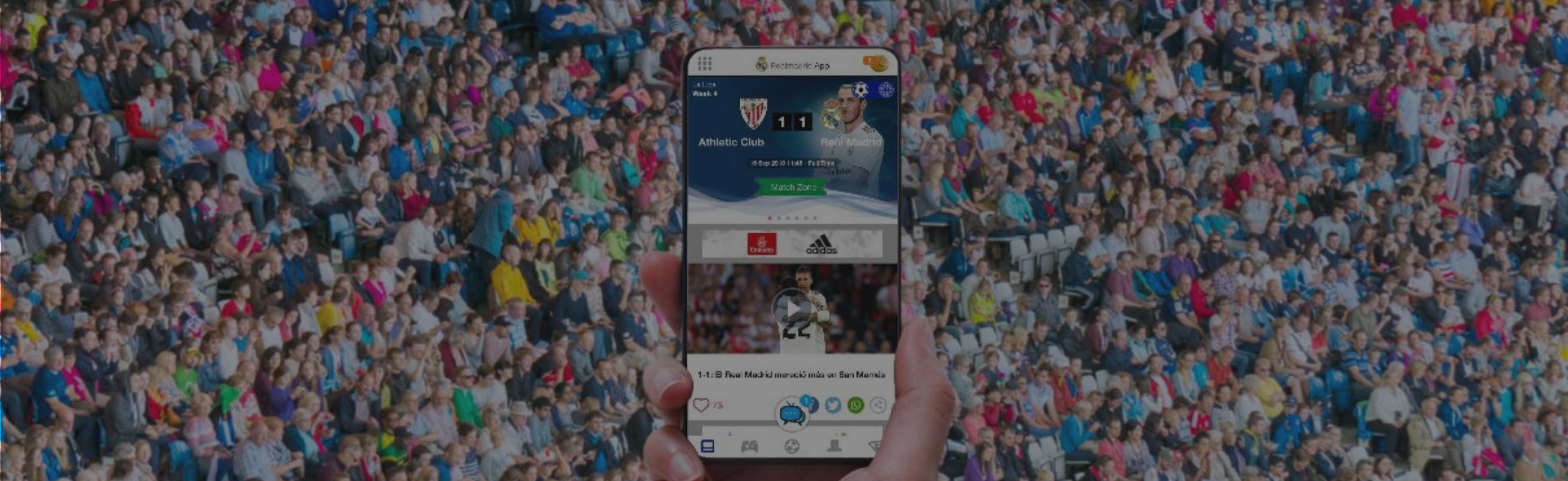


# Microsoft Identity platform

## Developer training



Sander van den Hoven  
[sandervd@microsoft.com](mailto:sandervd@microsoft.com)  
Cloud Solution Architect



# Azure AD B2C

Accelerate your digital transformation | Connect with your customers



A network diagram illustrating connectivity. A large blue circle containing a white user icon is at the center. Numerous smaller blue circles with white user icons are distributed around it, connected by a web of thin grey lines. Below the network are dark grey silhouettes of city buildings, suggesting a urban environment.

**How can businesses better 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

Global and  
scalable

# Azure Active Directory B2C



## Customers

Social IDs, email, or local accounts

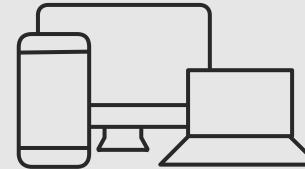


Business & Government IDs



- 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

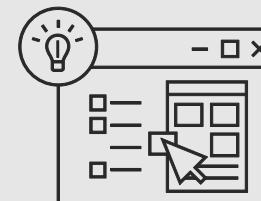
## Business



Apps and APIs



Analytics



External systems integration

# Customer identity and access management use cases

- 1** I want to provide simple, reliable and secure, SSO access to my customer-facing apps with social or business IDs (and I don't want to be in the identity business)
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Self-service capabilities	Audit and login reports	Custom attributes addition	Scale to millions of users

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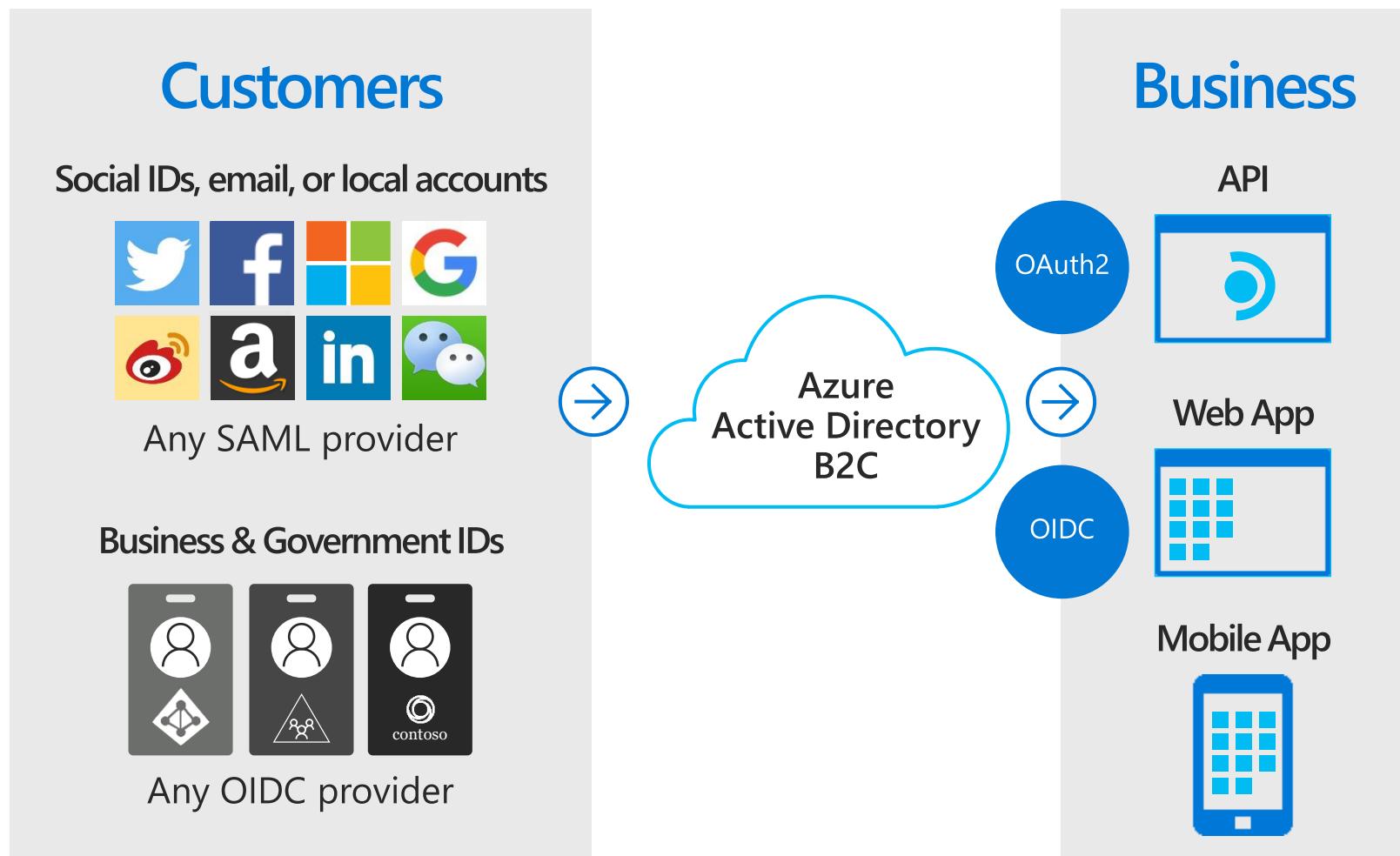
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Azure AD integration	Connect with existing systems
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Use your own branding	Open standards
Native sign-in experience	Enrich user journeys
Self-service capabilities	Compliance

# Support for multiple identity providers



Google



facebook.

