





Windows Azure™

Azure Active Directory B2C

What is Azure Active Directory B2C?

Azure Active Directory B2C provides business-to-customer identity as a service. Your customers use their preferred social, enterprise, or local account identities to get single sign-on access to your applications and APIs.

Azure AD B2C is a customer identity access management (CIAM) solution capable of supporting millions of users and billions of authentications per day. It takes care of the scaling and safety of the authentication platform, monitoring, and automatically handling threats like denial-of-service, password spray, or brute force attacks.

Azure AD B2C is a separate service from Azure Active Directory (Azure AD). It is built on the same technology as Azure AD but for a different purpose. It allows businesses to build customer facing applications, and then allow anyone to sign up into those applications with no restrictions on user account.

BUSINESS OVERVIEW

ONOPA Services MSP Training (OSMSPT) is an AZURE AD B2C online store that sells training to both individual consumers and business customers. Business customers buy training on behalf of their company, or businesses that they manage.

Sign-in options

OSMSPT offers several sign-in options based on the relationship their customers have with the store:

- **INDIVIDUAL** customers can sign up or sign in with individual accounts, such as with a social identity provider or an email address and password.
- **BUSINESS** customers can sign up or sign in with their enterprise credentials.
- **PARTNERS** and suppliers are individuals who supply the store with products to sell. Partner identity is provided by Azure Active Directory B2B.

Single sign-on access with a user-provided identity

Azure AD B2C uses standards-based authentication protocols including OpenID Connect, OAuth 2.0, and Security Assertion Markup Language (SAML). It integrates with most modern applications and commercial off-the-shelf software.

By serving as the central authentication authority for your web applications, mobile apps, and APIs, Azure AD B2C enables you to build a single sign-on (SSO) solution for them all. Centralize the collection of user profile and preference information, and capture detailed analytics about sign-in behavior and sign-up conversion.

Integrate with external user stores

Azure AD B2C provides a directory that can hold 100 custom attributes per user. However, you can also integrate with external systems. For example, use Azure AD B2C for authentication, but delegate to an external customer relationship management (CRM) or customer loyalty database as the source of truth for customer data.

Another external user store scenario is to have Azure AD B2C handle the authentication for your application, but integrate with an external system that stores user profile or personal data. For example, to satisfy data residency requirements like regional or on-premises data storage policies. However, Azure AD B2C service itself is worldwide via the Azure public cloud.



Sign in with your email address

Email Address

Password

[Forgot your password?](#)

[Sign in](#)

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

Sign in with your social account

 Facebook

 GitHub

 Google

 Microsoft

After entering an email address and selecting **Send verification code**, Azure AD B2C sends them the code. Once they enter their code, select **Verify code**, and then enter the other information on the form, they must also agree to the terms of service.

Clicking the **Create** button causes Azure AD B2C to redirect the user back to the OSMSPT website. When it redirects, Azure AD B2C passes an OpenID Connect authentication token to the AZURE B2C application. The user is now signed-in and ready to go, their display name shown in the top-right corner to indicate they're signed in.



Customers

Social IDs, email, or local accounts



Any SAML provider

Business & Government IDs



Any OIDC provider

Business

OAuth2



Web App



OIDC



Azure
Active Directory
B2C



