

# The Leading Identity Cloud

A Trusted Platform to Secure Every Identity in Your Organization

# Workforce Identity Challenges



01

The task of managing identities across the board becomes strenuous as the business grows

02

Increases of Apps deployed by enterprises create distractions for employees

03

IT division expected to scale support beyond traditional employees

04

**Identity in modern hybrid-cloud apps and systems are radically more complex**

# Customer Identity Challenges



01

Organizations undervalue security at the beginning of a lifecycle

02

Need a plan for securing your customer accounts and personal data from attackers

03

Face technical debt when you migrate away from burdensome legacy systems to cloud infra

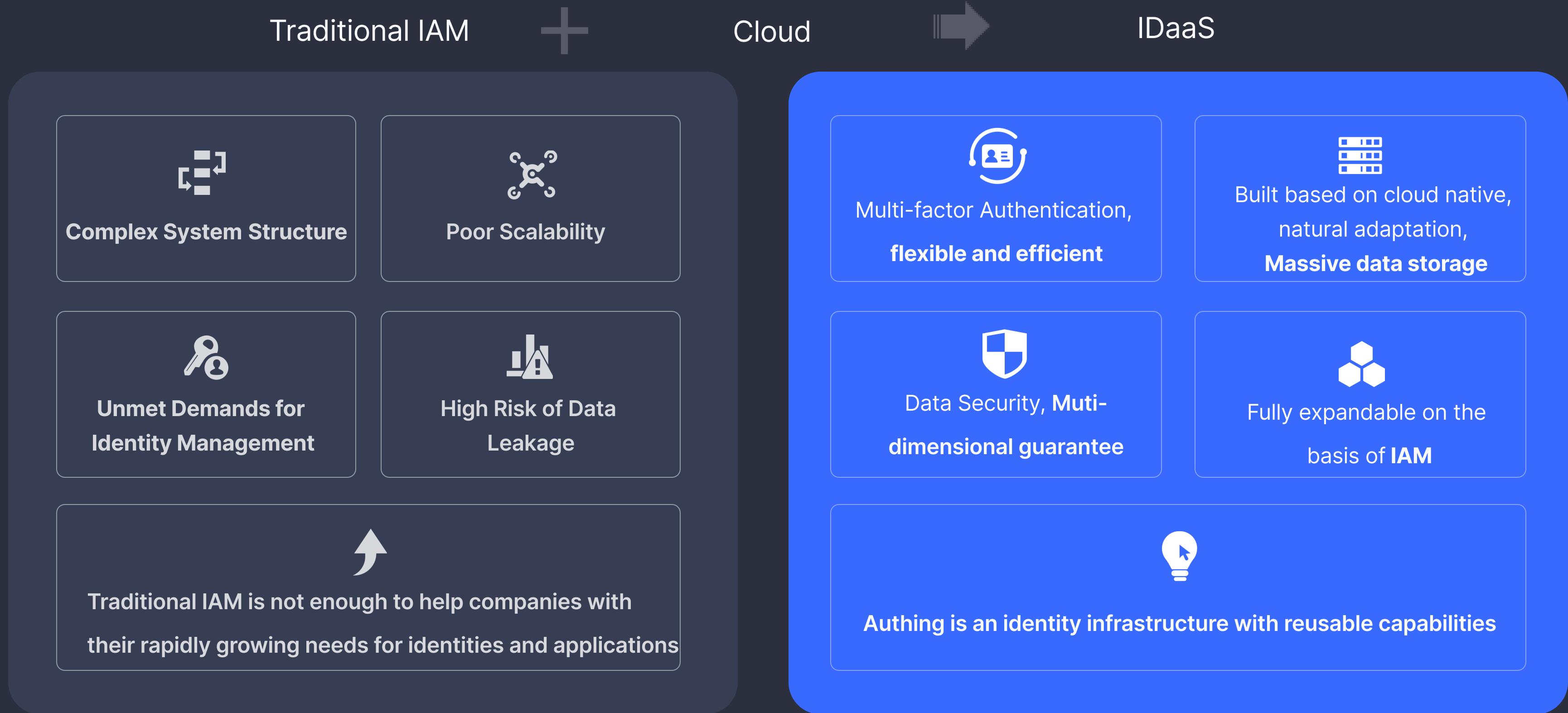
04

**Poor login experience and low efficiency decrease brand loyalty and revenue**

# More than an IAM



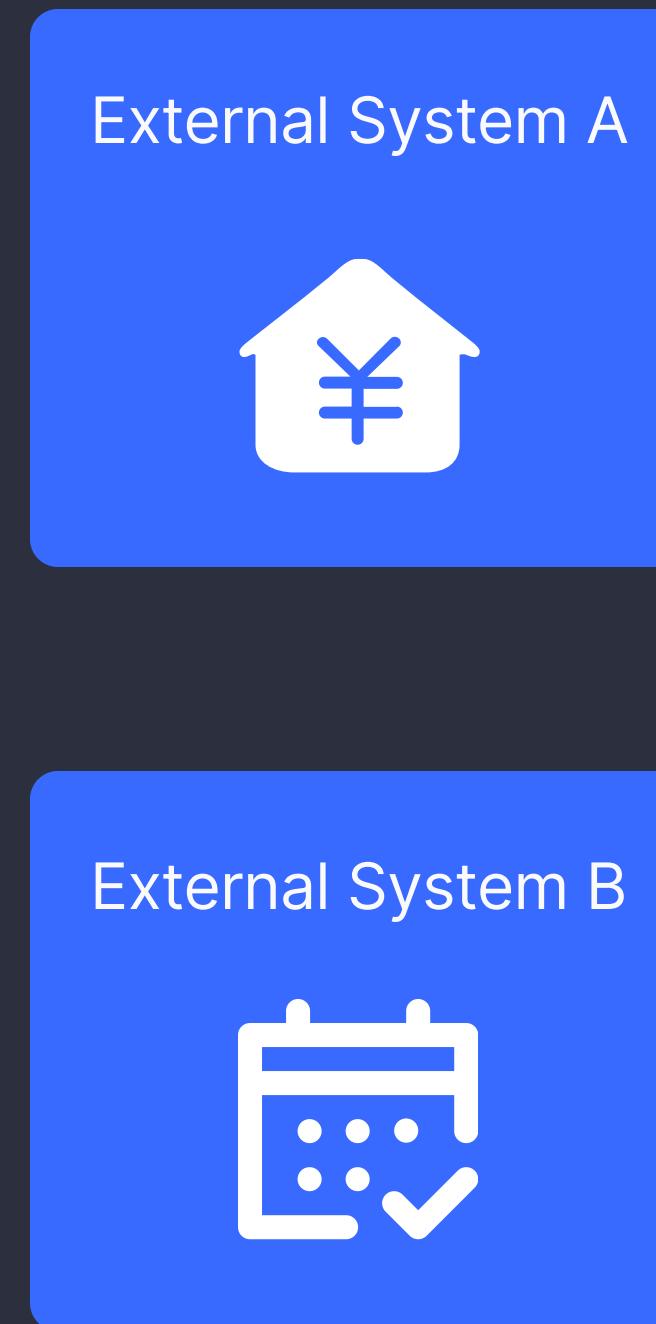
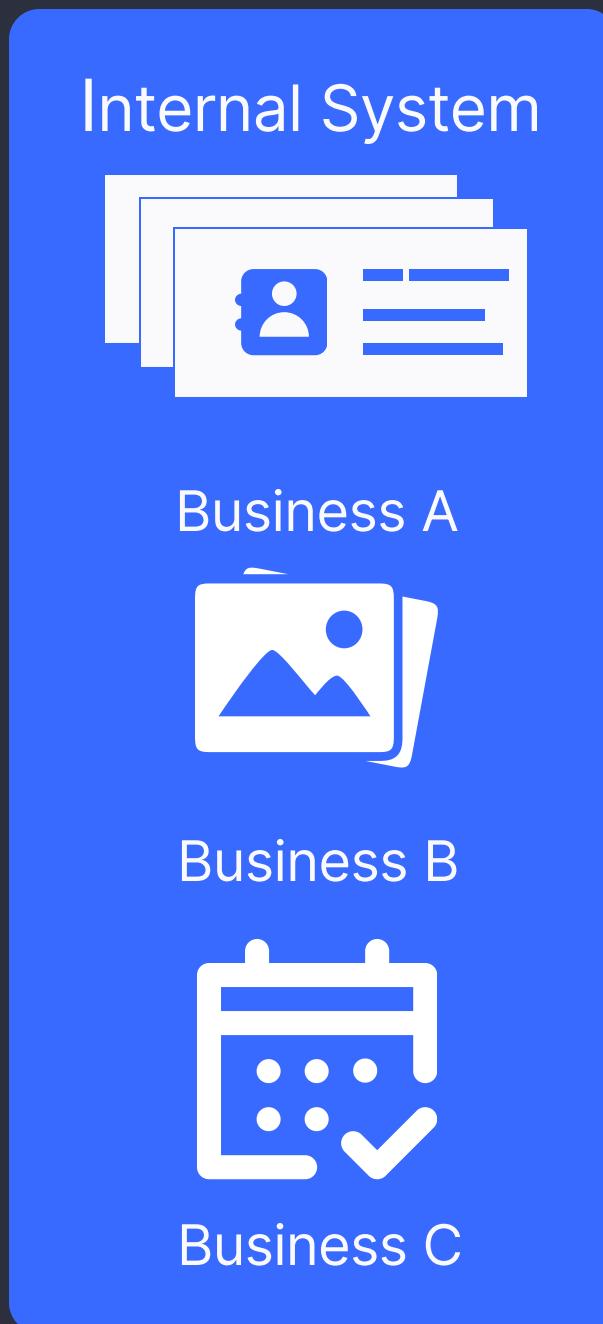
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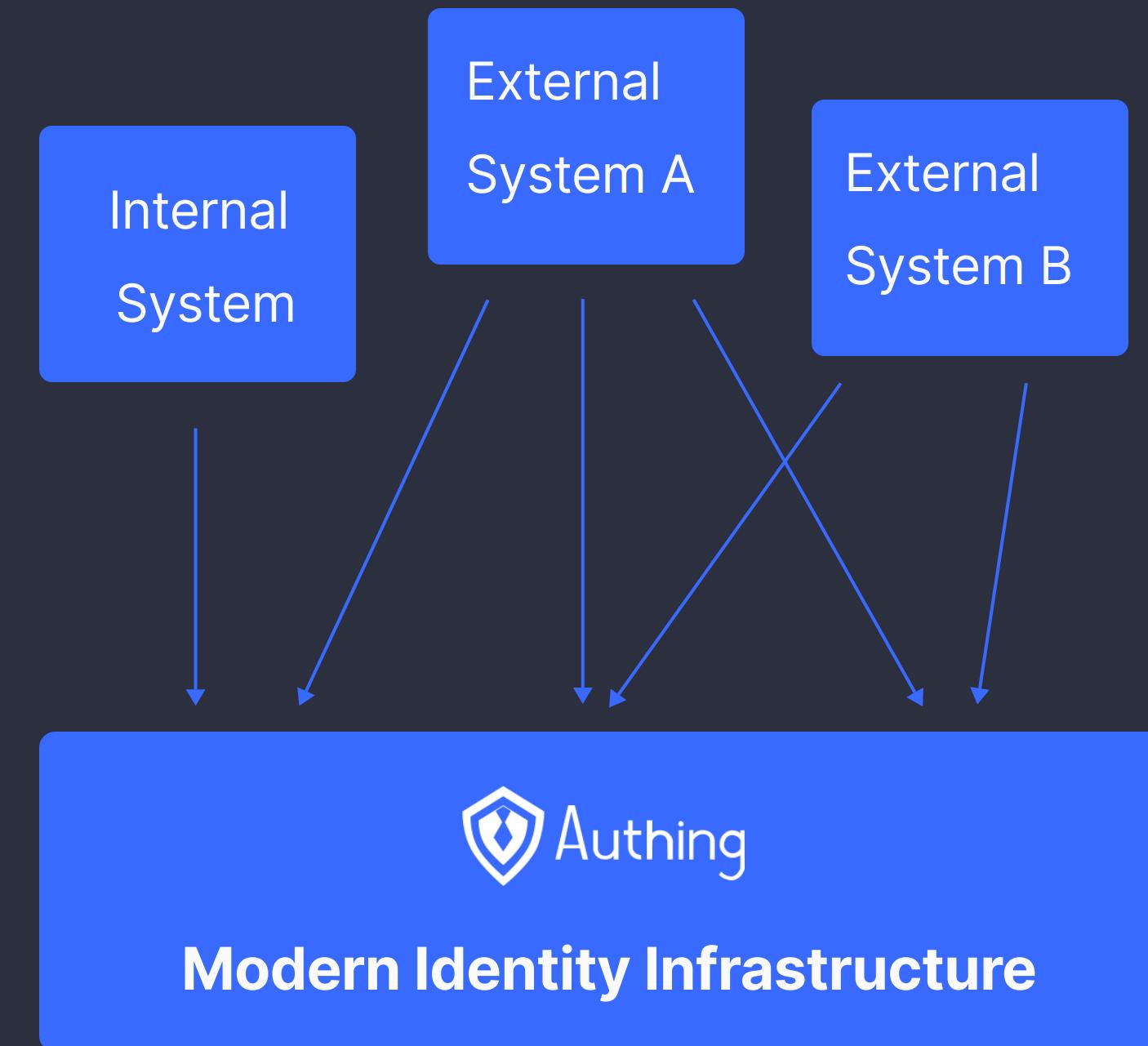
# Authing Modernizes Infrastructure

