

Azure Active Directory B2C on Mobile Apps



How can businesses securely
connect with their customers?



Improve your connection with customers

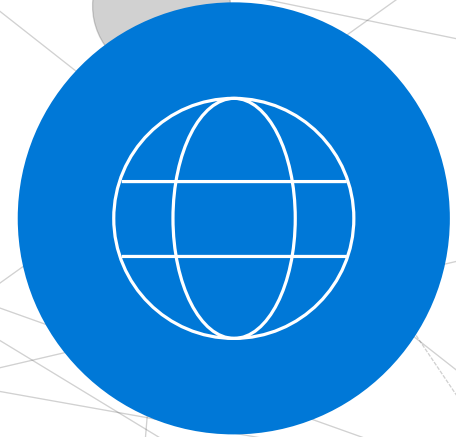
A customer identity and access management system needs to be:



Customer-centric
and flexible

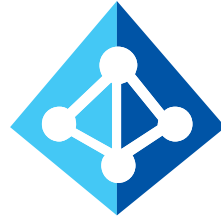


Secure and
reliable



Ready for every
business

Azure Active Directory B2C



Customers

Social IDs



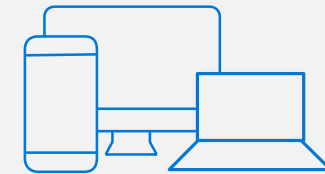
Business & Government IDs



Azure Active Directory B2C

- ➔ Securely authenticate your customers using their preferred identity provider
- ➔ Capture login, preference, and conversion data for customers
- ➔ Provide branded (white-label) registration and login experiences

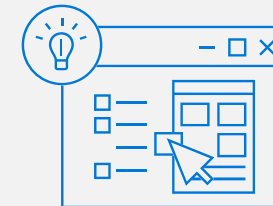
Business



Apps



















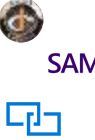







Analytics



Line of
business
integration

Customer Identity and Access Management Use Cases

- ① I want to provide reliable and secure SSO access to my customer-facing apps (and I don't want to be in the identity business)
- ② I want to add social identities to my web and mobile apps
- ③ I need to transition my existing customer accounts to the a new cloud-based solution and provide a smooth and simple user experience
- ④ I want the access to my apps to be protected from advanced threats
- ⑤ I need to comply with industry regulation and national data protection laws

 Azure AD Integration	 Connect with existing systems	 Connect to a store	 Smart Lockout protection
 SSO to customer apps	 Self-Service capabilities	 Audit and login reports	 Multi-Factor Authentication
 Native sign-in experience	 User Journeys	 Scale to millions of users	 Identity Protection
 Conditional Branching	 Migrate existing users	 Compliance	 Custom Attributes addition
 SAML Open standards	 Identity Experience Framework	 Enrich user journeys	 Security Reporting
 Social accounts	 Customize with HTML and CSS	 White-label: Use your own brand	 Workflows

Customer-centric and flexible



Customers can use their own social IDs



Works with any device and OS



Customize every pixel



White-label: Use your own brand



Native support for 36 languages

Support for multiple identity providers



And you can bring your own...

Customer-centric and flexible

Friction-free customer experience

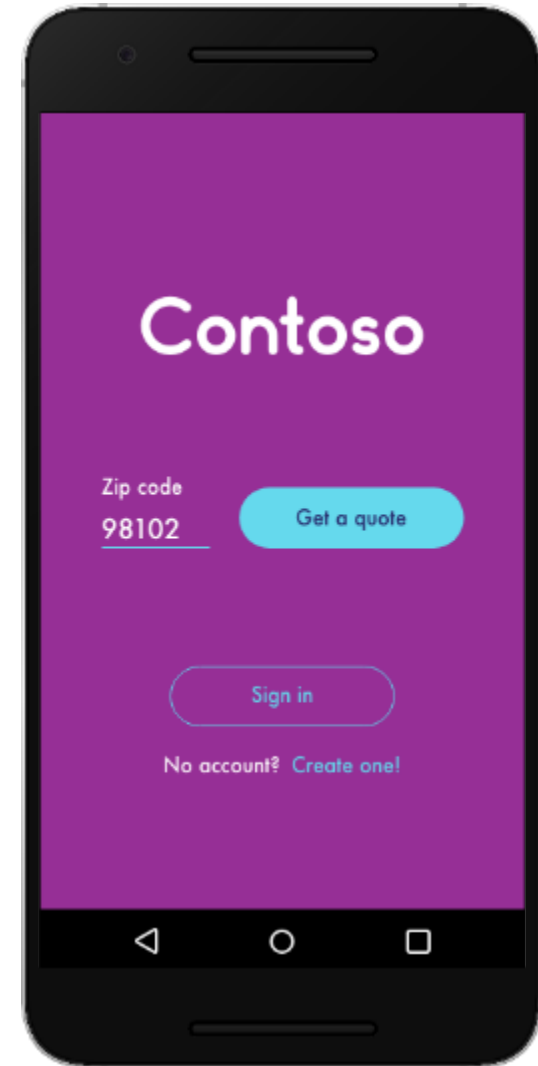


Customer-centric and flexible

Friction-free customer experience



Match your identity experience to your application branding



Customer-centric and flexible

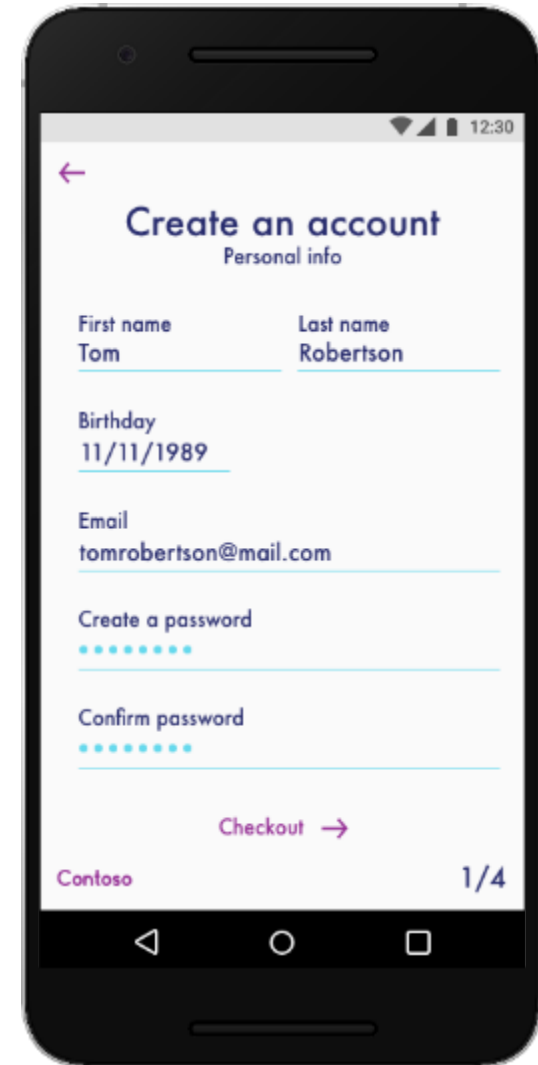
Friction-free customer experience



Match your identity experience to your application branding



User-friendly self-service sign-in and sign-up experience



The image shows a smartphone screen displaying a 'Create an account' form. The form is titled 'Create an account' with a subtitle 'Personal info'. It includes fields for 'First name' (Tom), 'Last name' (Robertson), 'Birthday' (11/11/1989), 'Email' (tomrobertson@mail.com), 'Create a password' (represented by dots), and 'Confirm password' (represented by dots). A 'Checkout' button with a right arrow is at the bottom right. The bottom of the screen shows the 'Contoso' logo and '1/4'.

Customer-centric and flexible

Friction-free customer experience



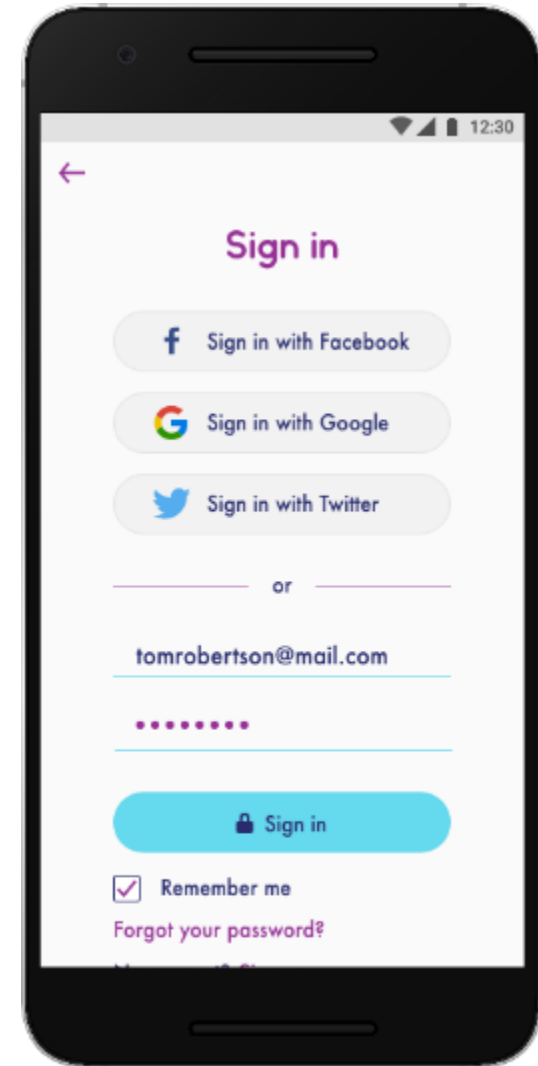
Match your identity experience to your application branding



User-friendly self-service sign-in and sign-up experience



"Bring-your-own-identity" using social ID or create a new, local account set of credentials



