



WITH *Learn Smart Coding*
Topic

Azure Active Directory

B2C (Azure AD B2C)

Fundamentals



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Azure Active Directory B2C (Azure AD B2C)

Azure Active Directory B2C (Azure AD B2C) is a cloud-based identity and access management service provided by Microsoft Azure. It is designed to handle identity and access management for customer-facing applications. The "B2C" stands for "business-to-consumer," emphasizing its focus on external customer identities.





*Some key features and
aspects of Azure AD B2C*



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Identity Management for Customers

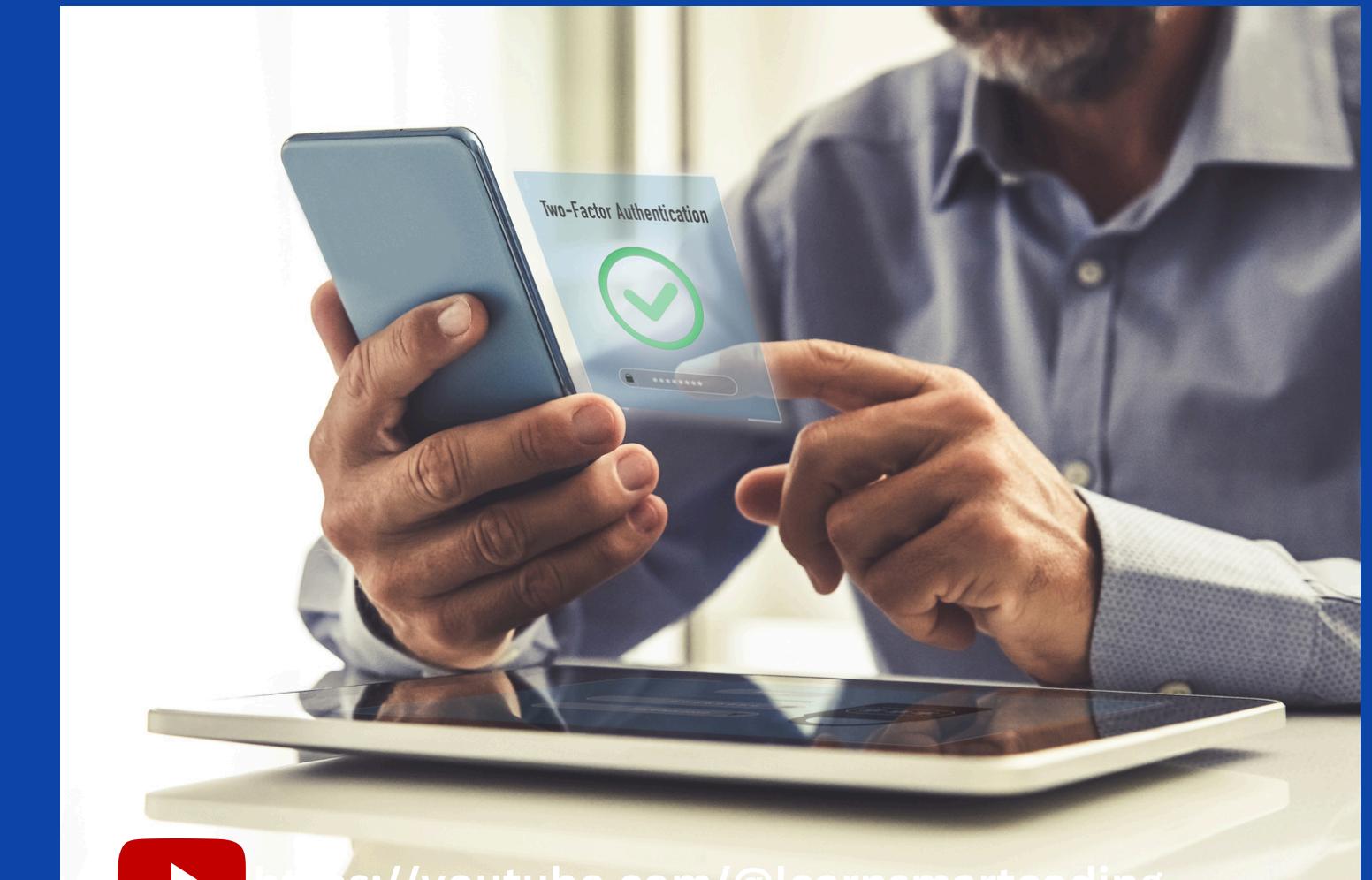
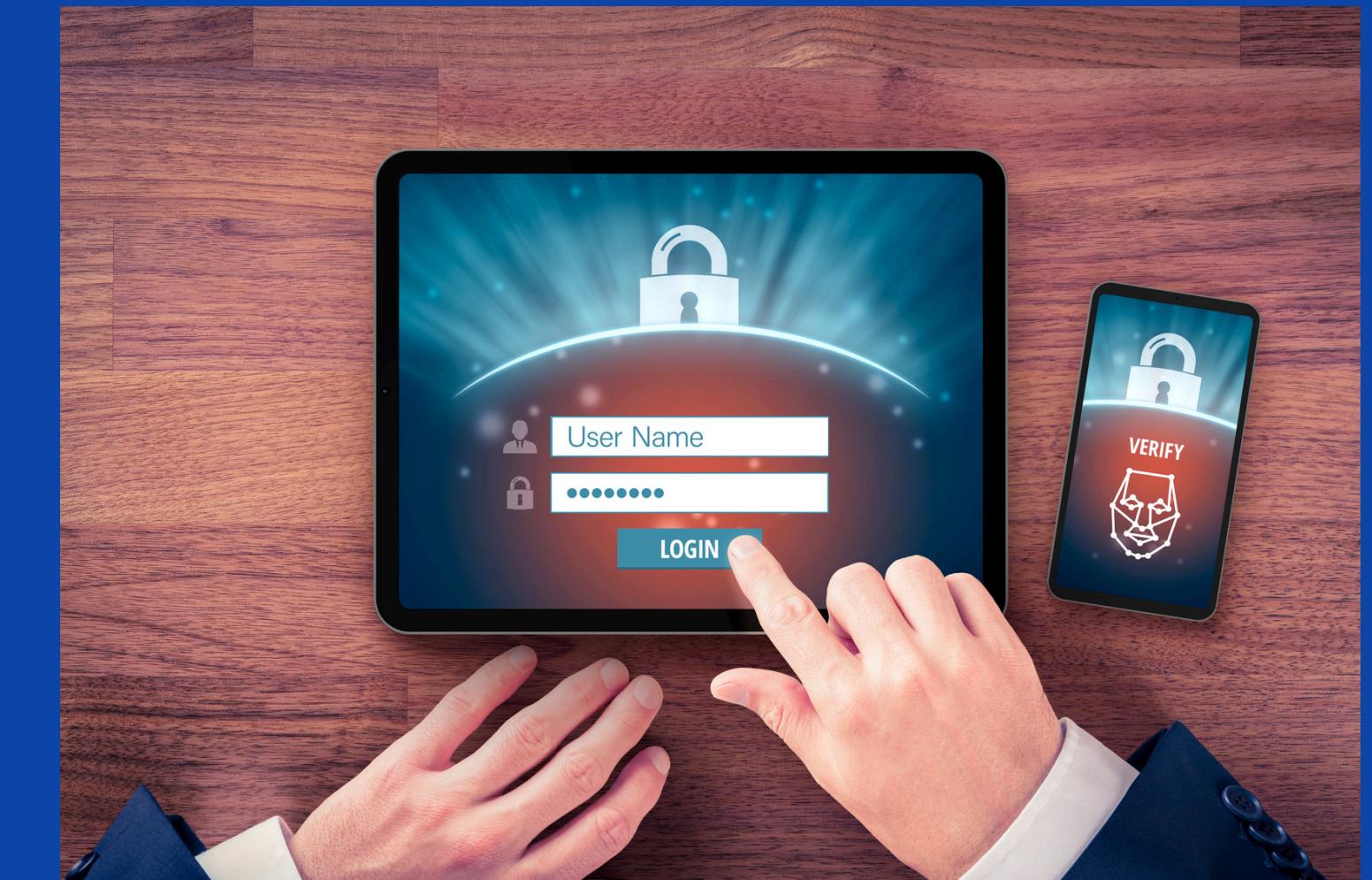
Azure AD B2C enables businesses to manage and authenticate external user identities, such as customers, partners, and suppliers