twitter

amazon

LinkedIn



Github



{ // }

Open standards

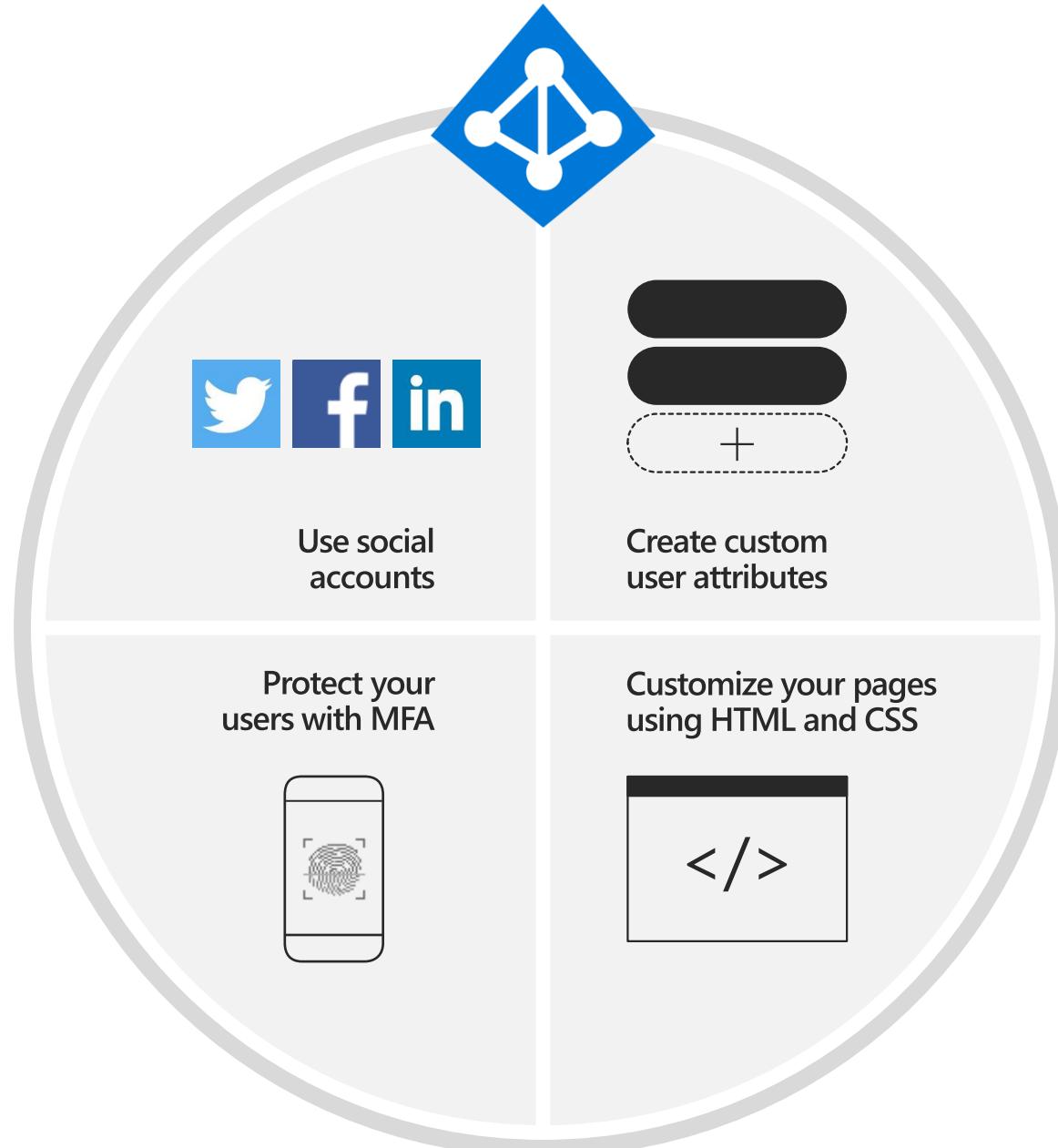
SAML

{ JSON }

# Build your solution your way

## 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
- Scale to 100s of millions of users, enterprise ready, secure, cost effective



# Customer identity and access management use cases

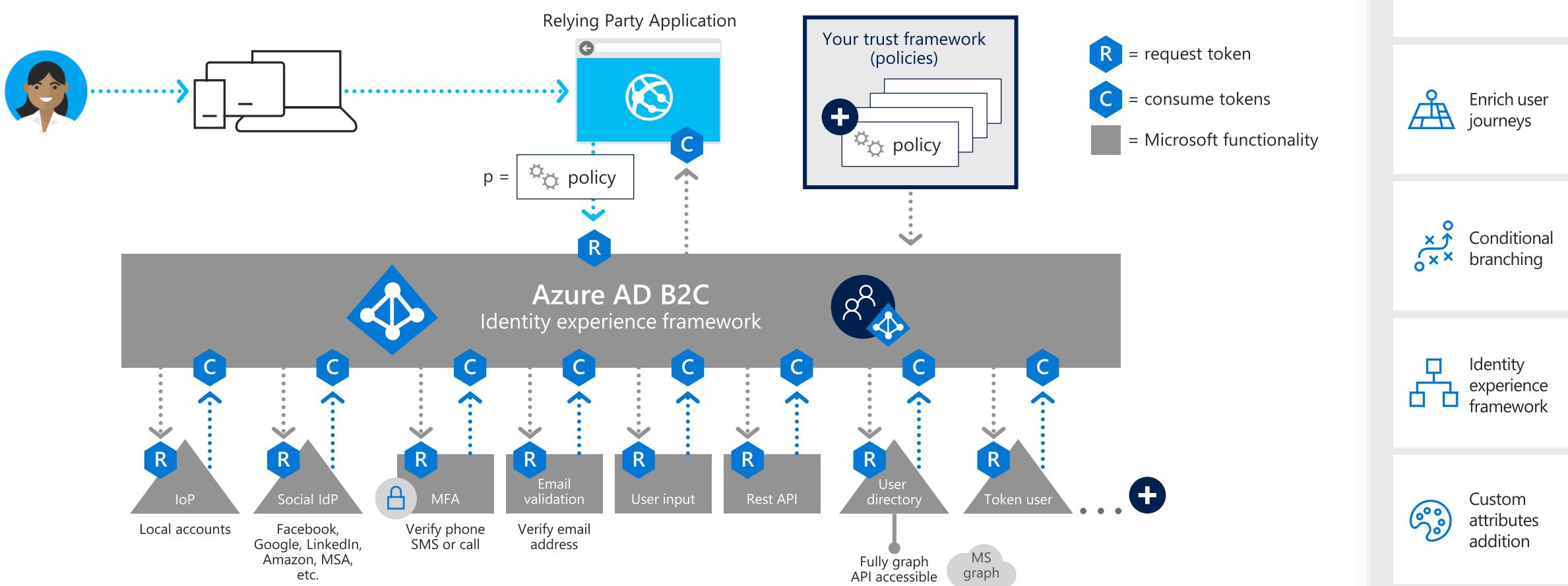
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2

I want to be able to extensively customize the user journey with data exchange between various systems, ID proofing, etc.