Customer-centric and flexible

Friction-free customer experience



Match your identity experience to your application branding



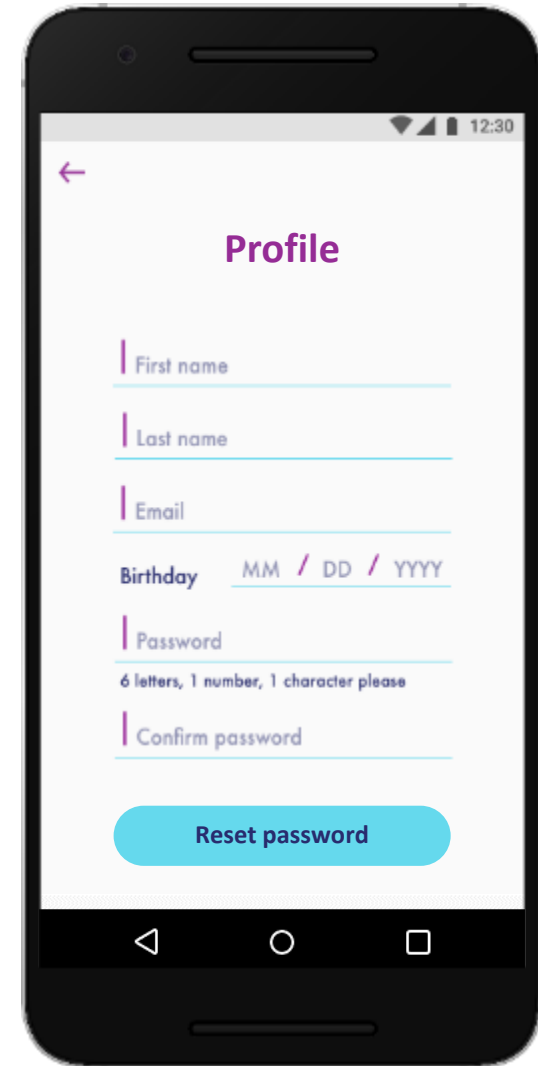
User-friendly self-service sign-in and sign-up experience



"Bring-your-own-identity" using social ID or create a new, local account set of credentials



Enhance account records with media and detailed metadata



Customer-centric and flexible

Friction-free customer experience



Match your identity experience to your application branding



User-friendly self-service sign-in and sign-up experience



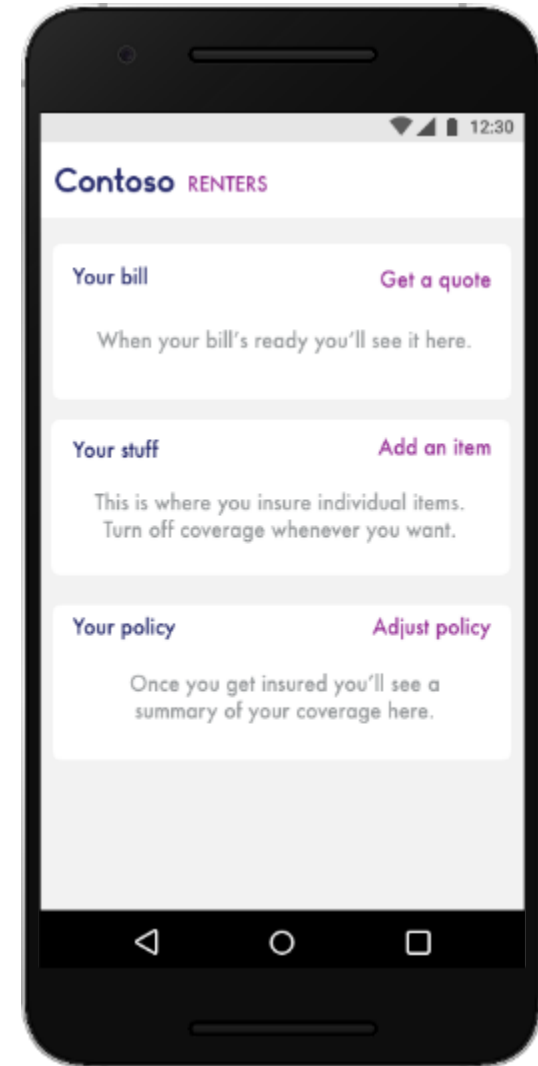
“Bring-your-own-identity” using social ID or create a new, local account set of credentials



Enhance account records with media and detailed metadata



Self-service profile management/password reset



Secure and reliable



Protect your customers' identities



Additional security layers (MFA) - Smart Lockout Protection



99.9% availability SLA



Massively-scalable cloud storage

Secure and reliable

Protect your customers' identities



Additional security layers (MFA)



