

# Identity and Azure Active Directory

## The importance of identity and access management

More and more of companies' digital resources exist outside of the on-premises corporate network—on mobile devices and in the cloud—making control and visibility into how and when users access applications and data more vital than ever.

Your organization's data could be at risk through criminal attacks, employees working from unapproved devices and locations, or data moving out of the organization via unapproved cloud services. Overcoming these new challenges takes more than just protecting your existing network perimeter. It requires a new kind of perimeter—an identity security perimeter.

An effective solution controls access to your data by providing an additional level of authentication. Implementing multi-factor authentication and conditional access prevents unauthorized access to both on-premises and cloud applications.



In addition to security, there can be several productivity-related enterprise benefits to cloud-based identity management:

- Users can have a single sign-on (SSO)—in the datacenter and in the cloud
- Users have the ability to authenticate to applications from outside the corporate network (e.g., when working from home)
- Users can authenticate from mobile devices

**To achieve both security and productivity goals, consider extending your directory services function to the cloud with Azure Active Directory (Azure AD).**

## About Azure Active Directory

Azure AD enables you to give your employees SSO access to on-premises and cloud applications. Whether you're using a third-party solution (like Office 365, Salesforce.com, DropBox, or Concur) or in-house applications, your internal and external users can securely log on with Azure AD through a single user ID to access virtually any cloud-based app, proprietary app, or system.

Azure AD streamlines the employee experience and reduces the complexity that comes with managing identity, security, and access to your company's critical data.



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## Continued



Provide employees SSO access powered by automated access management and provisioning



Improve app security with multi-factor authentication and conditional access



Delegate important tasks to your employees, such as resetting passwords and creating and managing groups



Secure remote mobile access to on-premises apps



Provide self-service password change, reset, and self-service group management with Azure AD Premium



Extend Active Directory and any other on-premises directories to Azure AD to enable SSO for all cloud-based applications—allowing user attributes to be automatically synchronized

## Additional resources

Topic	Resource
Azure Active Directory overview	<a href="https://docs.microsoft.com/azure/active-directory/active-directory-what-is">https://docs.microsoft.com/azure/active-directory/active-directory-what-is</a>
Azure Active Directory features and capabilities	<a href="https://www.microsoft.com/cloud-platform/azure-active-directory-features">https://www.microsoft.com/cloud-platform/azure-active-directory-features</a>
Azure identity 101	<a href="https://docs.microsoft.com/azure/active-directory/understand-azure-identity-solutions">https://docs.microsoft.com/azure/active-directory/understand-azure-identity-solutions</a>
Conditional access in Azure Active Directory	<a href="https://docs.microsoft.com/azure/active-directory/active-directory-conditional-access-azure-portal">https://docs.microsoft.com/azure/active-directory/active-directory-conditional-access-azure-portal</a>
Azure Active Directory Privileged Identity Management	<a href="https://docs.microsoft.com/azure/active-directory/active-directory-privileged-identity-management-configure">https://docs.microsoft.com/azure/active-directory/active-directory-privileged-identity-management-configure</a>
Integrate your on-premises directories with Azure Active Directory	<a href="https://docs.microsoft.com/azure/active-directory/connect/active-directory-aadconnect">https://docs.microsoft.com/azure/active-directory/connect/active-directory-aadconnect</a>
Azure Active Directory Domain Services	<a href="https://docs.microsoft.com/azure/active-directory-domain-services/active-directory-ds-overview">https://docs.microsoft.com/azure/active-directory-domain-services/active-directory-ds-overview</a>
Azure Active Directory B2B	<a href="https://docs.microsoft.com/azure/active-directory/active-directory-b2b-what-is-azure-ad-b2b">https://docs.microsoft.com/azure/active-directory/active-directory-b2b-what-is-azure-ad-b2b</a>
Azure Active Directory B2C	<a href="https://docs.microsoft.com/azure/active-directory-b2c/active-directory-b2c-overview">https://docs.microsoft.com/azure/active-directory-b2c/active-directory-b2c-overview</a>

## Take the next steps and get hands-on with Azure Active Directory.

Download our e-guide for more in-depth information and implementation guidance:  
<https://azure.microsoft.com/resources/azure-strategy-and-implementation-guide>

Learn more about Azure Active Directory at  
<https://azure.microsoft.com/trial/get-started-active-directory>