## Cloud-secure identity and data orchestration: your rules



Connect with existing systems

Workflows

Enrich user journeys

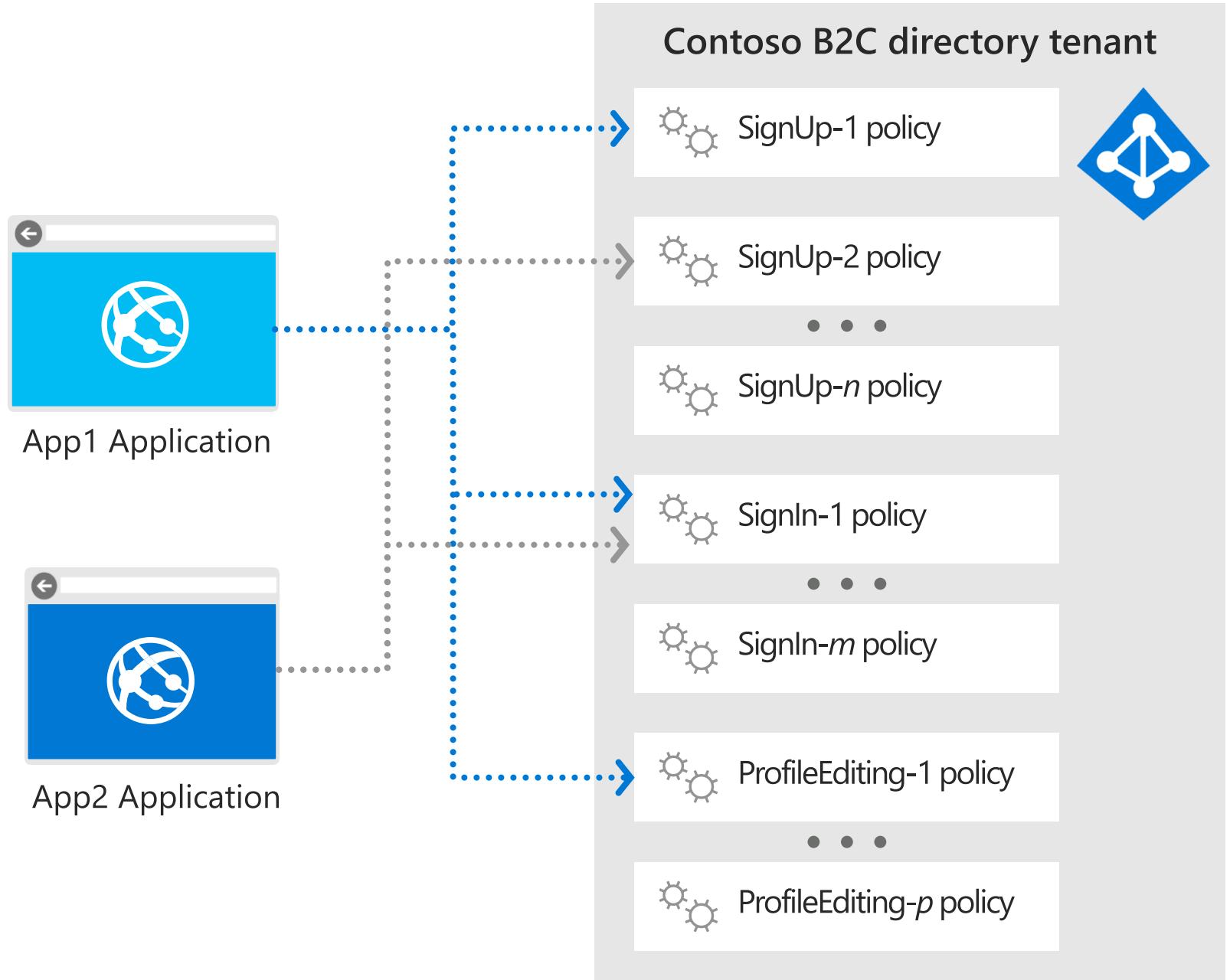
Conditional branching

Identity experience framework

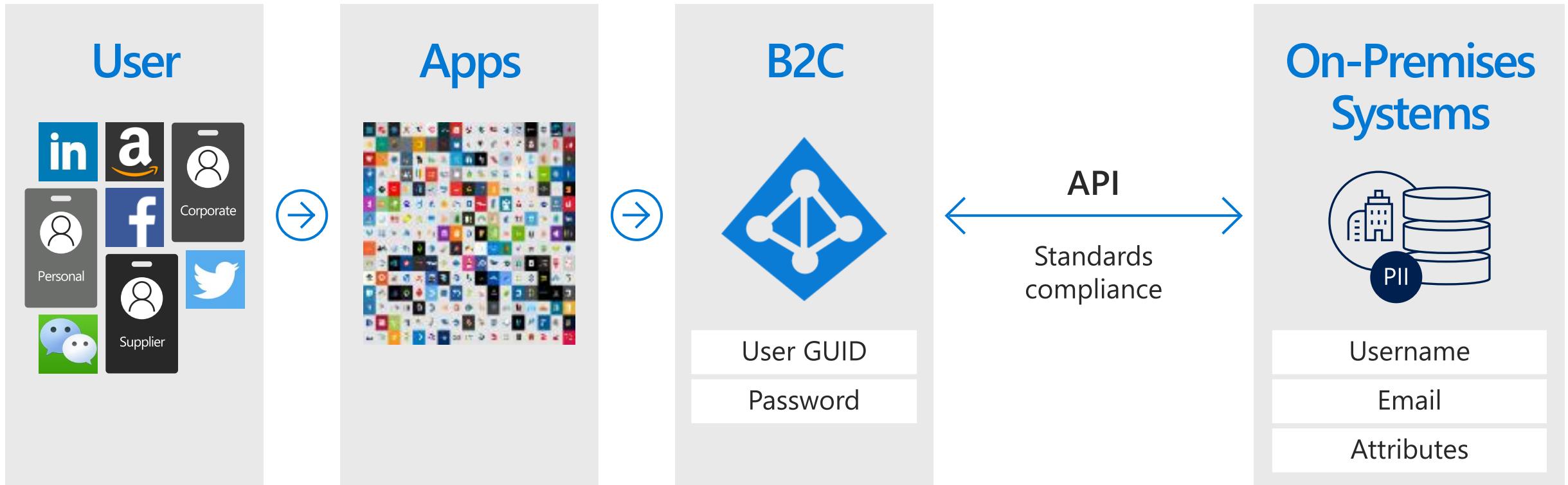
Custom attributes addition

# Policy-based model

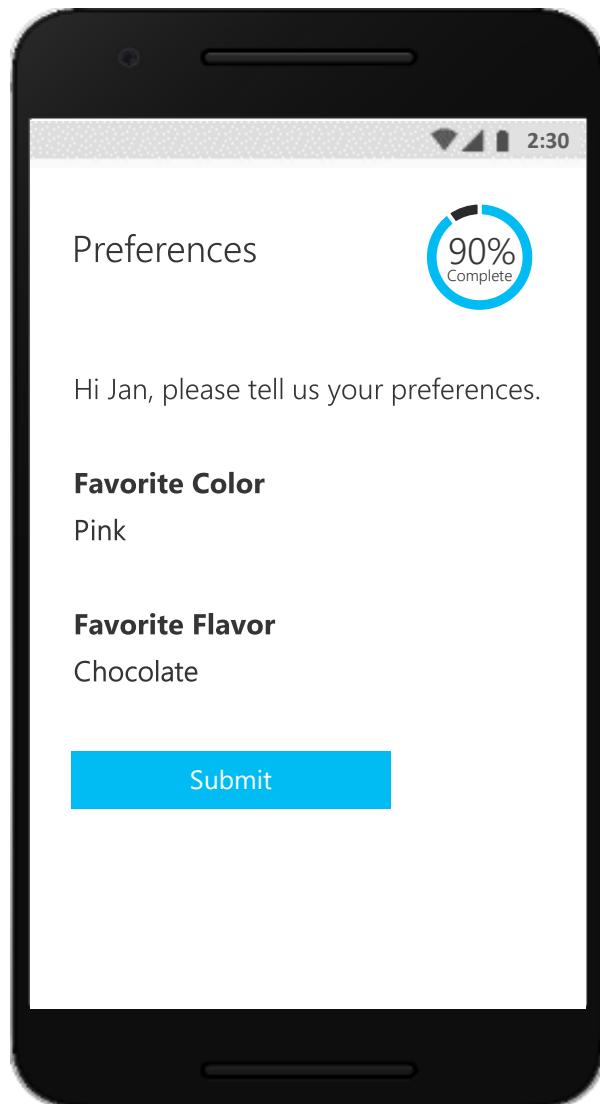
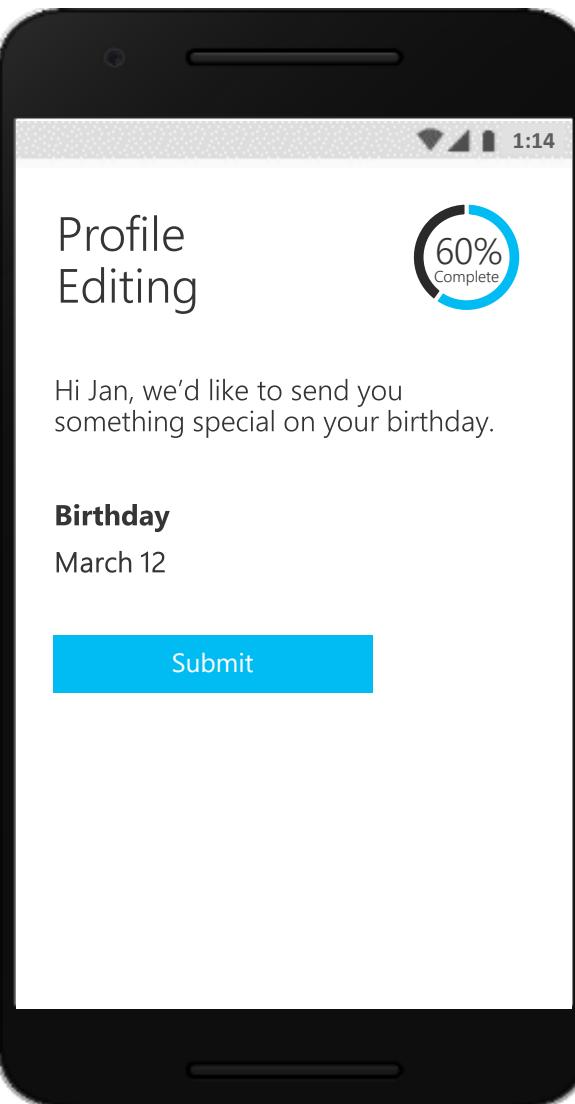
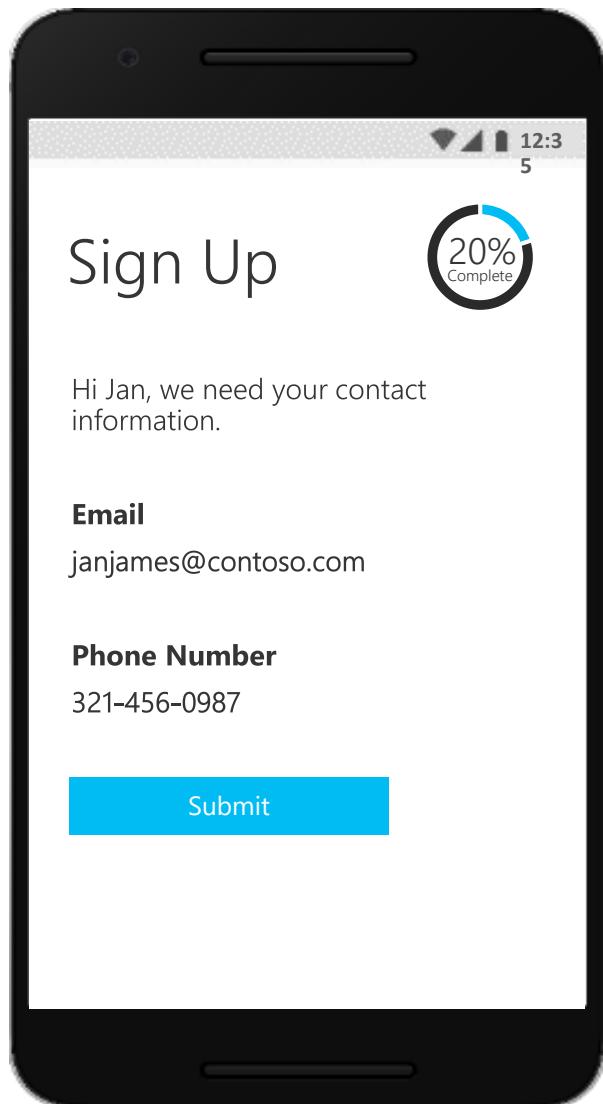
- 1 to many
- Many to 1
- Conditional branching