Smart Lockout protection



Standards-based authentication



Security reports and auditing





Intelligent protection with Azure Active Directory



For MSA

9.8M

users marked as compromised monthly

115.5M

blocked login attempts or 15.8M credentials daily

1.7M

users protected by real-time detection and challenges each day



For Azure AD

1M

users marked as **Med/High risk** monthly across 50K tenants

2.4M

users marked as **at risk** monthly over 100K tenants

10K

users confirmed to be compromised each month

Secure and reliable

Certified and more trusted



More certifications than any other cloud provider



Industry leader for customer advocacy and privacy protection



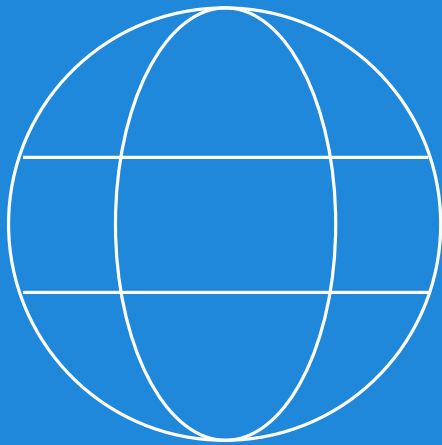
Unique data residency guarantees



Microsoft is committed to GDPR compliance



Ready for every business



Scale up to hundreds of millions of users



Faster speed to market



Import or integrate with existing customer databases



Insights to the customer journey



Built-in and custom user journeys and policies

Azure Active Directory in the Marketplace

— Every Office 365 and Microsoft Azure customer uses Azure Active Directory —

14.2_M

organizations

+30%
YoY

1.01_B

identities

+35%
YoY

392_K

3rd party apps
in Azure AD

+200%
YoY

64_K

paid Azure AD /
EMS customers

+65%
YoY

90%

of Fortune 500
companies use
Azure AD

Ready for every business

Start now and grow at your own speed

Meets you where you are



Seamlessly connect with your existing systems



Migrate your existing users



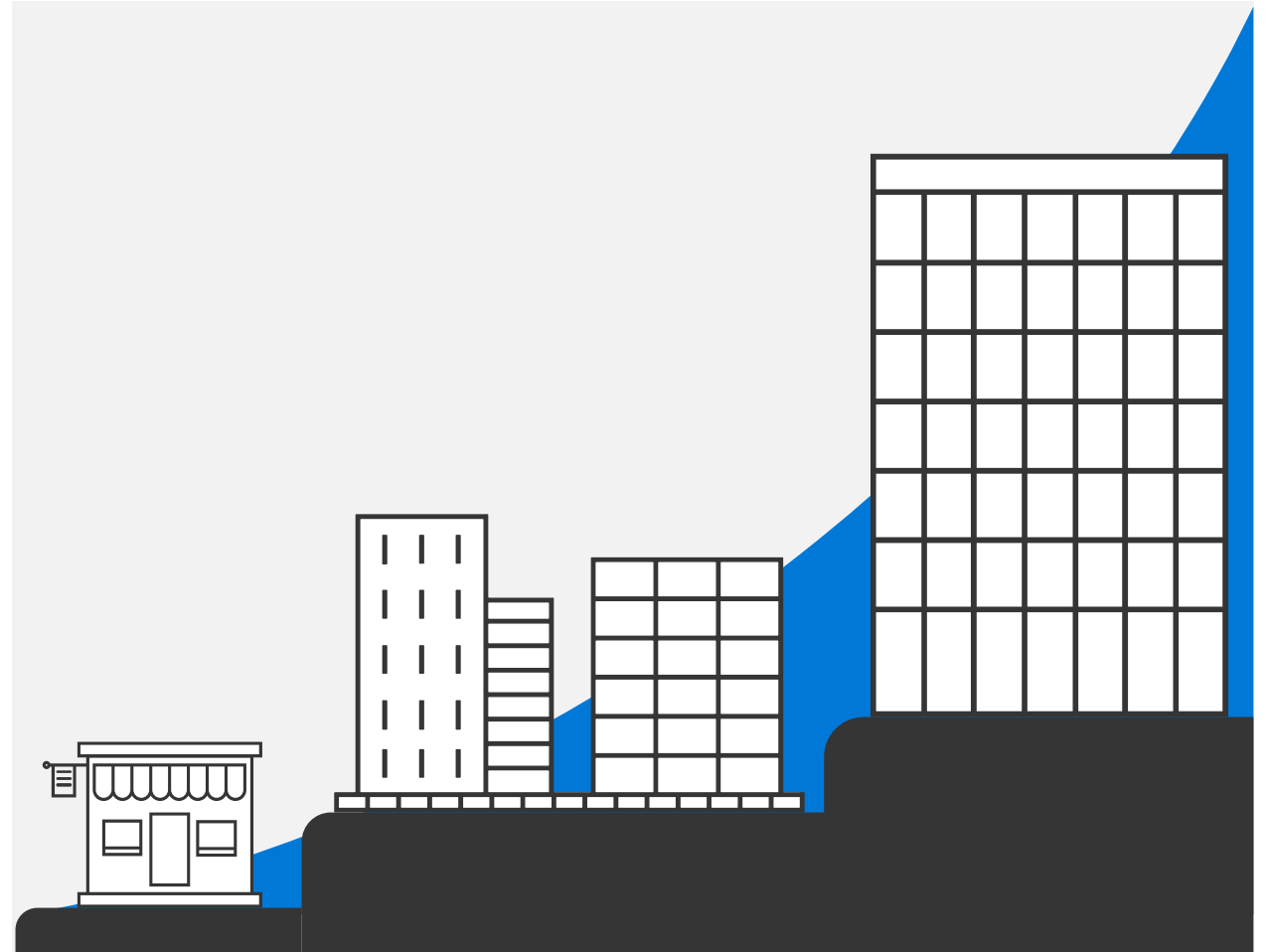
Integrate with your existing apps



Create unique customer journeys



Smart scalable pricing

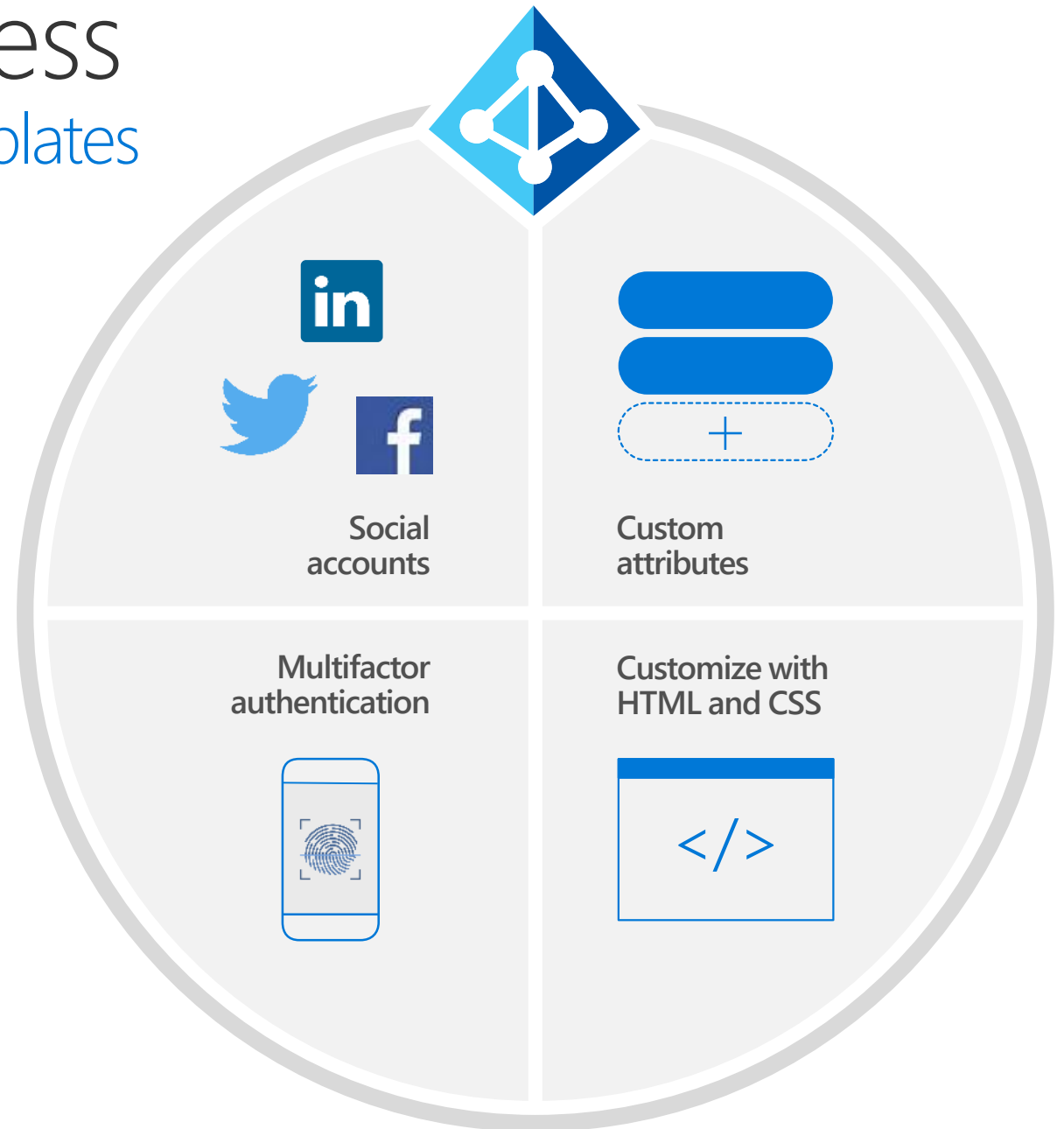


Ready for every business

Build apps quickly using built-in templates

App developers

- ➔ Sign-in any user. Any identity provider, social or email, consumer and enterprise.
- ➔ Customize each pixel. Your brand, your HTML and CSS.
- ➔ Use built-in, self-service, user journeys or define custom ones.
- ➔ Scale to 100s of millions of users, enterprise ready, secure, cost effective.

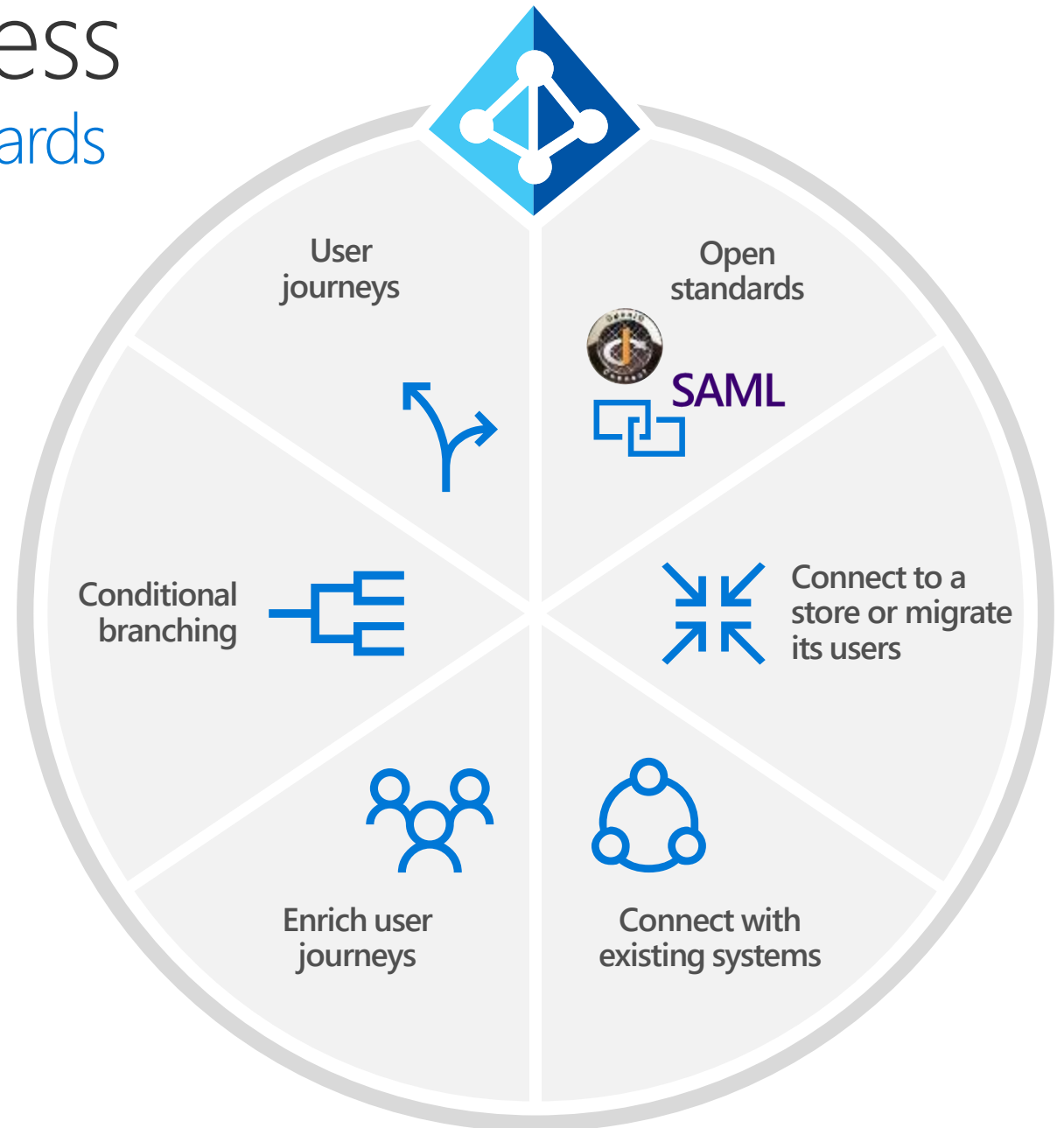


Ready for every business

Build complex apps with open standards

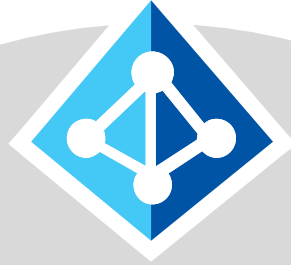
Identity Experts

- ➔ Tailor every step of your user journey to have complete control
- ➔ Integrate with any SAML or OIDC identity provider
- ➔ Use REST APIs to enrich claims and empower user journeys
- ➔ Customize your user journeys with conditional branching
- ➔ Connect with existing CRM systems, marketing tools, and databases
- ➔ Connect to your existing user stores or migrate from those systems seamlessly