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Authentication

It supports a variety of authentication methods, including social identity providers (such as Facebook, Google, and Microsoft accounts), as well as local account authentication. This allows users to sign in using their preferred identity provider



Customization and Branding

Businesses can customize the user interface and branding of the sign-in and sign-up experiences to provide a seamless and branded experience for their customers



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User Attributes and Profiles

You can collect and manage custom attributes about users, tailoring the user profile to the specific needs of your application



Multi-Factor Authentication (MFA)

Azure AD B2C supports multi-factor authentication to enhance security by requiring users to provide additional verification beyond just a password



Integration with Applications

It provides APIs and SDKs for integrating with various types of applications, including web applications, mobile apps, and single-page applications (SPAs)



Scalability and Global Reach

Azure AD B2C is built on the Azure cloud platform, offering scalability and global availability. This ensures that your identity solution can scale to handle a large number of users and is available worldwide



Policy-Based Authorization

You can define policies that govern the user journeys, such as sign-up, sign-in, and password reset. These policies are highly customizable to meet specific business requirements



Integration with Other Azure Services

Azure AD B2C can be integrated with other Azure services, such as Azure Functions, Azure Logic Apps, and Azure App Service, to build comprehensive identity and access management solutions

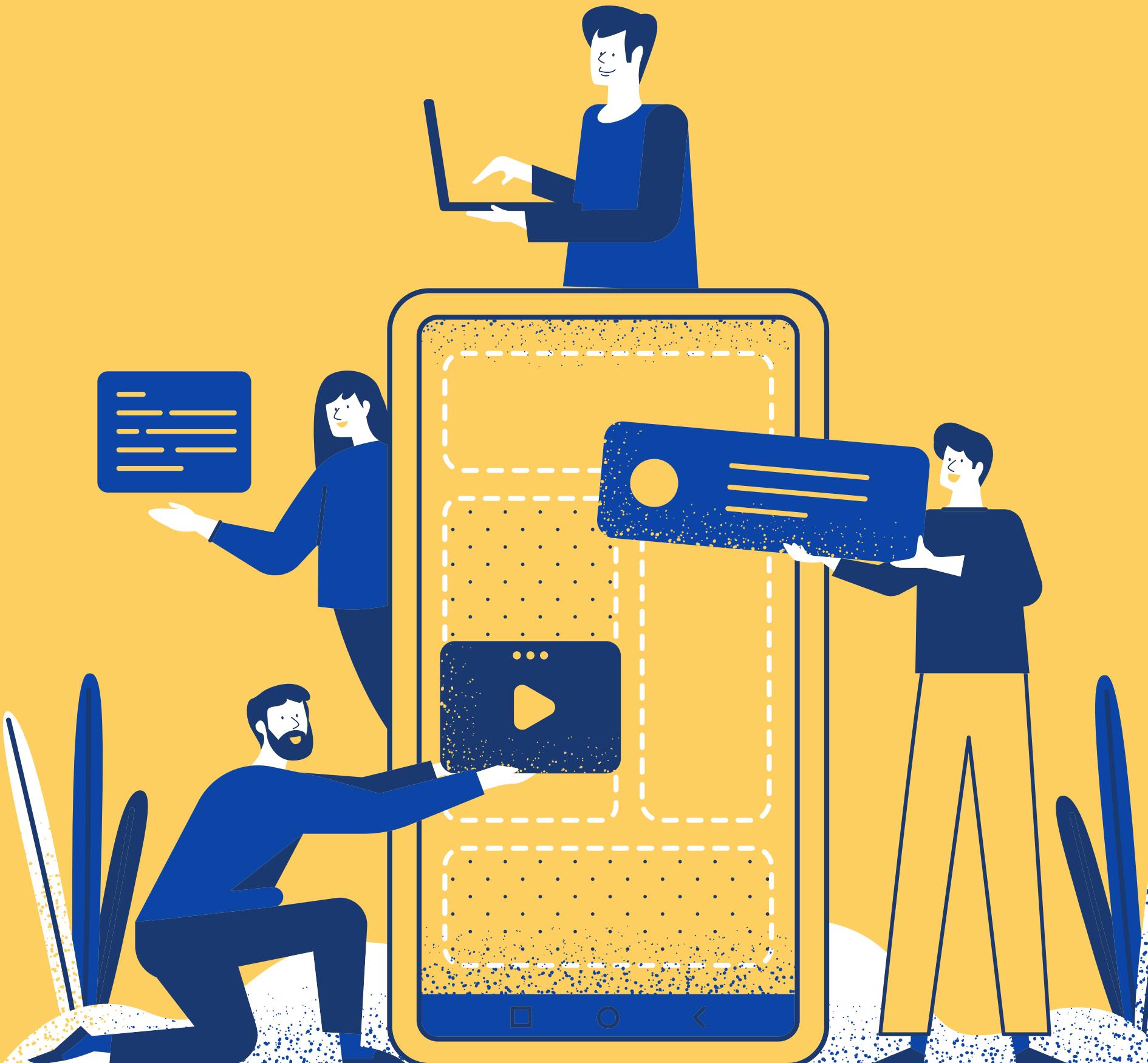


Summary

In summary, Azure AD B2C is a comprehensive identity and access management service designed for external customer identities, offering a range of features to help businesses build secure, scalable, and customizable identity solutions