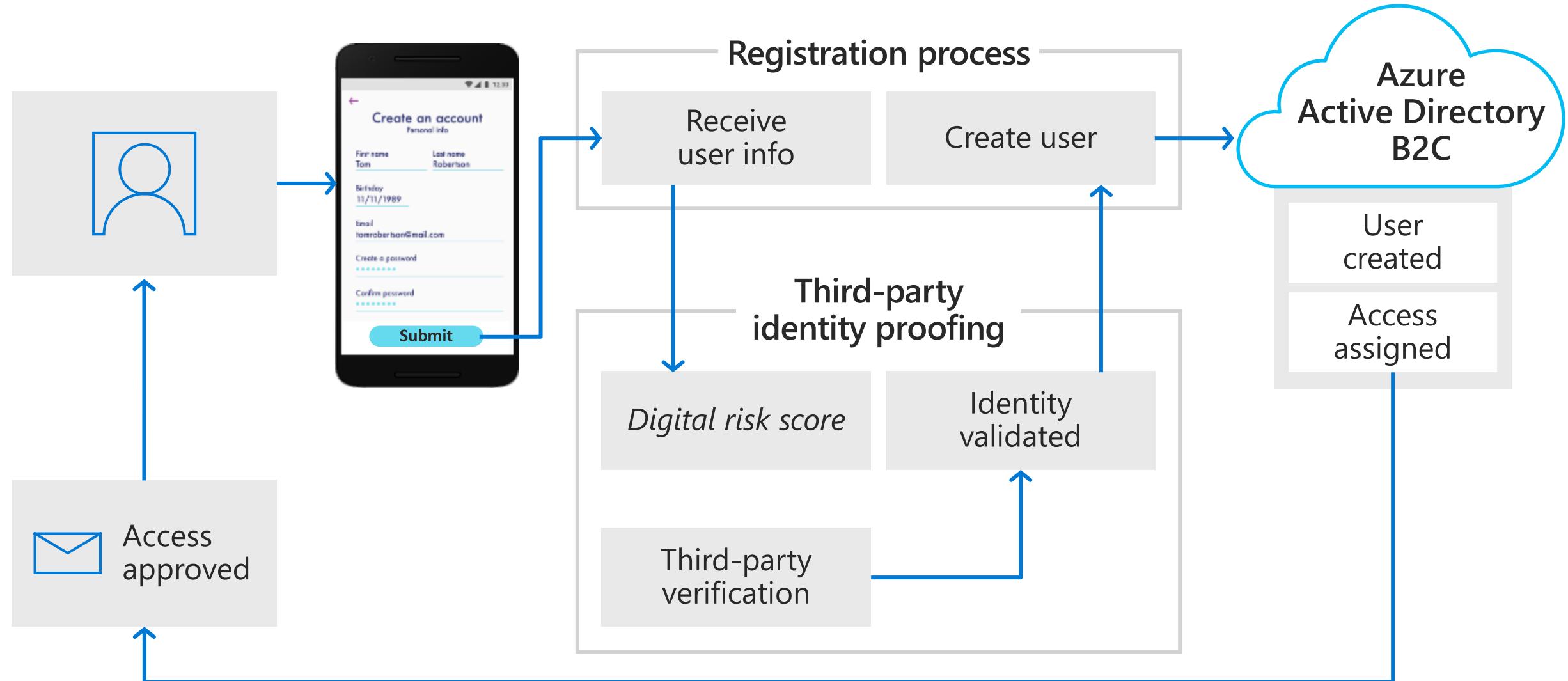
# External systems integration



# Progressive profiles



# Third-party user verification

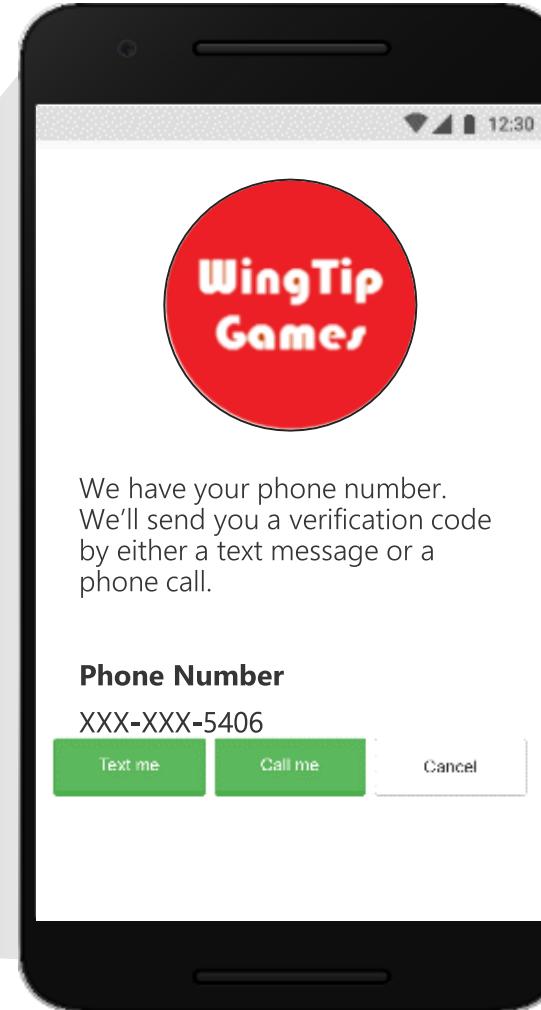


# Phone-based sign-in

Use your phone number instead of traditional credentials

Sign-in options





We have your phone number.  
We'll send you a verification code  
by either a text message or a  
phone call.

Phone Number

XXX-XXX-5406

Text me   Call me   Cancel

# User insights

Jump straight into insights without having to worry about the data

Users signing up

Active usage per app

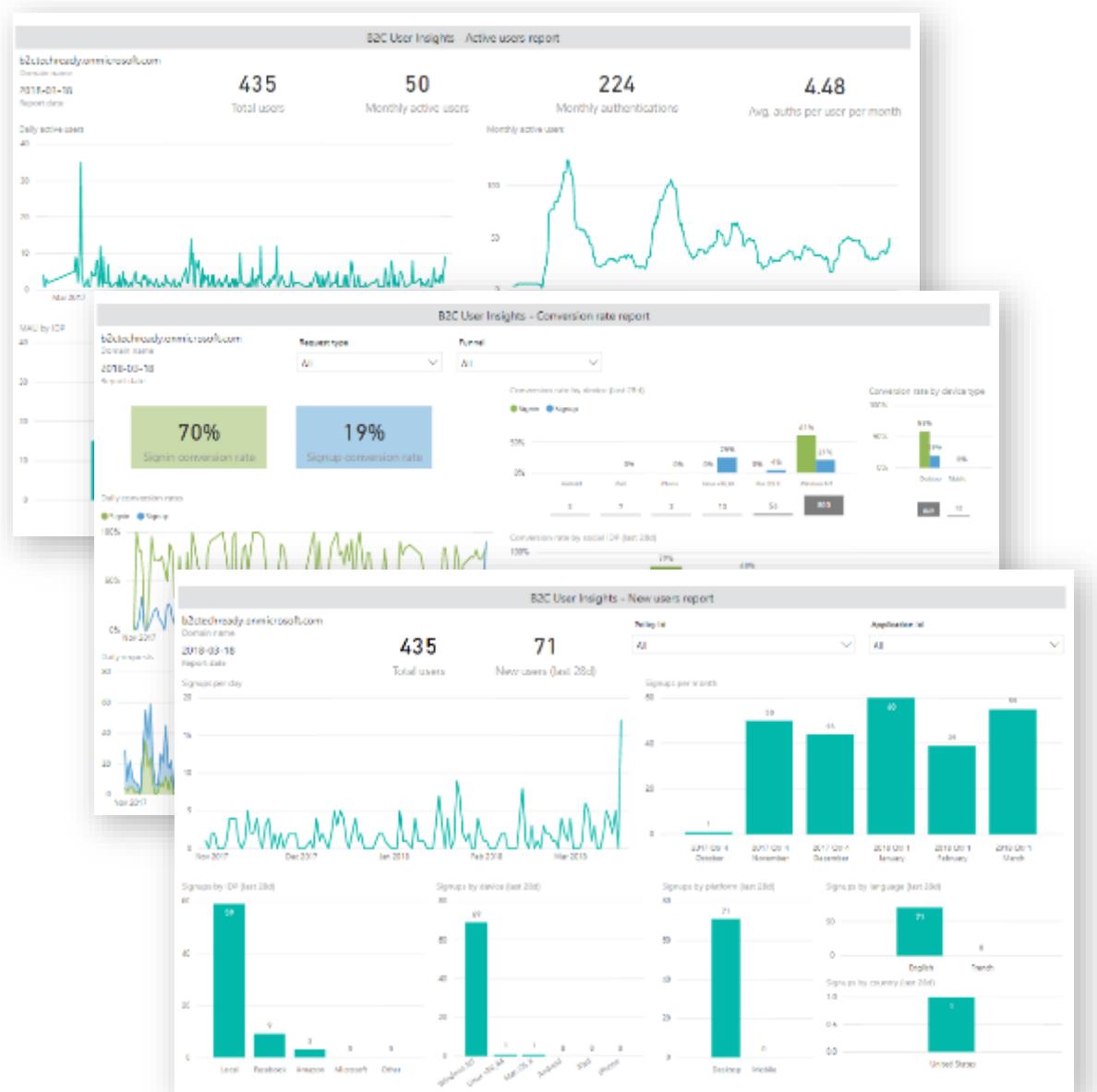
Per device or per region data

Sign in/sign up conversion rates

Compare conversion rates across policies

Identify possible challenges

Show A/B testing results



DEMO

# Application insights

<https://aka.ms/b2cwoodgrovashboard>

# Customer identity and access management use cases

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3

I want my apps to be accessed by my customers, partners, and my employees

WoodGrove Groceries

Sign in

Language  
Choose language

Individual customers

Business customers

Business partners

SIGN IN WITH YOUR PERSONAL ACCOUNT

SIGN UP WITH YOUR PERSONAL ACCOUNT

SIGN IN WITH YOUR WORK ACCOUNT

SIGN UP WITH YOUR WORK ACCOUNT

SIGN IN WITH YOUR SUPPLIER ACCOUNT

SIGN UP TO BE A WOODGROVE SUPPLIER

The screenshot shows the sign-in page for WoodGrove Groceries. It features three main sections: 'Individual customers' (with a woman and child in a grocery store), 'Business customers' (with a woman in an apron working in a store), and 'Business partners' (with a man holding a basket of fresh produce in a field). Each section has a 'SIGN IN' button and a 'SIGN UP' button.

