

Azure Active Directory External Identities

Solution overview

Secure and manage customers and partners beyond your organizational boundaries

Digital transformation is changing how organizations engage with all their constituents—not just employees, but customers and partners beyond their organizational boundaries. These include consumers and citizens, distributors and suppliers, contractors and vendors, and other business partners.

According to Microsoft research, 98 percent of IT executives believe that enabling deeper customer and partner engagement through digital experiences is critical to their organization's success.¹



As such, modern organizations need a single, flexible identity solution to secure and manage these evolving relationships, while still protecting their most valuable data and assets.

Microsoft Azure Active Directory (Azure AD) is your universal platform for any user and any identity. Simplify identity management for your customers and partners with a single solution.



Build flexible, user-centric experiences

Create flexible user journeys that make sign-up and sign-in as seamless as possible for your customers, partners, and employees. Customize the experience so it aligns with your brand and the look-and-feel of your apps.



Protect your customers, apps, and brand

Maintain trust by protecting sensitive data and staying compliant. Manage and control user access with Conditional Access, Identity Protection, and other capabilities to help you stay secure.



Scale to global customers and partners

Offer your users reliability at scale, on a cloud engineered for global availability and security—from infrastructure, to operational level, to physical hardware in datacenters across the globe. Azure AD lets you scale as your business grows.

Why Azure AD External Identities?

Azure AD External Identities makes it easy to enable collaboration and connection with constituents beyond your organizational boundaries. Key feature highlights include the following:

Bring your own identity



Reduce friction when you invite customers and partners to sign in or enable self-service sign-up. Let any user bring their own identity through an email one-time passcode (OTP); social IDs including Google, Facebook, and Microsoft; and more.



Customization

Create a customized authentication experience for your apps that's consistent with your brand—from the user journey to the look-and-feel. Localize and customize attributes collected from users during the sign-up process.



Identity Protection

Automatically protect against identity compromise with advanced detections based on more than 171 terabytes of identity-related security signals across the Microsoft ecosystem.



Conditional Access

Define conditions to determine how external users authenticate and gain access to apps and data. Enforce the same policies on your employees and external users alike, or create policies specifically for your customers and partners.



Simplified admin experience

Streamline how you manage employees, customers, and partners—including switching between Azure AD and Azure AD B2C directories—right from the Azure AD portal.

Manage evolving relationships

Modern organizations recognize that success depends first on deepening digital relationships with all of their users and then on managing these external identities at scale. Secure and manage customers and partners beyond your organizational boundaries with Azure AD External Identities.

Learn more

- ▶ Learn more about [Azure AD External Identities](#), pricing, and customers across every industry.
- ▶ Read the [Customer and Partner Identity Management](#) white paper to find out more about common use cases for External Identities.
- ▶ Get started today with a free [Azure AD Premium trial](#) and add your first 50,000 external monthly active users (MAU) for free.