Let's bring Azure AD B2C into a real-world context



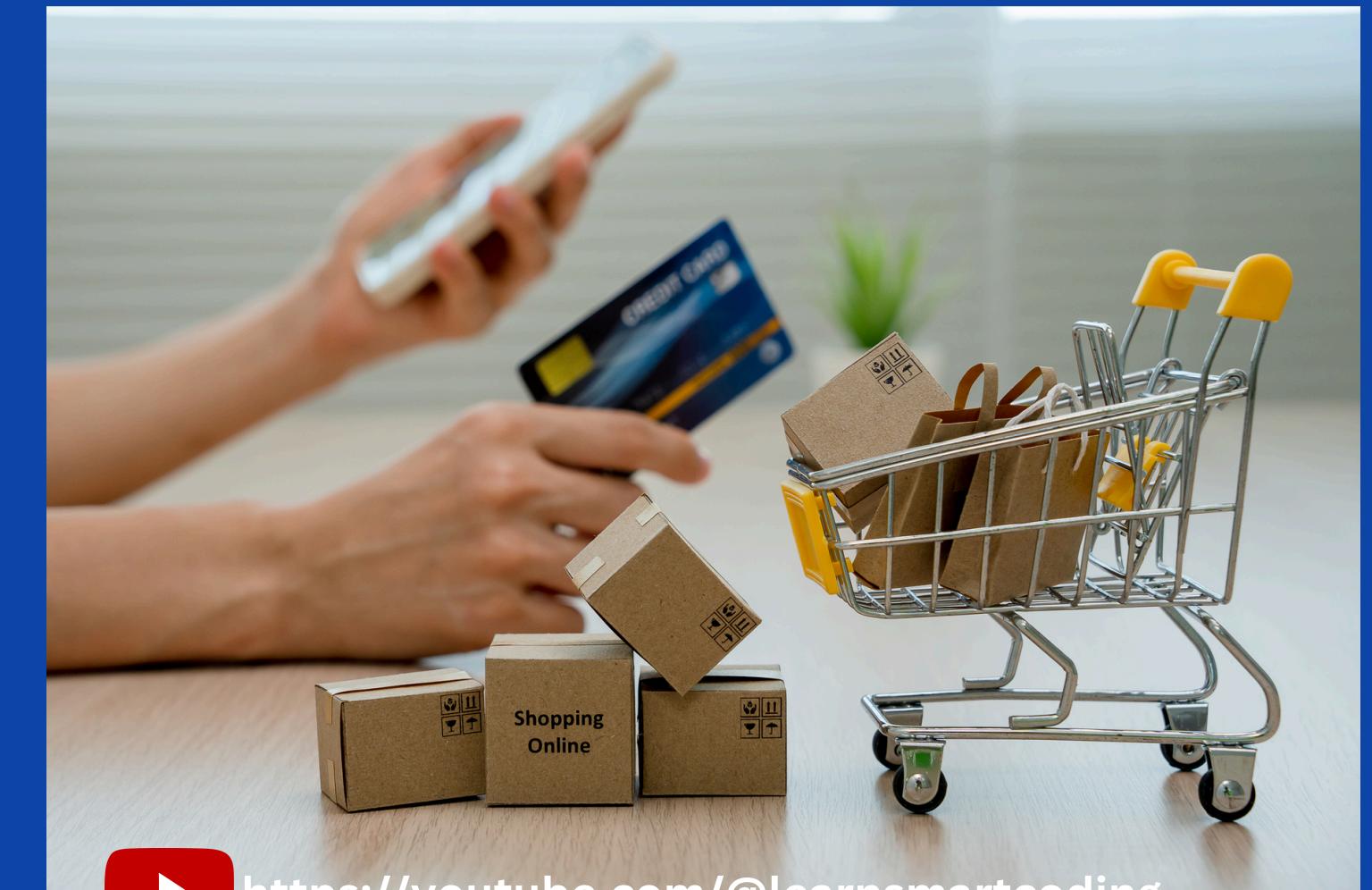
Real World Context

Imagine you're the owner of a popular online marketplace where users from around the world can buy unique handmade crafts. Your goal is to ensure a seamless, secure, and personalized experience for both buyers and seller (you) using Azure AD B2C



Global Craft Fair (Identity Management)

Azure AD B2C serves as the backbone of your online marketplace, acting like a global guest list. Every user, whether they're a buyer looking for handmade treasures or a seller (you) showcasing their crafts, has a unique digital identity managed by Azure AD B2C



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Secure Entry (Authentication)