Individual Customer



B2C

Business Customer



Corporate Users



B2B



Azure AD integration



Social accounts



B2B collaboration



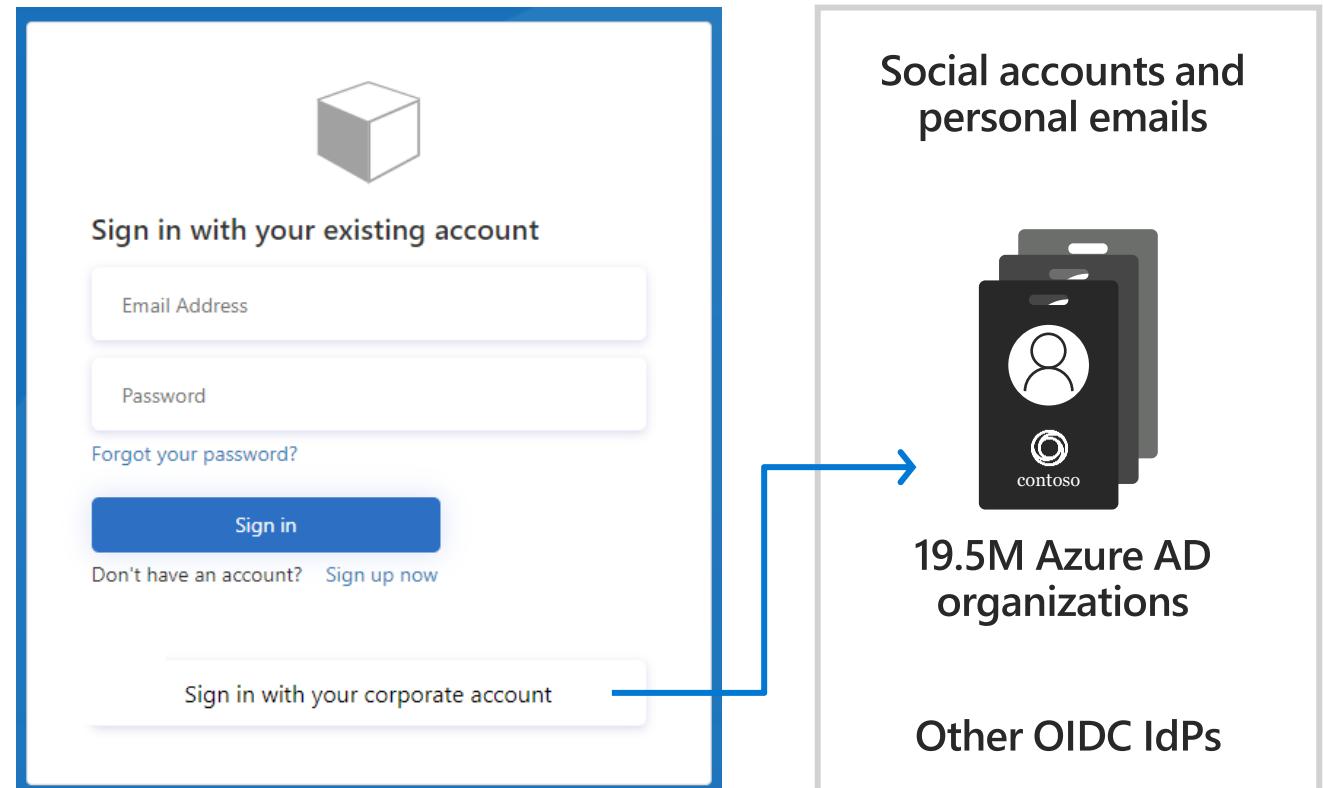
B2E



B2C

# Common endpoint sign-in

- Simplify sign-in for customers from different Azure AD directories
- Allow users to sign up with a local account or using their corporate identity
- Federate from multiple Azure AD tenants



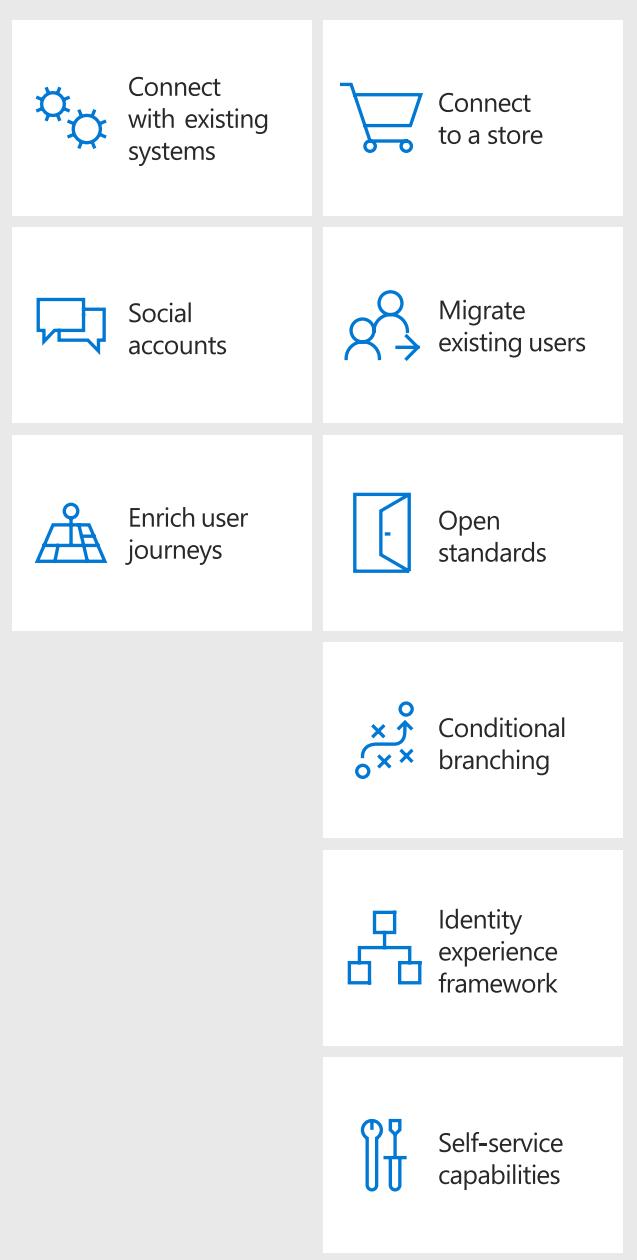
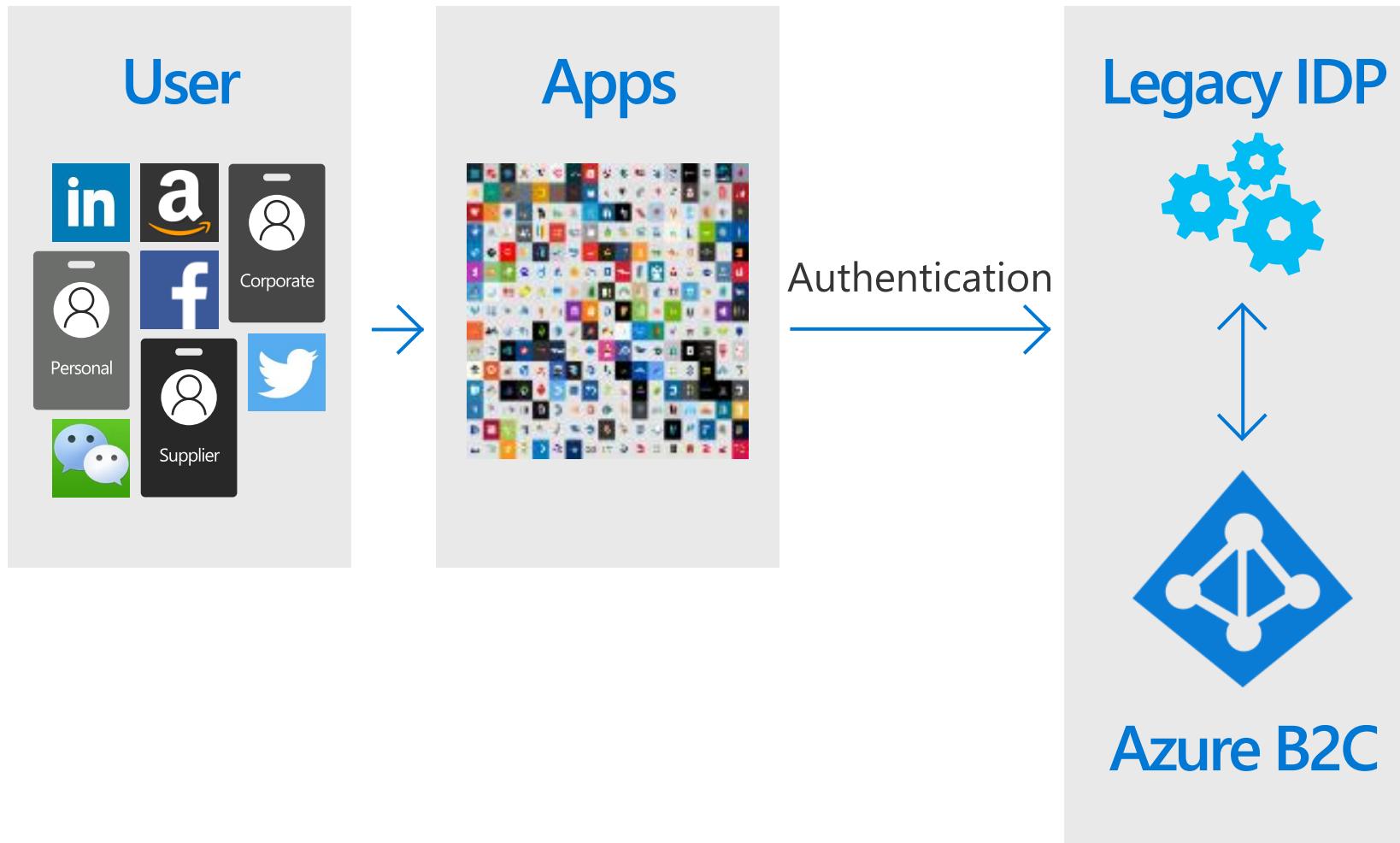
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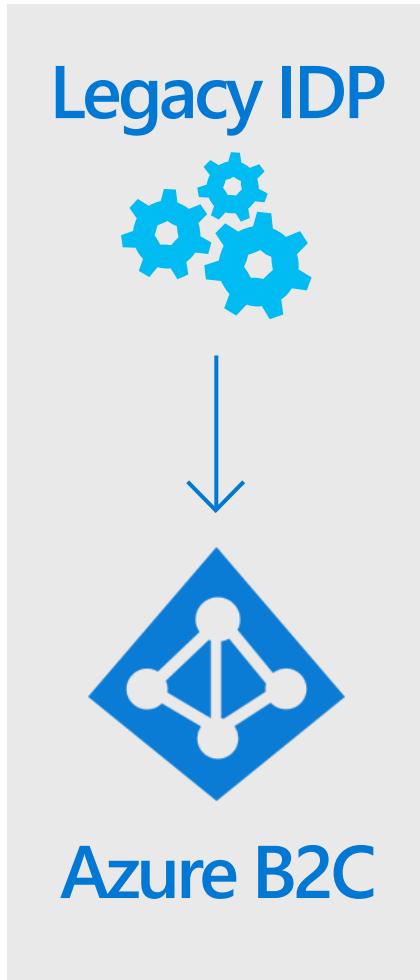
4

