AWS Cognito

Amazon Cognito is a medium which provides authentication, authorization & user management for the web & mobile applications.

WHY USE COGNITO?

- Enhanced **Security**
- Cross-Platform **Consistency**
- **Guest** and **Social Media Logins**
- **MFA** and **Password Policies**
- Marketing Analytics

USER POOL vs IDENTITY POOL

- ✓ User pools are user directories that provide sign-up and sign-in options for your web and mobile app users.

- ✓ Identity pools provide AWS credentials to grant your users access to other AWS services.

Both of these components can be used separately or together depending upon requirement.

COGNITO BEST PRACTICES

- Integrate **AWS Mobile SDK**
- **Monitor** Cognito metrics and **log** API activities
- **Multi-Factor Authentication** (MFA)
- Adaptive Authentication with **Risk-Based Model**