Ready for every business

Start Today

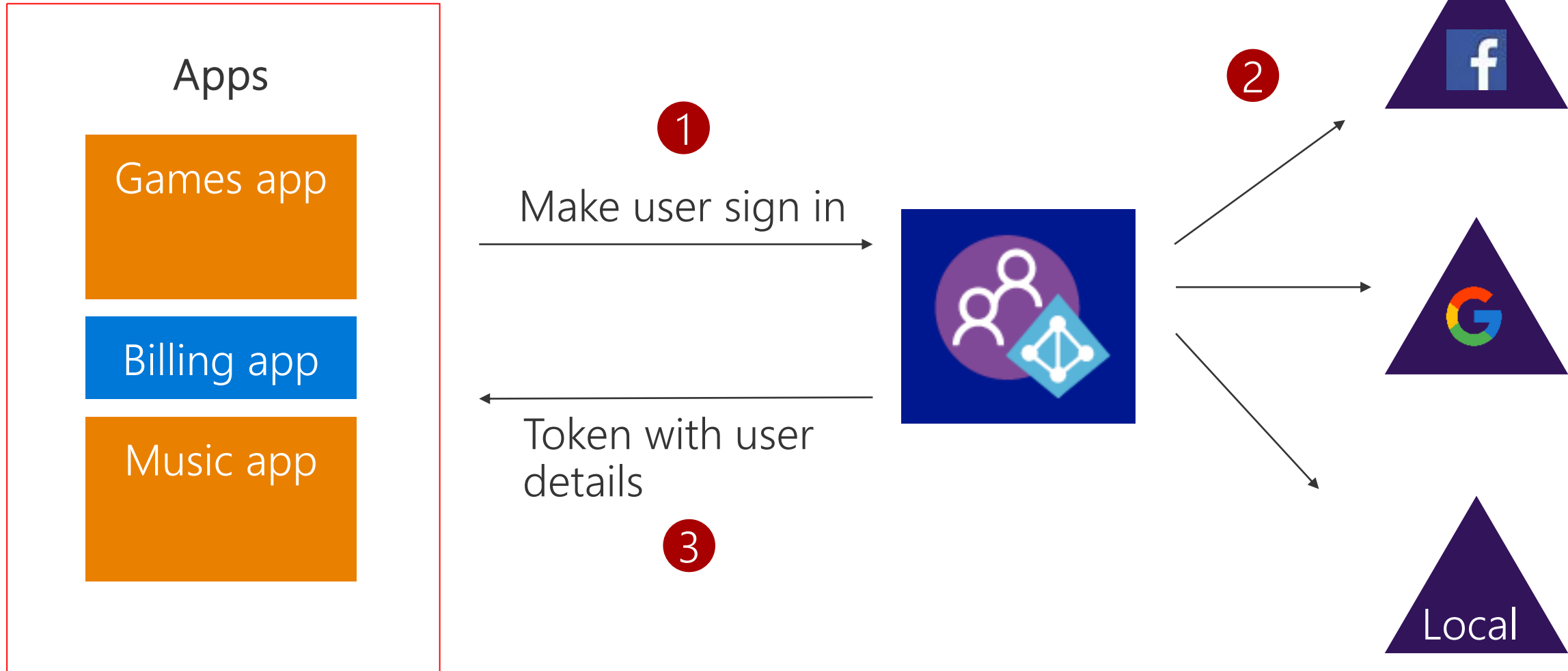


Get started today
with a free tier
up to 50.000
users and 50.000
authentications

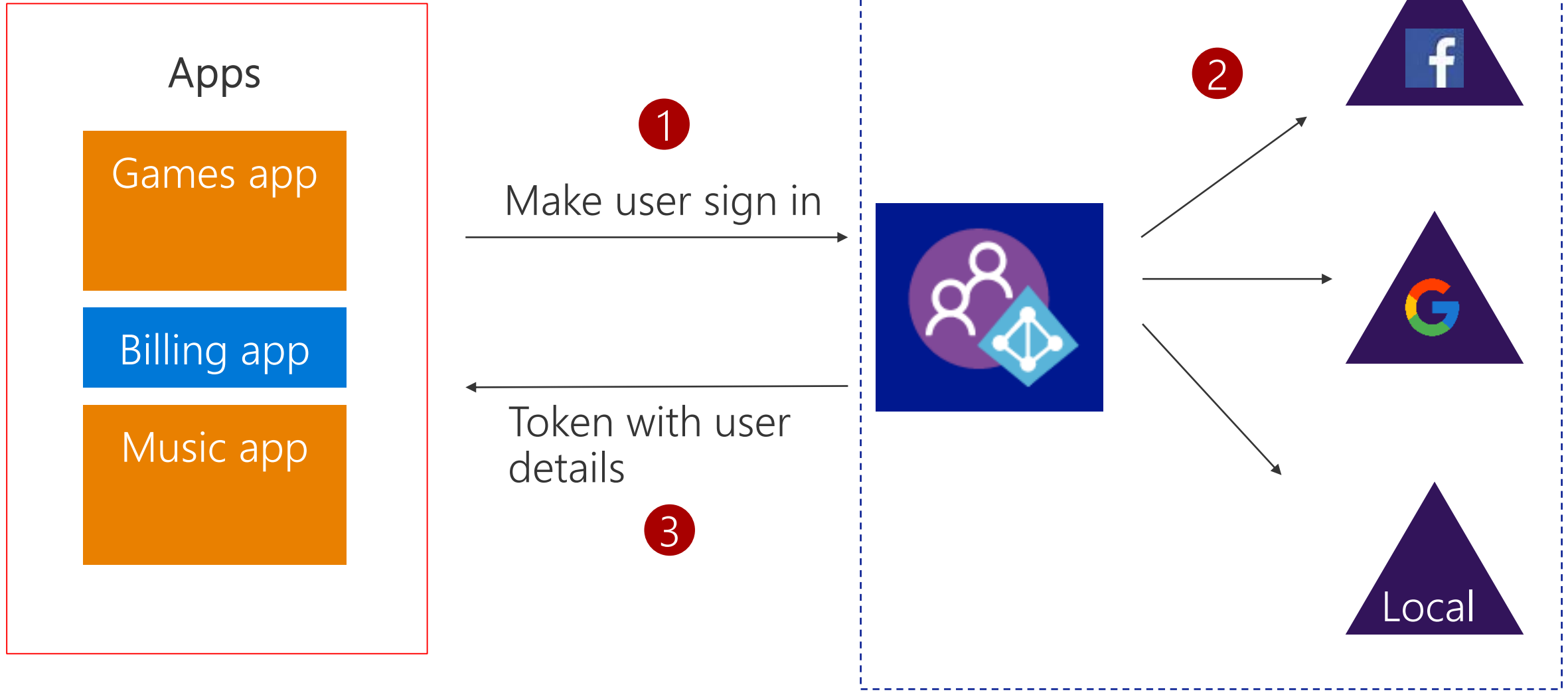
Authentication & Built-in Policies



A sign-in journey



A sign-in journey



Built-in policies

Types of policies