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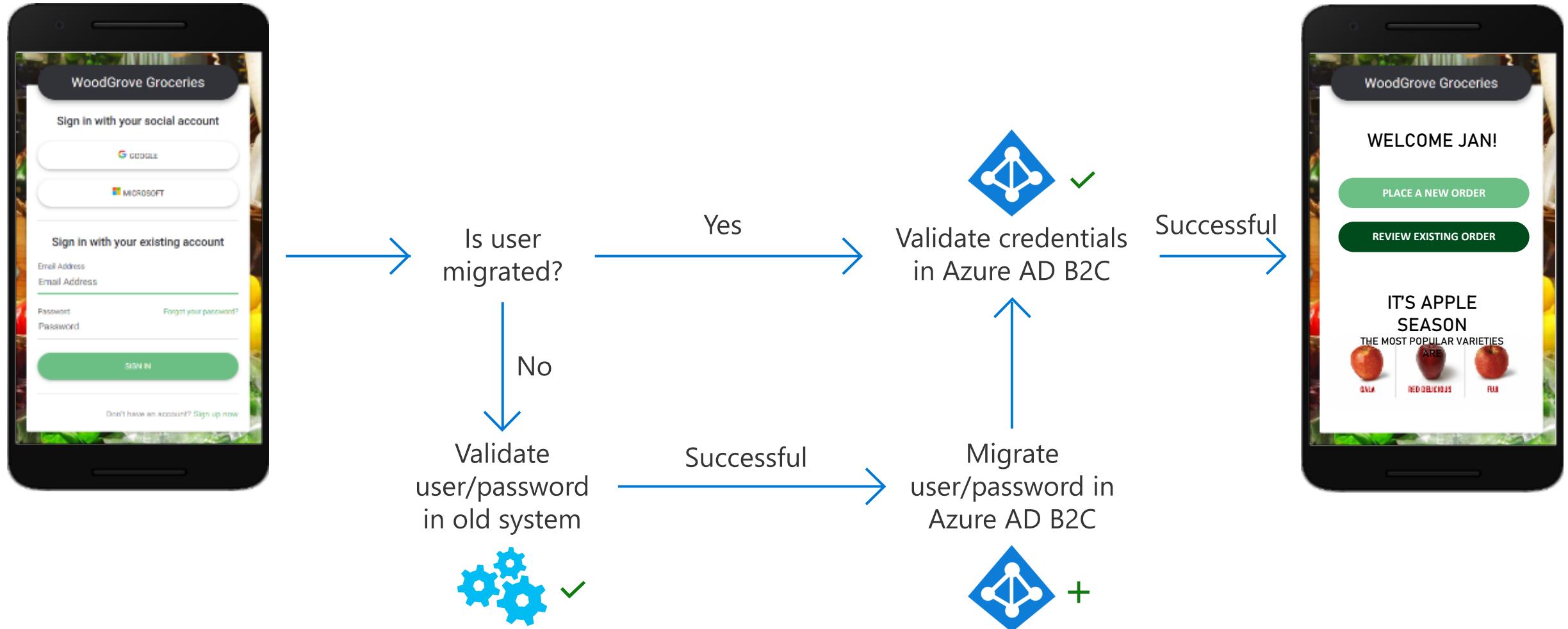
# Migrate to Azure AD B2C before go-live

One time  
move



- Migrate users with existing password (if passwords are not hashed)
- Migrate user without password, force them to change password via Azure B2C password reset policy
- Migrate user with password harvesting

# Just in time migration after go live



# Customer identity and access management use cases

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## I want the access to my apps to be protected from advanced threats



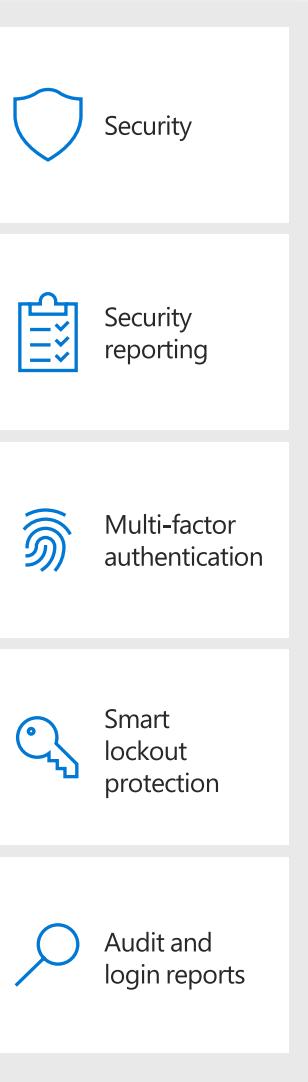
Protection from advanced threats



Additional security layers (MFA)



Datacenter security



# Smart lockout for failed logins

**Reduce risk of bad actors  
trying to guess passwords**

- Lock accounts based on IP of the request and the passwords entered
- Duration of lockout increased based on risk and number of tries



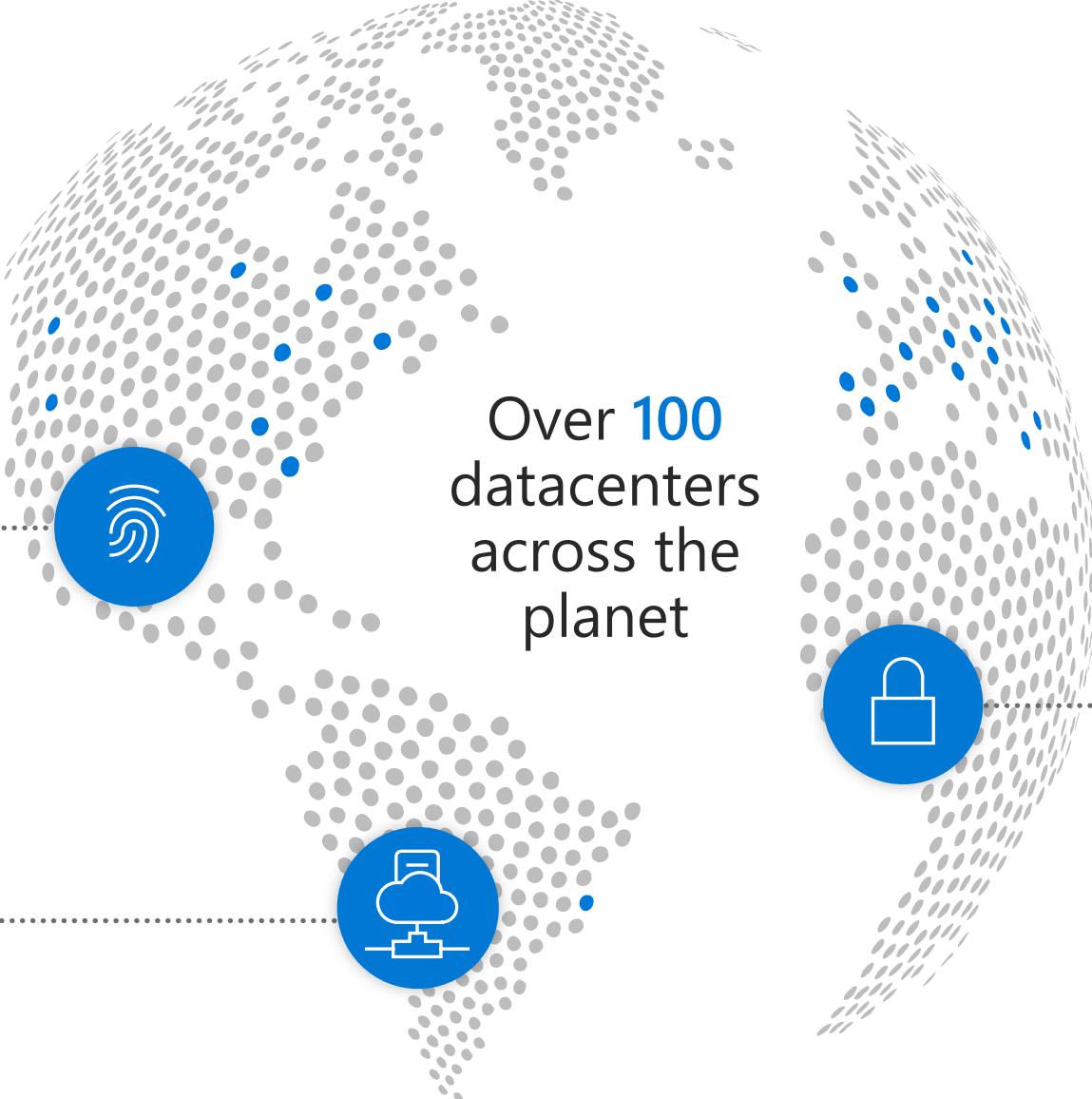
# Verify user identities with a second factor

