# Identity and access management for consumer-focused applications





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### WHY USE AN IDENTITY SERVICE FOR END-CONSUMERS?

Many things to consider: security, monitoring, detect anomalies, MFA, (D)DoS, scaling, servicing many users...

Writing secure code is really hard
Writing authentication/authorization code is even harder
You really do NOT want to mess up this

#### AZURE ACTIVE DIRECTORY B2C

Identity as a service
Business to Consumer Identity as a service
Part of Microsoft's Identity Platform
Uses OAuth, OIDC and SAML

Offers: scaling, safty, monitoring,
Threat mitigation e.g. denial of service,
password spray, brute force



## AGENDA (THE PLAN)

Create AAD B2C

Basic branding and localizing

Configuring (AAD-App, Identity Providers, User Attributes, Flow)

Integration with "Easy-Auth" (Azure WebApp + Code)

Interceptions with Azure Functions (API Connectors)

**Custom Domains** 



## Thank you!

Find my code and samples at https://github.com/SpectoLogic/ADCD2022-AADB2C-Session

You might be interested in my session at Global Azure Bootcamp 2022 (6th May 2022)

Securing external SaaS APIs with Azure API Management

Join the next session at the full hour!



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