Sign-Up

Sign-In

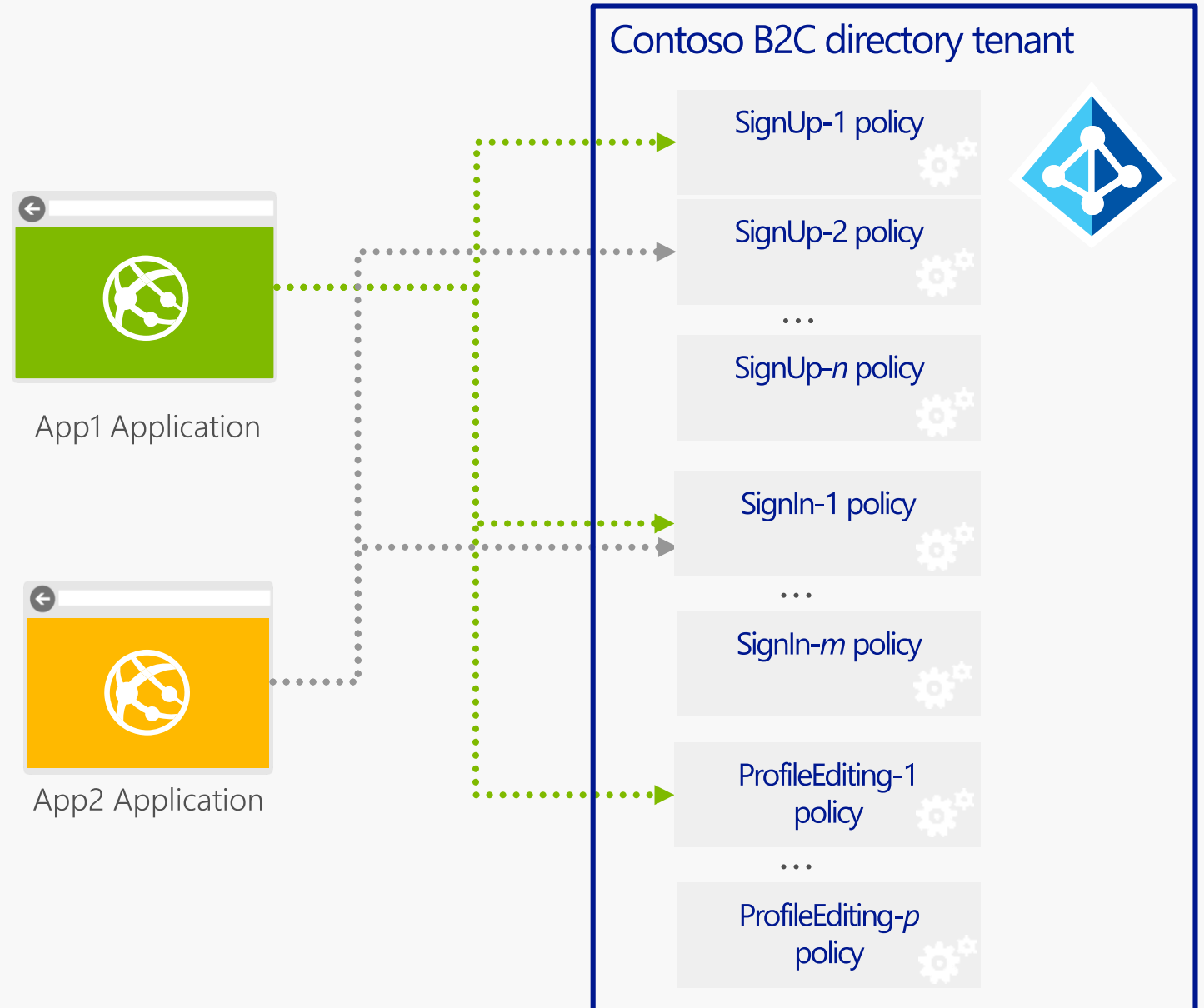
Combined Sign-Up/Sign-In

Profile Editing

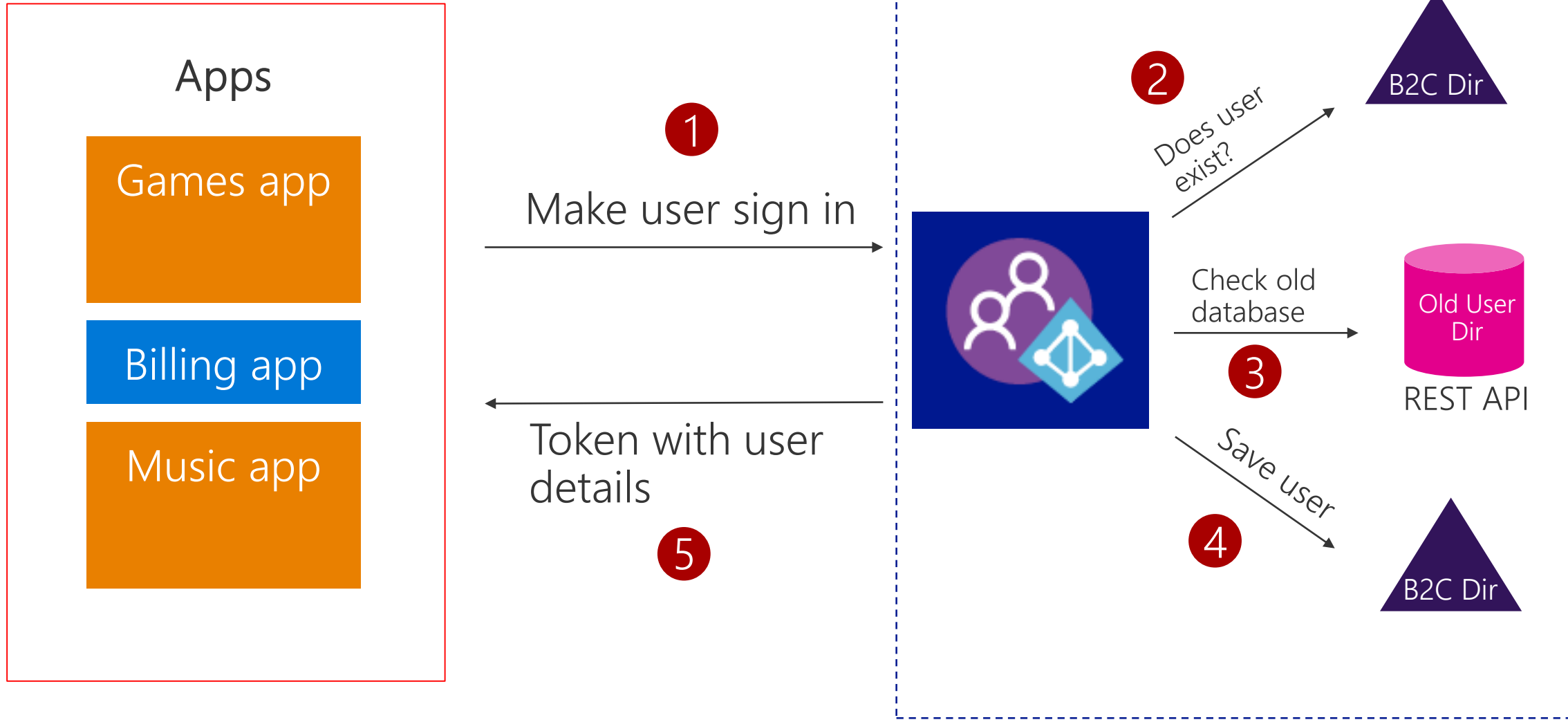
Password Reset

Multiple policies per app

Multiple apps per policy



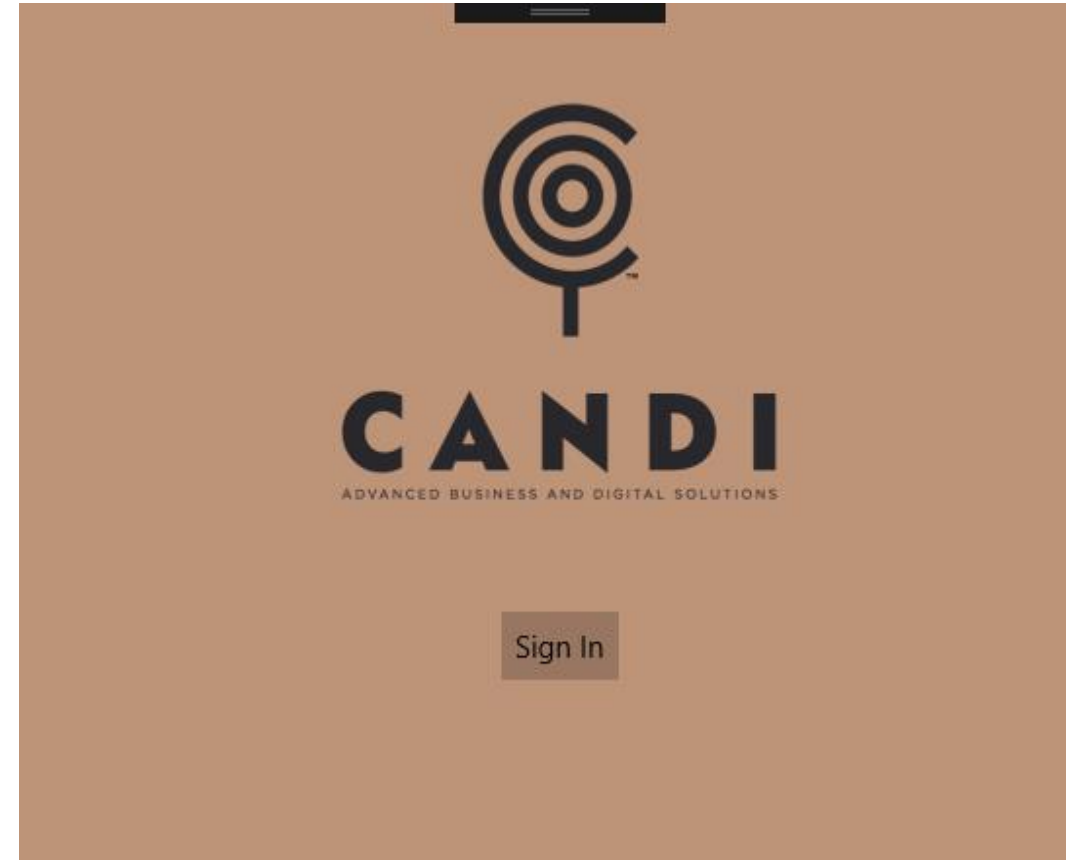
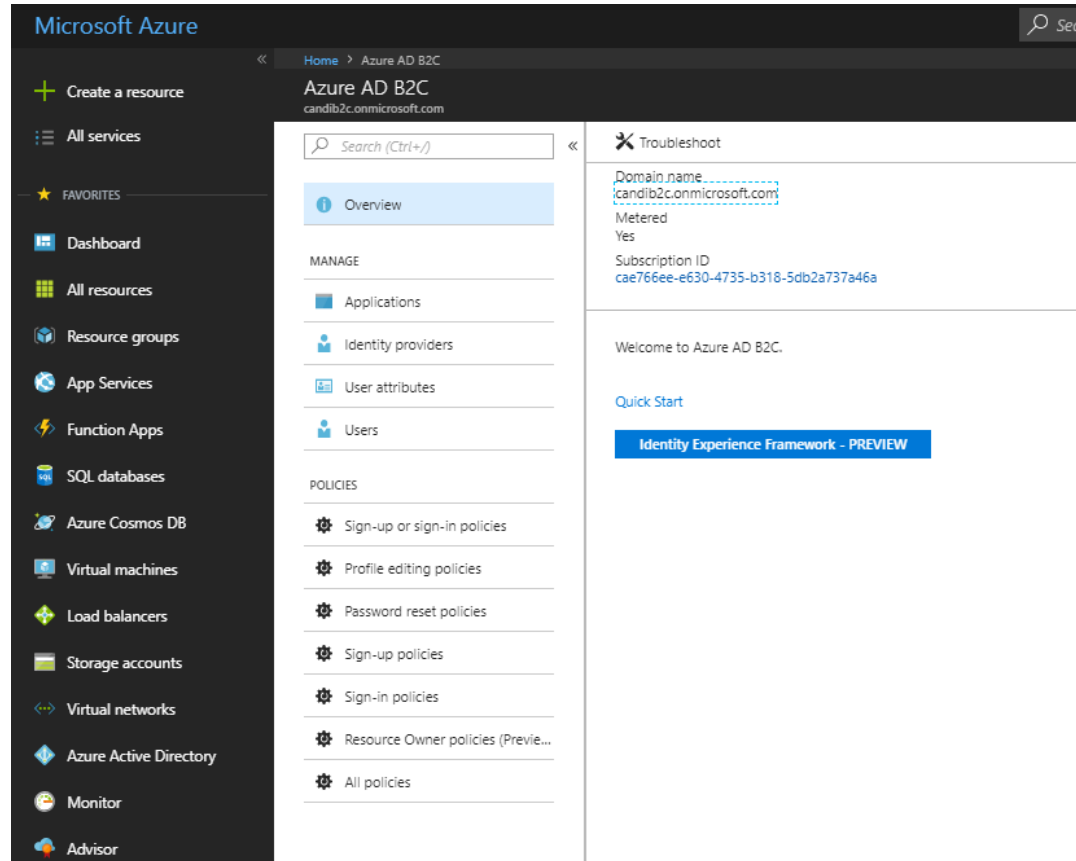
Another sign-in journey