- Enable additional security layers with multi-factor authentication (MFA)
- Enable MFA when you create a user flow
- Customer can verify with a phone number during the sign-in process



# A secure foundation at global scale

Each **physical datacenter** protected with world-class, multi-layered protection



Over **100** datacenters across the planet

**Global cloud infrastructure** with custom hardware and network protection

Secured with cutting-edge **operational security**

- Restricted access
- 24x7 monitoring
- Global security experts

# Customer identity and access management use cases

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I need to comply with industry regulation and national data protection laws

## 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



Conditional branching



Connect with existing systems



Self-service capabilities



Workflows



Compliance



Security reporting



Custom attributes addition



Audit and login reports

# More certifications than any other cloud provider



# General Data Protection Regulation (GDPR) considerations for customer facing applications

Azure AD B2C provides  
functionality to support

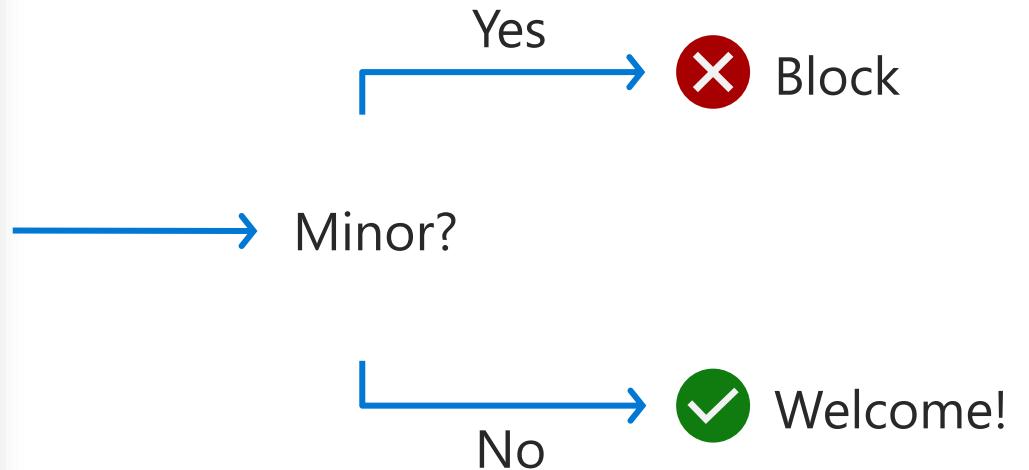
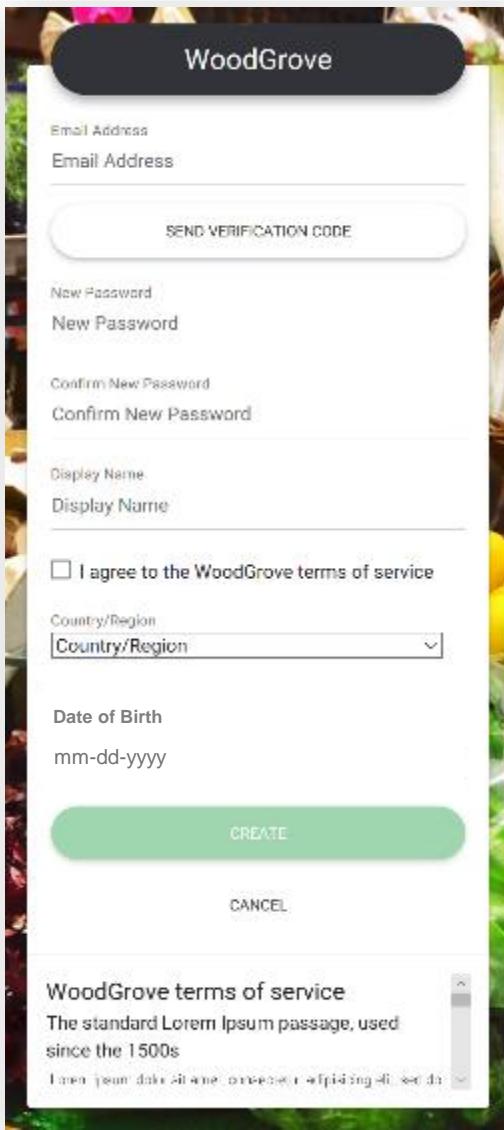
- User consent
- Hard deletion of users and their data in Azure AD B2C directory
- Minors' access control
- Parent consent
- Data portability—GDPR export



Read our GDPR whitepaper  
<https://aka.ms/AADB2CandGDPR>

# GDPR: minor user consent

Gather essential information on signup...



# Customer stories

Customer Stories Search

 Nuffield Health

Customer  
Nuffield Health  
Partner  
Sitekit  
Products and Services  
Azure Active Directory B2C  
Industry  
Health Provider  
Organization Size  
Corporate (10,000+ employees)  
Country  
United Kingdom  
Downloads

Share this story

f t in e

Learn More

Attend one of our Azure Cloud Workshops to learn more 

With Azure AD B2C, top UK healthcare provider now offers a secure web portal as user-friendly as its facilities

November 6, 2018 

Nuffield Health is one of the United Kingdom's leading not-for-profit healthcare organisations, with 31 hospitals, 111 fitness and

Customer Stories Search

 DSB

Customer  
DSB  
Products and Services  
Azure Active Directory

October 9, 2018 

Major Denmark railway helps 195 million passengers onboard with Azure AD B2C

With expansive rolling plains, dense forests, and numerous natural rivers, Denmark is perfectly suited for exploration by train. Through the beautiful countryside, DSB, the 150-year-old Danish transportation company welcomes all passengers to relax and enjoy their journey on one of its 11,670 daily trains.

Customer Stories Search

 ZEISS

February 8, 2018 

Global optics and photonics leader creates smart devices by connecting field devices with back-end systems

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 PlanR. GmbH to create a microservices-

Learn More

Modernize LOS applications with Azure 

Customers.Microsoft.com



 >15M  
users

 30%  
growth in customer  
registrations



We knew that with Azure AD B2C in place, we could handle the huge customer volume we expected from the new app, given the marketing and media blitz we planned. To date, it's handled the volume very well. It's one part of the ecosystem that has performed remarkably.



**Geoff Johnson**  
Subway IT Program Manager

# Azure AD B2C helps Subway transform its global loyalty program

## Needed a better customer digital experience

Secure, branded, seamless SSO experience across loyalty program, remote ordering, and mobile app

Integration with MDM

## Why Azure AD B2C?

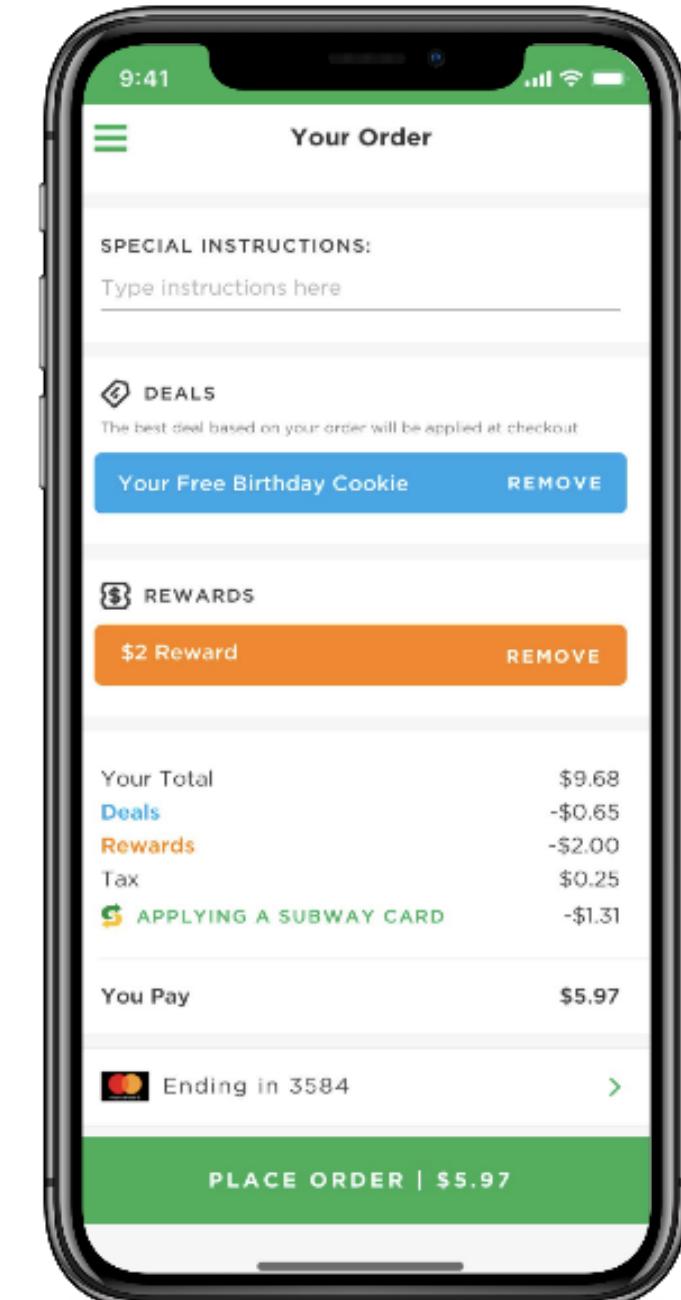
Microsoft's reputation and security expertise