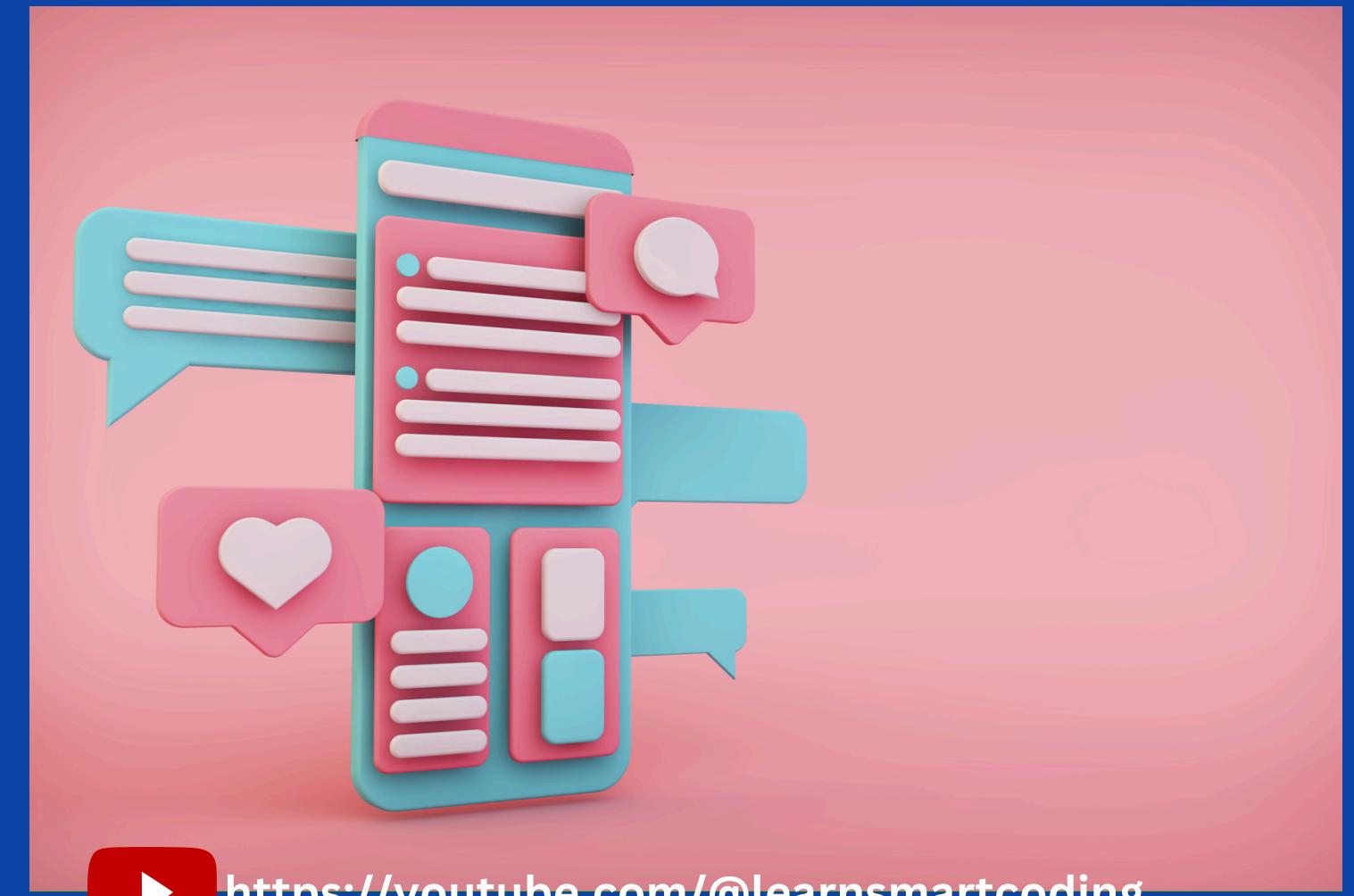
At the entrance to your online marketplace, users encounter various authentication methods supported by Azure AD B2C. Some users prefer logging in with their Google or Facebook accounts, while others opt for a traditional email and password combination. Azure AD B2C ensures a secure entry point for everyone



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Customized Shopping Experience (Customization and Branding)

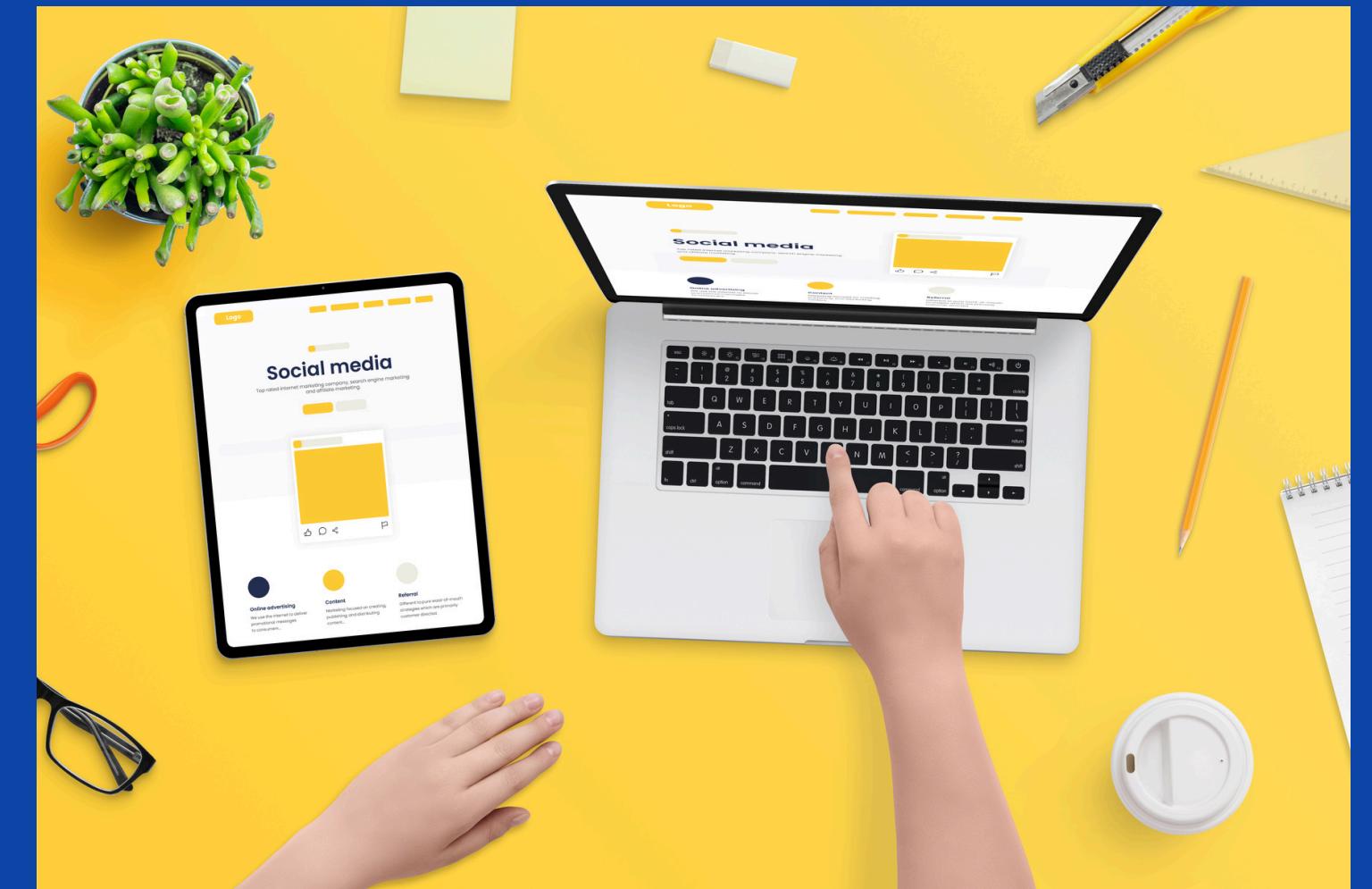
Azure AD B2C empowers you as the business owner to customize the user interface for your buyers. You can create a personalized shopping experience, tailoring the platform to showcase your unique products