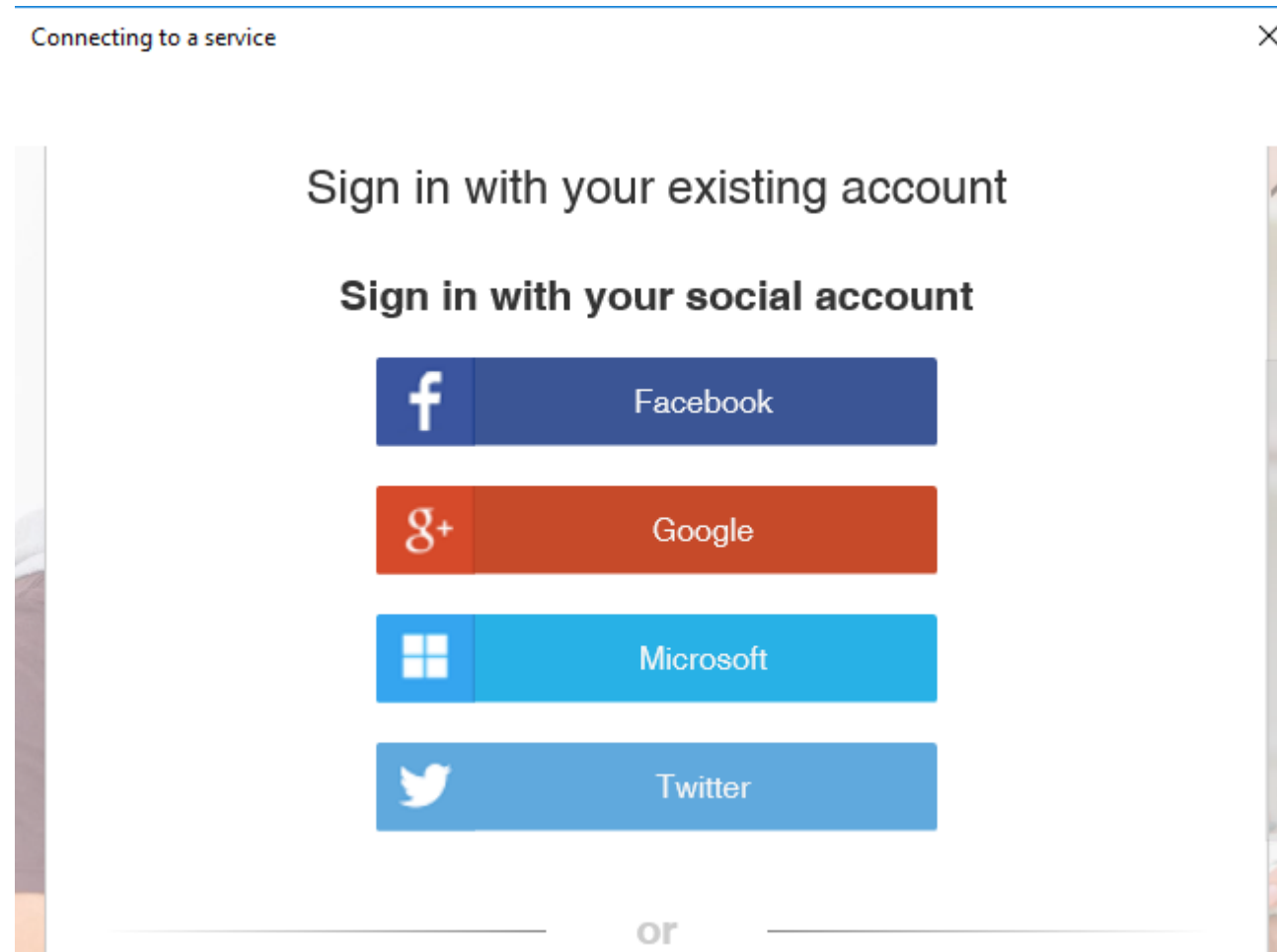
Registering your application with B2C



Setup & Integrate with your Application



Connect through social media



...or sign up



or

Sign in with your existing account

Email Address

Password

[Forgot your password?](#)

Sign in

Don't have an account? [Sign up now](#)

Email validation – out of the box

Connecting to a service

✕

Sign up with a new account

Please provide the following details.

Email Address

dev@candi.gr

Verification code

371553

Verify code

Send new code

New Password

New Password

Confirm New Password

Confirm New Password

Display Name

Display Name

Validation Code via email

 Reply  Reply All  Forward

Tue 29-May-18 11:26 PM



Microsoft on behalf of Azure AD B2C Demo <msonlineserviceteam@microsoft.com>
Azure AD B2C Demo account email verification code

To dev

Verify your email address

Thanks for verifying your dev@candi.gr account!

Your code is: 371553

Sincerely,
Azure AD B2C Demo

Sign up process completed!



User Insights





Jump straight into insights without having to worry about the data



Keep track of how many users are signing up



Know how many users actively use your application



Discover if your application is more popular in a specific region or in a specific device