Azure AD's ability to scale internationally

Flexibility to tailor experience for different programs

## Goals exceeded

Over 15 million users, no identity-related downtime



# Resources



## Training and solution guides

<https://aka.ms/aadb2csolutions>

Developer course  
Identity for customers and Partners in one app  
Migration guidance  
GDPR for customer apps



## Azure B2C documentation

<https://aka.ms/aadb2csolutions>



## Thriving community



stackoverflow

azure-ad-b2c



## Full demos with source code

<https://aka.ms/aadb2cdemo>

<https://aka.ms/aadb2cdemocode>

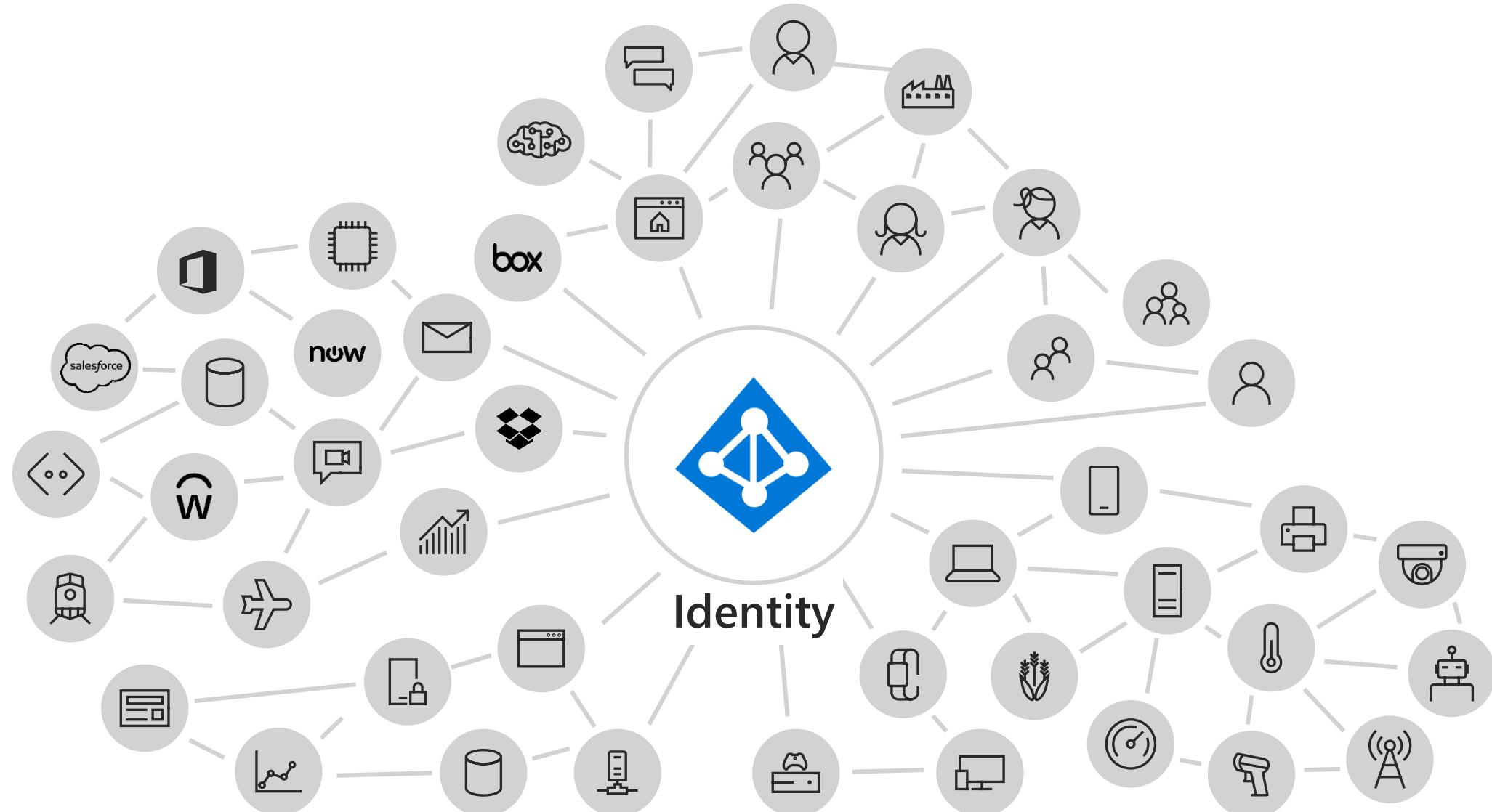


## Digital ready talks

[MW-IIP-DRT307](#)

The Do's & Don'ts of Deploying Azure AD B2C with the Customer Success Team

# Manage and secure with identity as the control plane



# Azure AD B2C roadmap

-  Secure your APIs using access tokens
-  Improved portal management experience
-  Your brand in the URL (b2clogin.com)
-  Customization via Javascript
-  CSP support for partner relationships
-  Age gating to identify and block minors
-  Pass-through IdP access token to your app
-  Configurable password complexity
-  OpenID Connect providers in built-in policies
-  GA for custom policies
-  RBAC for admin roles
-  Self-service custom domains
-  Support for SAML RPs
-  Conditional access policies and reporting
-  Versioning for page elements and Javascript
-  New templates for default experiences
-  Use 3<sup>rd</sup>-party email providers in OTP flow

 Generally available

 Public preview

 Almost there

 In development

# Azure AD B2C—UX refresh and simplification

The screenshot shows the Microsoft Azure Azure AD B2C - Overview page for the tenant 'happytrails.onmicrosoft.com'. The page has a dark header with a search bar, notifications, and user info. A sidebar on the left contains links for Overview, Quick start, Flows, Users and groups, App registrations, Properties, Identity providers, User attributes, Custom branding, Sign ins, Audit logs, and Diagnose and solve problems. The main content area features a 'Get started with Azure Active Directory B2C' section with three steps: 1. Register an application, 2. Add identity providers, and 3. Create a user journey. Below this are sections for Tools & resources, What's new, Recommendations for you, and Documentation & samples.

Microsoft Azure

Azure AD B2C - Overview  
happytrails.onmicrosoft.com

Search (Ctrl+ /)

Troubleshoot

Essentials

Get started with Azure Active Directory B2C

1 **Register an application**  
This tells us where to send the token after sign in.  
[Get started](#)

2 **Add identity providers**  
Set up 1-click sign in for Facebook, Google, and more.  
[Get started](#)

3 **Create a user journey**  
Define the flows your users will go through once they leave your app.  
[Get started](#)

Tools & resources

What's new

Azure AD B2C just keeps getting better! More customization options + easier to configure!

Azure AD B2C just keeps getting better! More customization options + easier to configure!

Azure AD B2C just keeps getting better! More customization options + easier to configure!

More news

Recommendations for you

Recommendation Title  
Recommendation Title  
Recommendation Title  
Recommendation Title  
Recommendation Title

Documentation & samples

App registration  
Reference policies  
.NET quickstart  
UI Customization  
Access Tokens  
.NET/.NET Core  
JS  
Xamarin  
iOS  
Android

# Javascript—for ultimate customization

js: PIN-based with keypad randomized

Ingreso a zona transaccional  
Debes crear un usuario para autenticarte [Solicítalo aquí](#)

Usuario  
Clave

Has olvidado tu usuario?  
Has olvidado tu clave?

Clave  
Limpiar

Ingresar

Aún no tienes usuario? [Solicítalo aquí](#) Aún no tienes clave? [Solicítala aquí](#)

js: Right-to-left languages

تسجيل الدخول

Realmadrid

FACEBOOK أو GOOGLE

إن كنت غير مسجل في نادي ريال مدريد، أنشئ حسابك الآن

أو قم بتسجيل الدخول عبر حسابك

البريد الإلكتروني

كلمة المرور

نسيت كلمة المرور أو بيانات تسجيل الدخول؟ اضغط هنا لاسترجاعها

LOGIN

js: Hyperlinks and contextual verification

Want access to the latest SUBWAY® Offers, App, Online Ordering, My SUBWAY® Card, and more? Create an account today! \*Required

\* First Name

\* Last Name

\* Email Address

\* Password  Show

8-16 characters, containing 3 out of 4 of the following:  
Lowercase characters, uppercase characters, digits (0-9),  
and one or more of the following symbols: @ # \$ % ^ & \* - \_ + = [ { } \ : ; ? / ^ ~ \* ( ) .

\* Confirm Password  Show

Country  United States

\* Phone

Please confirm you agree to the terms  I agree to the Subway App/ Ordering Terms and Subway MyWay™ Rewards Terms.

Send me e-mail offers and promotions from the Subway Group. [Privacy Statement](#).

CREATE ACCOUNT



# Thank you

For more information

<https://azure.microsoft.com/en-us/services/active-directory-b2c/>

## Next Session:

Best practices for securing your services  
WEWC590 Thursday June 25th 14:00-15:00

Sign up for the webinar at  
<http://aka.ms/modernIdentityForDevelopers>