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Customized Shopping Experience (Customization and Branding)

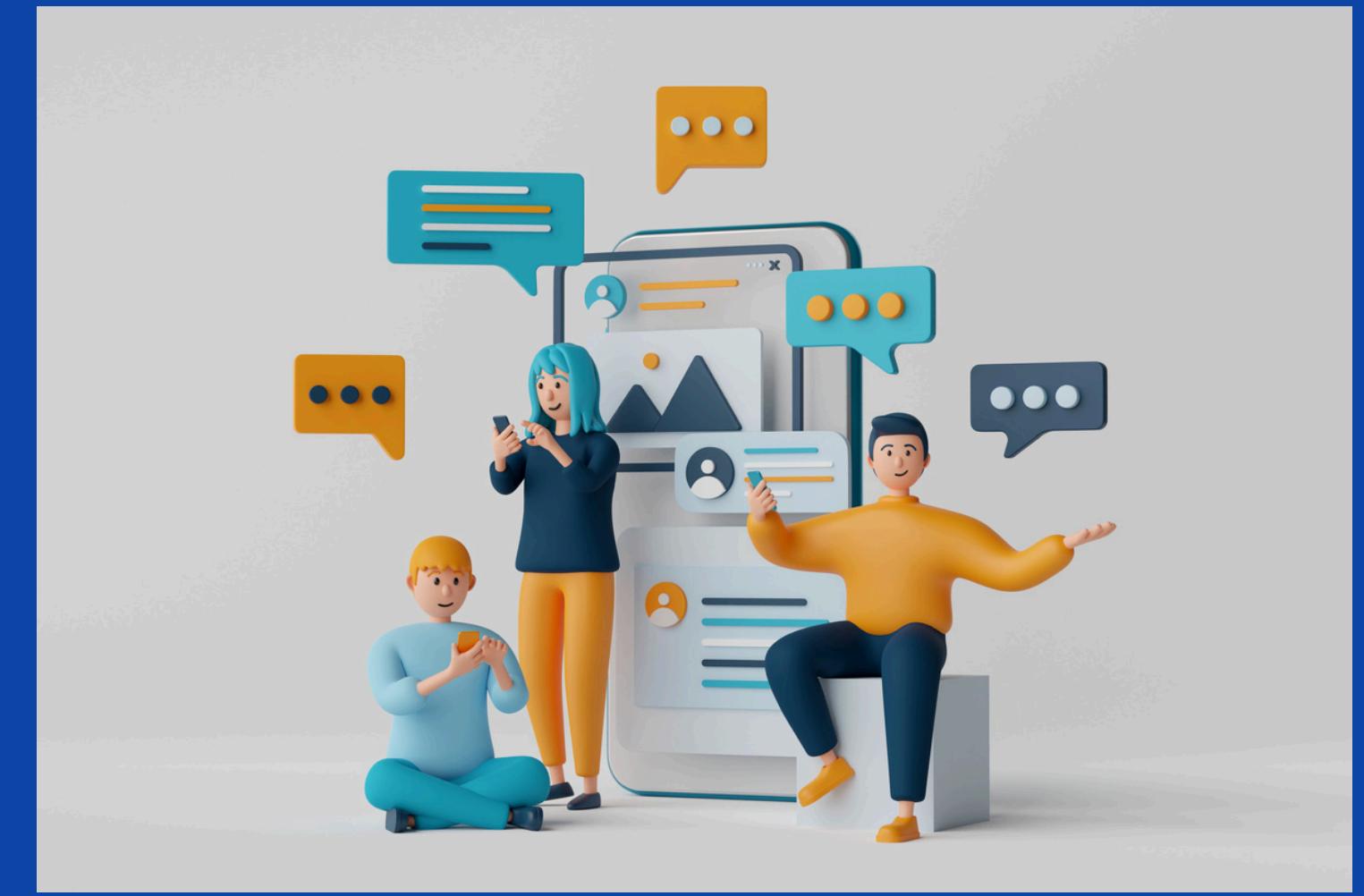
This could involve customizing the homepage, creating personalized recommendations based on buyer preferences, and ensuring a consistent brand identity throughout the online shopping journey



Buyer Profiles (User Attributes and Profiles)

Buyers, much like the products they are interested in, have distinct preferences.