Find out your sign in/sign up conversion rates

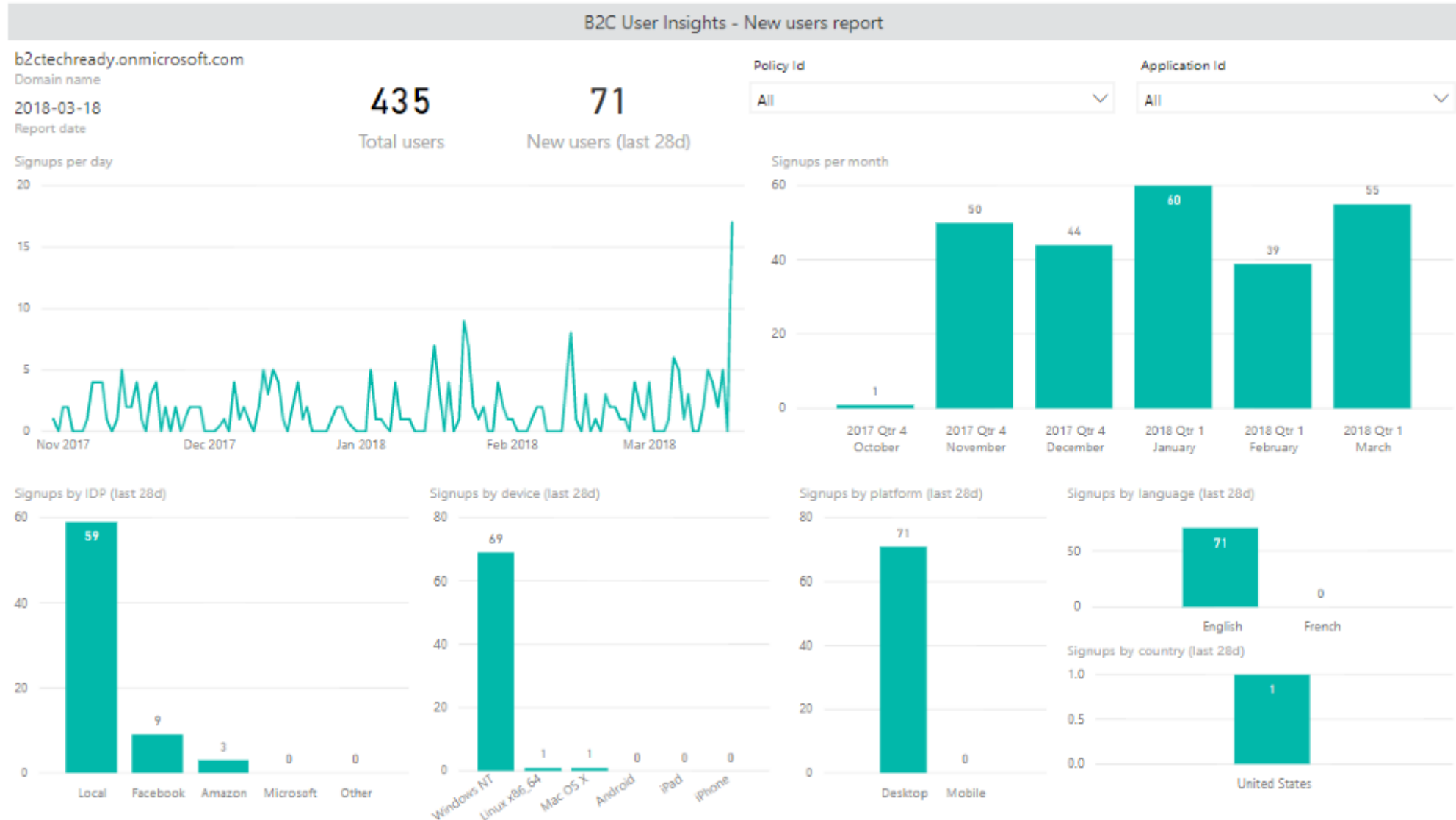


Compare conversion rates across policies

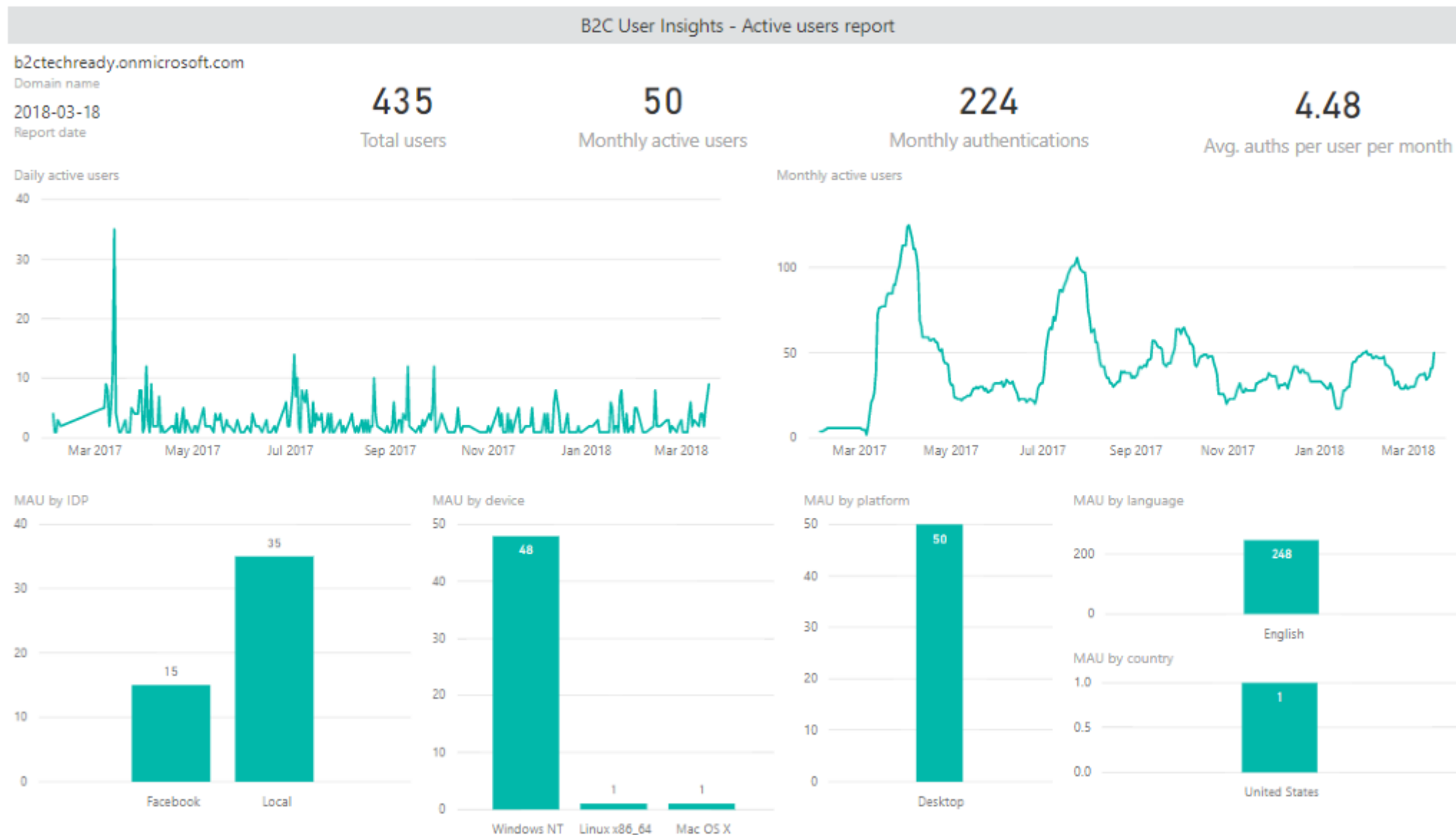


Understand the leading reasons why users are not able to sign in/sign up

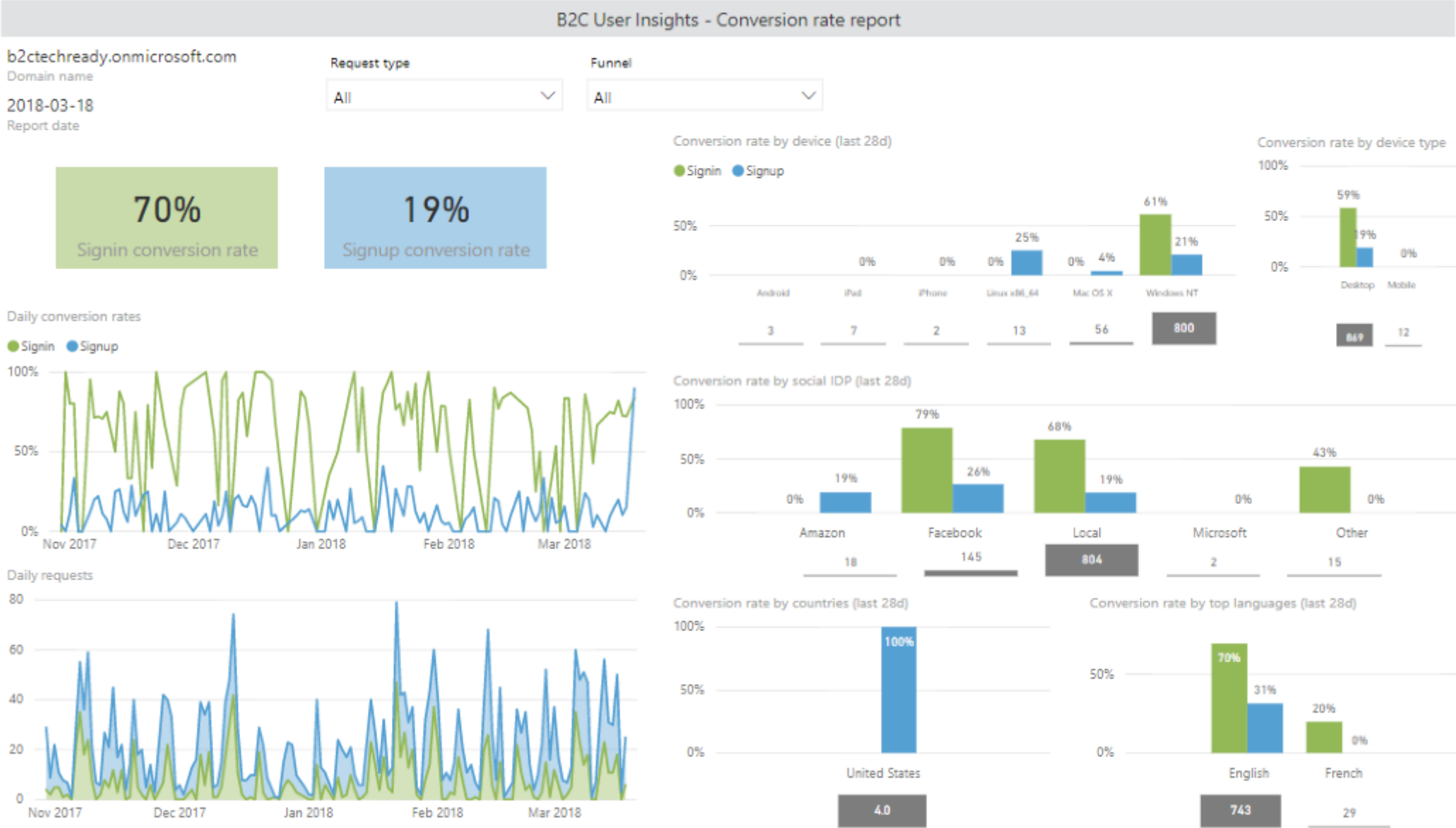
New users report



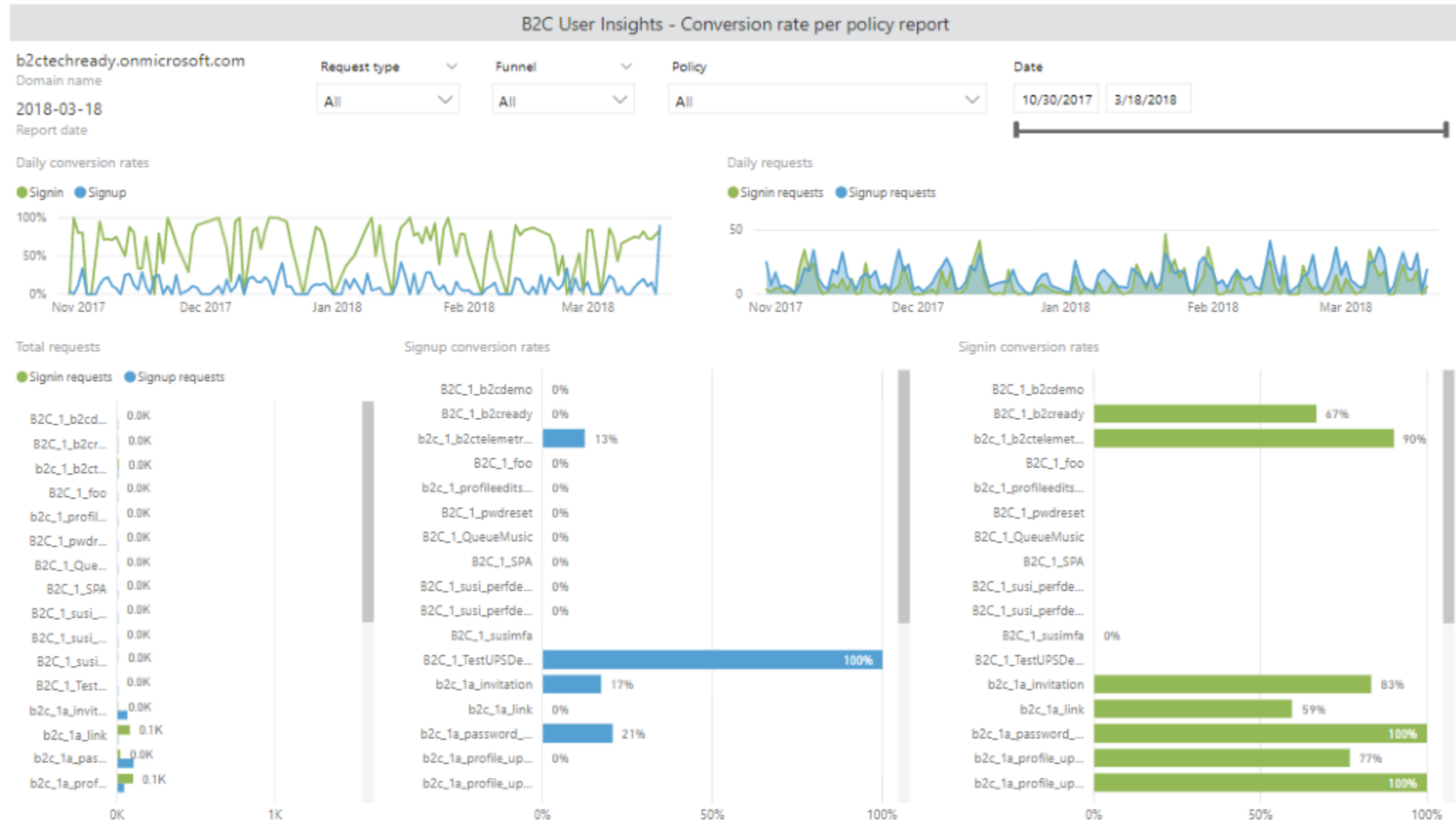
Active users report



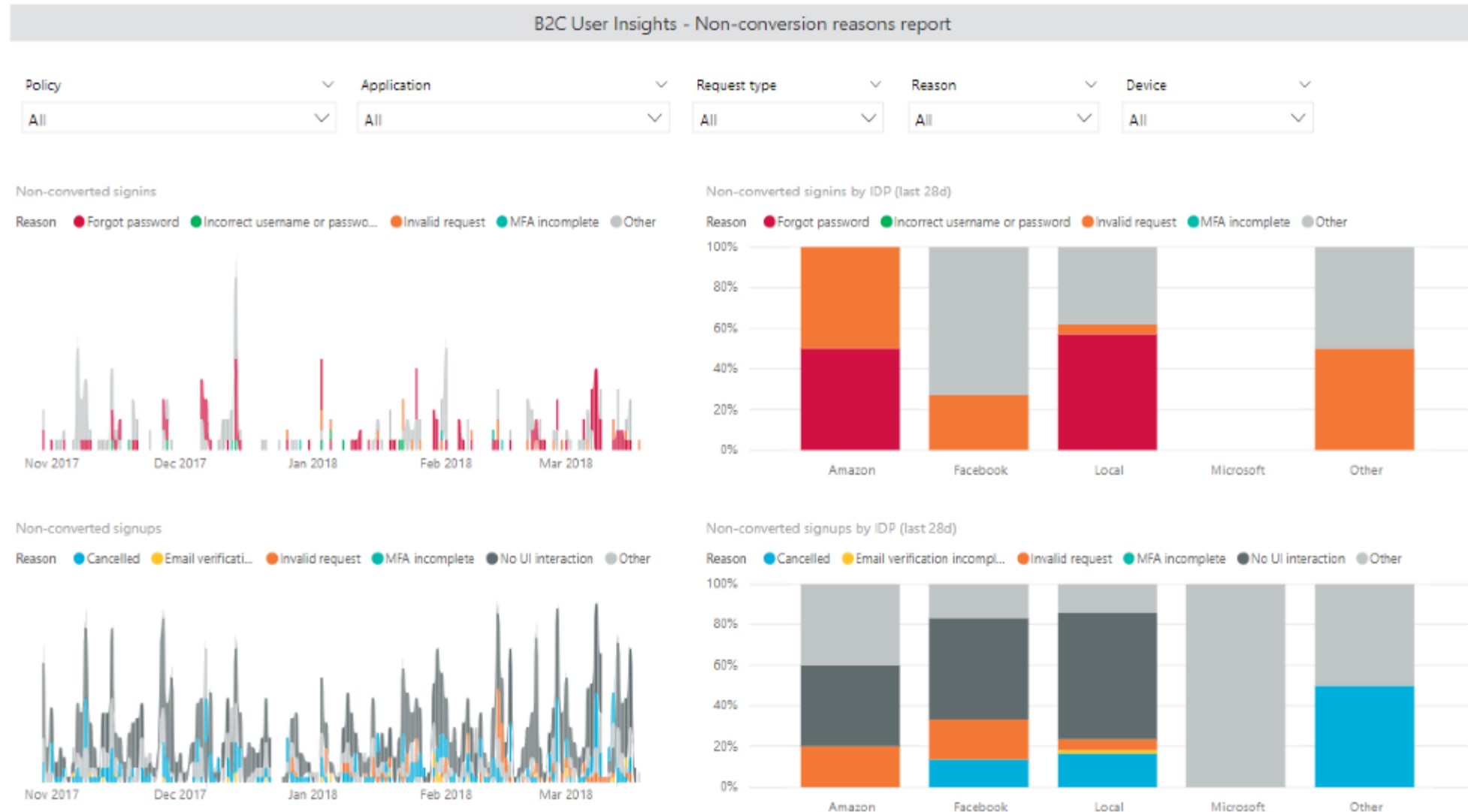
Conversion rate report



Conversion rate per policy report



Non-conversion reasons report



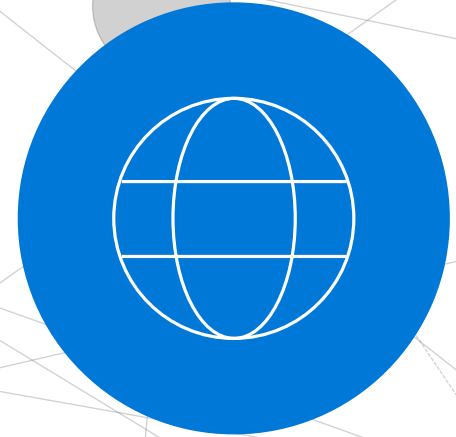
Azure Active Directory B2C



Customer-centric
and flexible

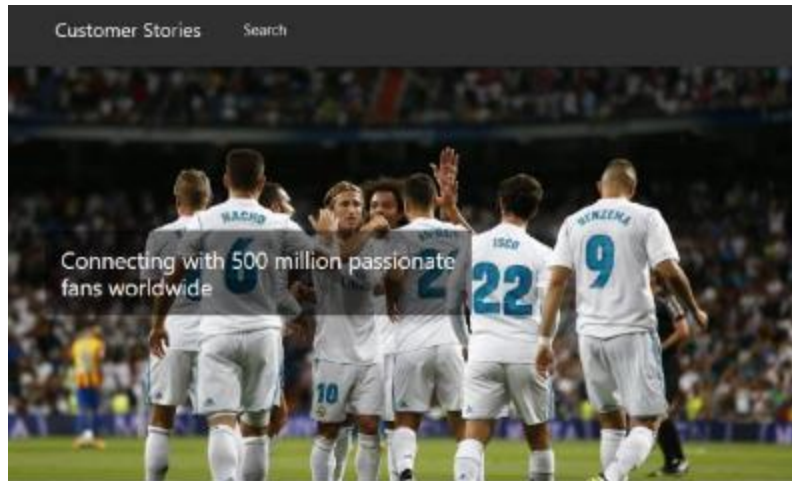


Secure and
reliable



Ready for every
business

Stories

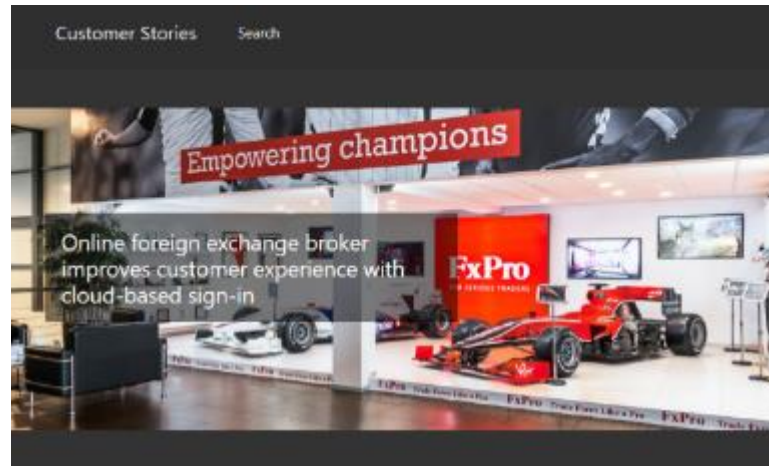


Customer
Real Madrid C.F.

September 22, 2017



With 500 million fans worldwide, the Real Madrid Football Club is among the world's top sports franchises. But with just a small fraction of those fans in Spain, it needed a way to connect with them—wherever they are in the world—and



Customer

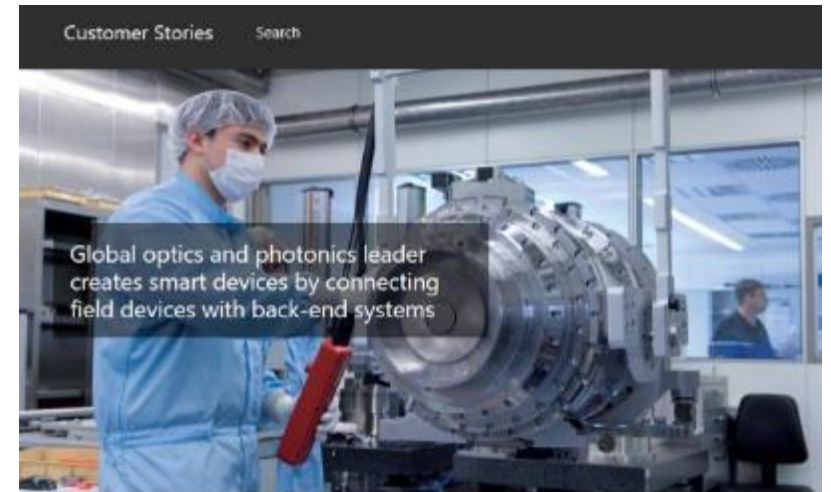
February 5, 2018



FxPro is an online foreign exchange broker that prides itself on innovative offerings and an outstanding customer experience. To deliver a better customer sign-in experience to its trading platform and web properties, FxPro uses Microsoft Azure Active Directory B2C. With this

Learn More

[Azure Active Directory B2C](#)



February 8, 2018



ZEISS is a technology company operating in the fields of optics and optoelectronics. To digitize its vast solution line with scale and speed, ZEISS used Microsoft Azure and worked with Microsoft partner PlanB, GmbH to create a microservices-

Learn More

[Modernize LOB applications with Azure](#)

Real Madrid

brings the stadium closer to 450 million fans

“Azure Active Directory B2C helps us bring the stadium closer to our 450 million fans around the globe with simplified registration and login through social accounts like Facebook, or traditional username/passwords login.”

— Rafael De Los Santos, Head of Digital,
Real Madrid



Azure Active Directory B2C on Mobile Apps



Thank you!

Questions? Find us at the CANDI stand