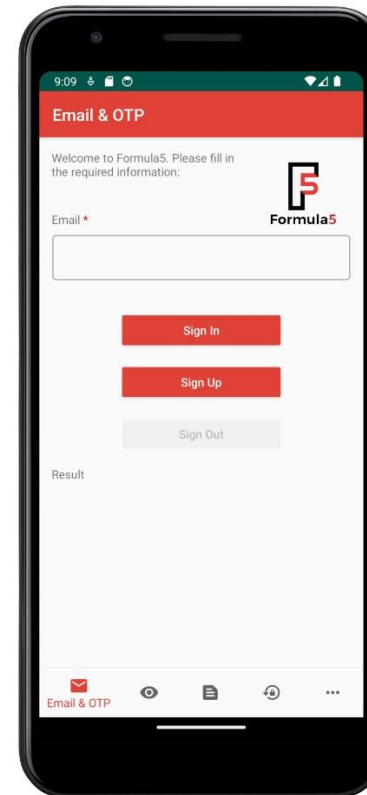
Easy integration with external systems

- We can integrate Microsoft Entra External ID with existing systems within an organization, like a CMS (Consent Management System). It is possible to call external system during user authentication to exchange some data and also include it in the token issued to the application.



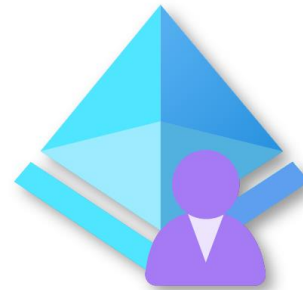
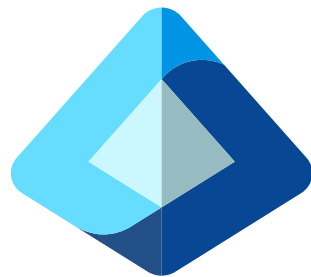
Native Authentication support

- With the new platform, Microsoft Entra External ID, we can choose to utilize authentication API or the Microsoft Authentication Library (MSAL) for Android and iOS.
- We have the power to construct engaging sign-up and sign-in journeys. This API-centric approach not only grants the flexibility in design but also enables the development of highly tailored interactions and flows.



Decision – how to choose?

Azure Active Directory B2C or Microsoft Entra External ID.



Let's see both services in action!