Azure AD B2C enables you to gather and manage these preferences, creating detailed buyer profiles. This information helps enhance the shopping experience by offering personalized product recommendations and tailored communication



Secure Transactions

(Multi-Factor Authentication)

To enhance security during transactions, Azure AD B2C supports multi-factor authentication. Buyers can opt for an additional layer of verification, such as a one-time code sent to their mobile device, ensuring that only authorized individuals can complete transactions.



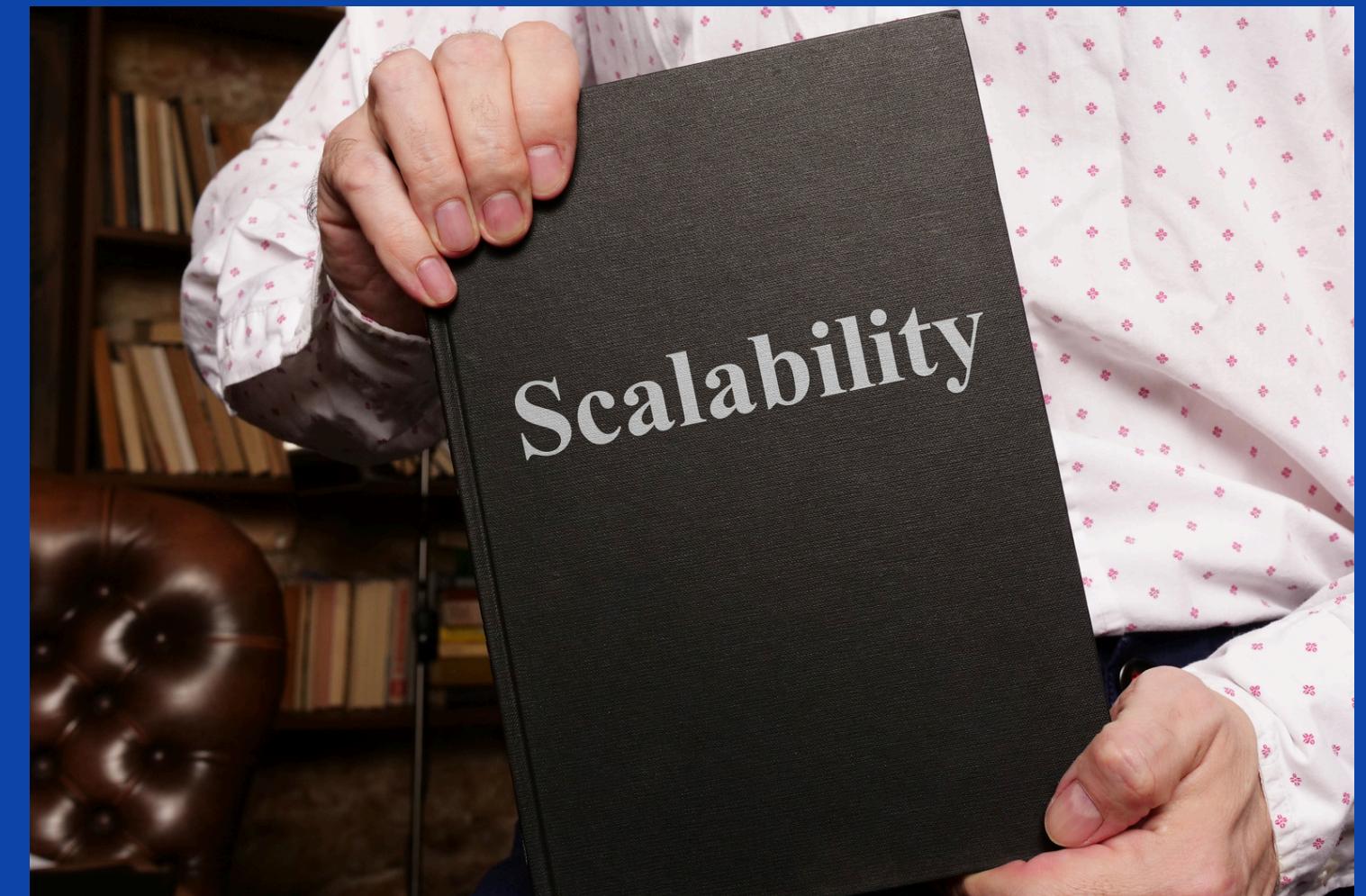
Seamless Shopping Experience (Integration with Applications)

our online marketplace includes various applications, from web interfaces to mobile apps. Azure AD B2C integrates seamlessly with these applications, allowing buyers to switch between devices while maintaining a consistent and smooth shopping experience.



