All employees in an organization need access to some [Azure services](https://www.simplilearn.com/tutorials/azure-tutorial/what-is-azure) to perform their tasks. They can access services like[SQL database](https://www.simplilearn.com/tutorials/sql-tutorial/what-is-sql), [machine learning](https://www.simplilearn.com/tutorials/machine-learning-tutorial/what-is-machine-learning), or Azure container services when the administrator assigns them separate user id and password for each service. Employees, as well as administrators, often find it hard to manage multiple user logins at the same time. It creates more of a hassle for administrators working in an organization that involves more than 1000 employees.

This is where Azure Active Directory (AD) comes into the picture. With Azure AD, the administrators can handle multiple user logins without any issue. Administrators need to assign a single username and password to access all the services they want.

What is the Azure Active Directory?

* Azure Active Directory is Microsoft’s multi-tenant, cloud-based directory and identity management service.
* For an organization, Azure AD helps employees sign up to multiple services and access them anywhere over the cloud with a single set of login credentials.

## **Service Audience**

There are three types of audiences in Azure active directory:

* IT administrators
* Application developers
* Online customers

### **IT Administrators**

IT administrators take care of all the sign-in procedures. They also solve issues related to authentication.

### **Application Developers**

Application developers use these services to build applications. Development becomes quick since there are many resources available.

### **Online Customers**

They make use of services like Office 365, CRM services, and have all their demands catered immediately.