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## Legacy identity

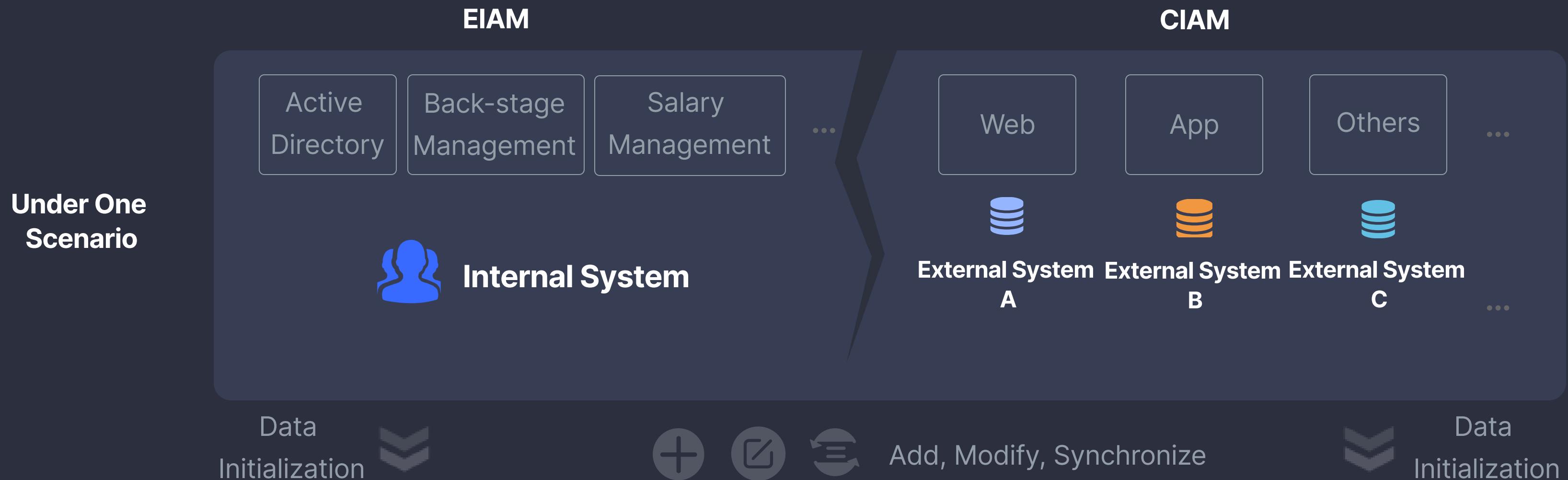


## Scale App Development

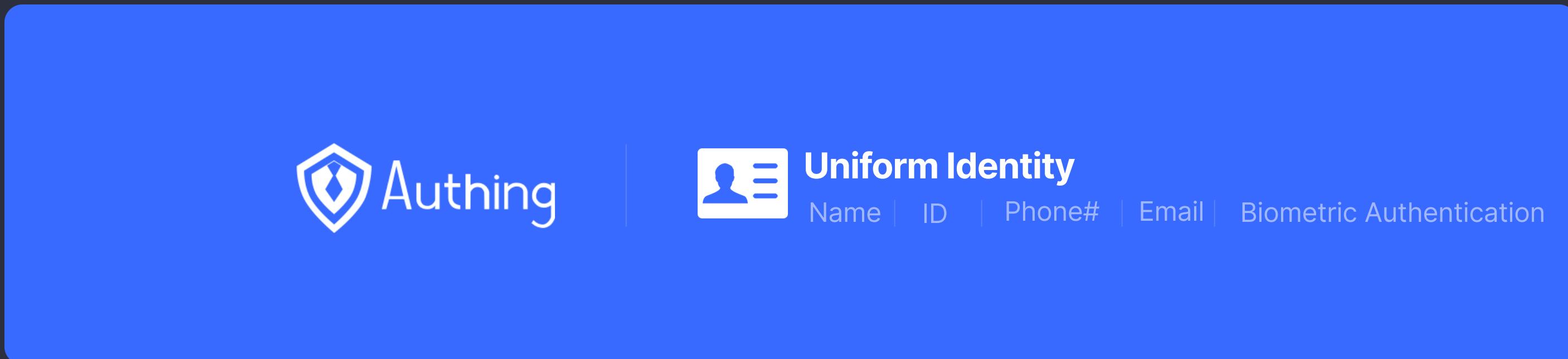