Global Accessibility (Scalability and Global Reach)

As your marketplace grows, Azure AD B2C ensures scalability to handle an increasing number of buyers. Its integration with the Azure cloud guarantees global accessibility, allowing users from different countries to participate in the online shopping experience



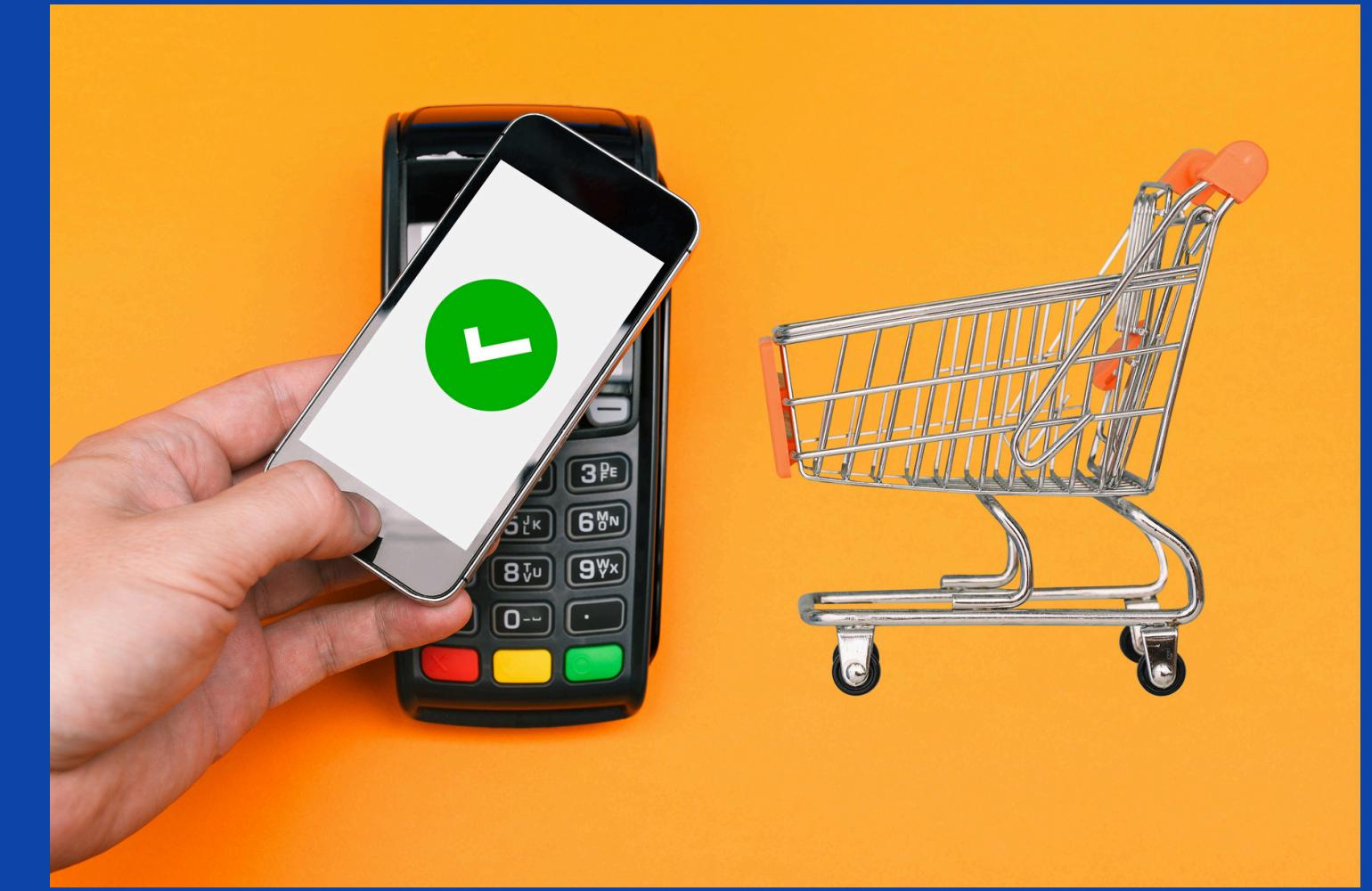
Fair Policies (Policy-Based Authorization)

You establish policies to govern buyer interactions, ensuring fair and secure practices during account creation, login, and transaction processes. Azure AD B2C allows you to define policies for buyer journeys, creating a trustworthy and transparent online marketplace



Integration with Payment Services (Integration with Other Azure Services)

Azure AD B2C collaborates with payment services integrated into your marketplace. Whether it's processing credit card transactions or handling digital wallets, Azure AD B2C ensures a smooth integration, creating a secure and efficient environment for financial transactions



Summary

Azure AD B2C plays a crucial role in providing a secure, customized, and seamless shopping experience for buyers in a single-business seller online marketplace.





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