

- Create and managing a user directory for your application, providing secure user authentication and authorization features out-of-the-box
- User directory service. Sign-up and sign in to provide authentication for app users.
- Move authentication capability from the backend of your application to Cognito.
- Serverless database for users - supports for MFA, email verification, third party auth e.g. Google auth.

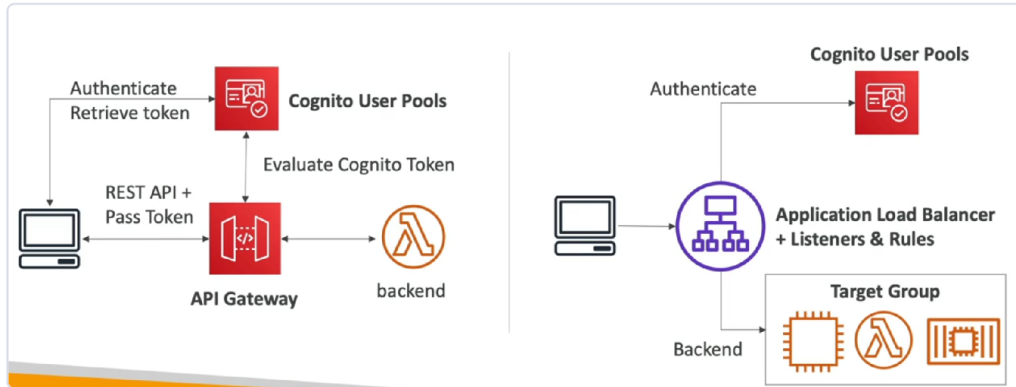


Fig. User Auth, Tokenization, and Integration with [API Gateway](#) and [ELB > ALB](#)

#Q How are user pool workflows customized?

See: [Docs](#)

Answer: Lambda triggers can be assigned to your user pool. Amazon Cognito interrupts its default flow to request information from your function. Examples: Pre-Signup, Post Confirmation, Pre and Post AuthN.