# Connect EIAM & CIAM

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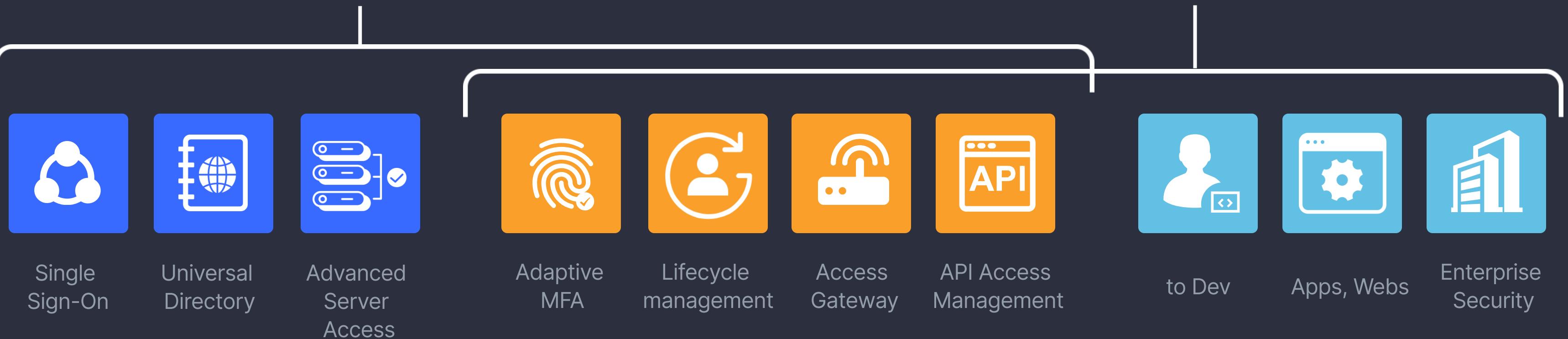
Cross All Scenarios



# Authing Workforce & Customer Identity

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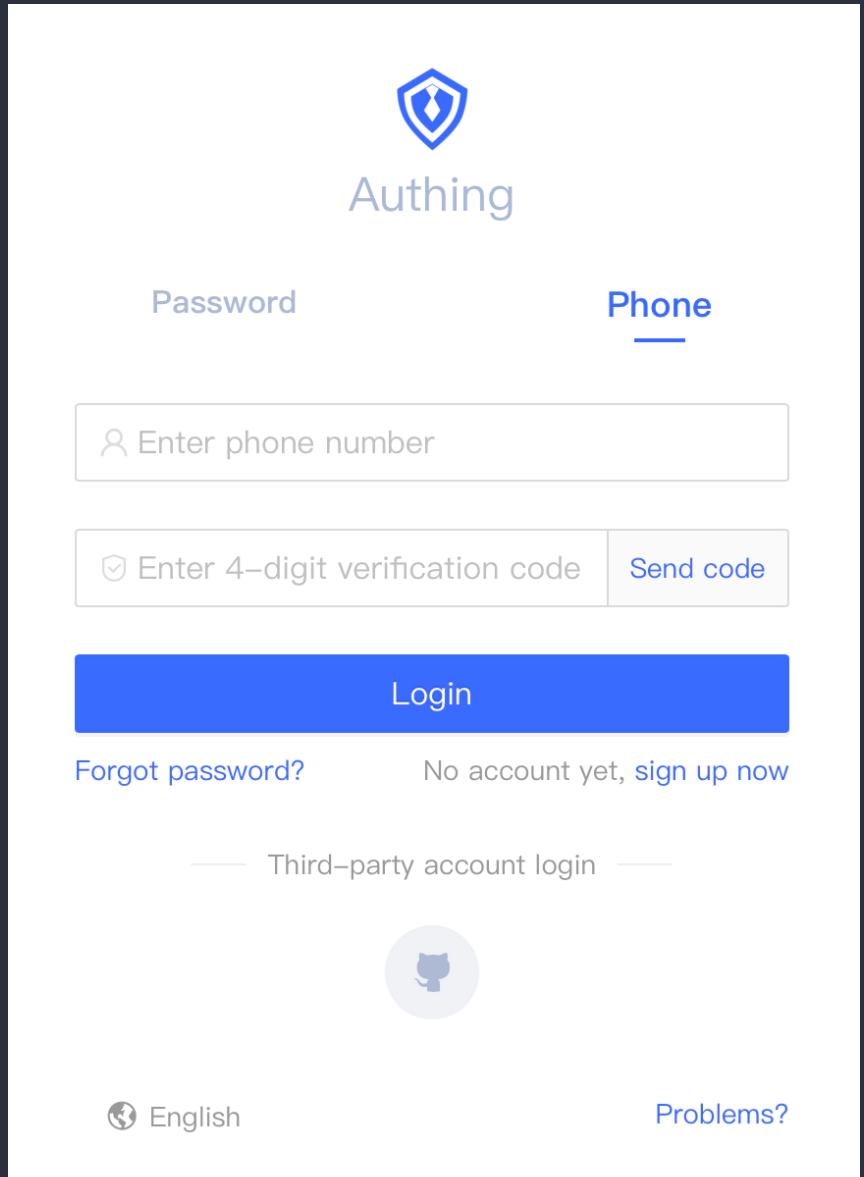
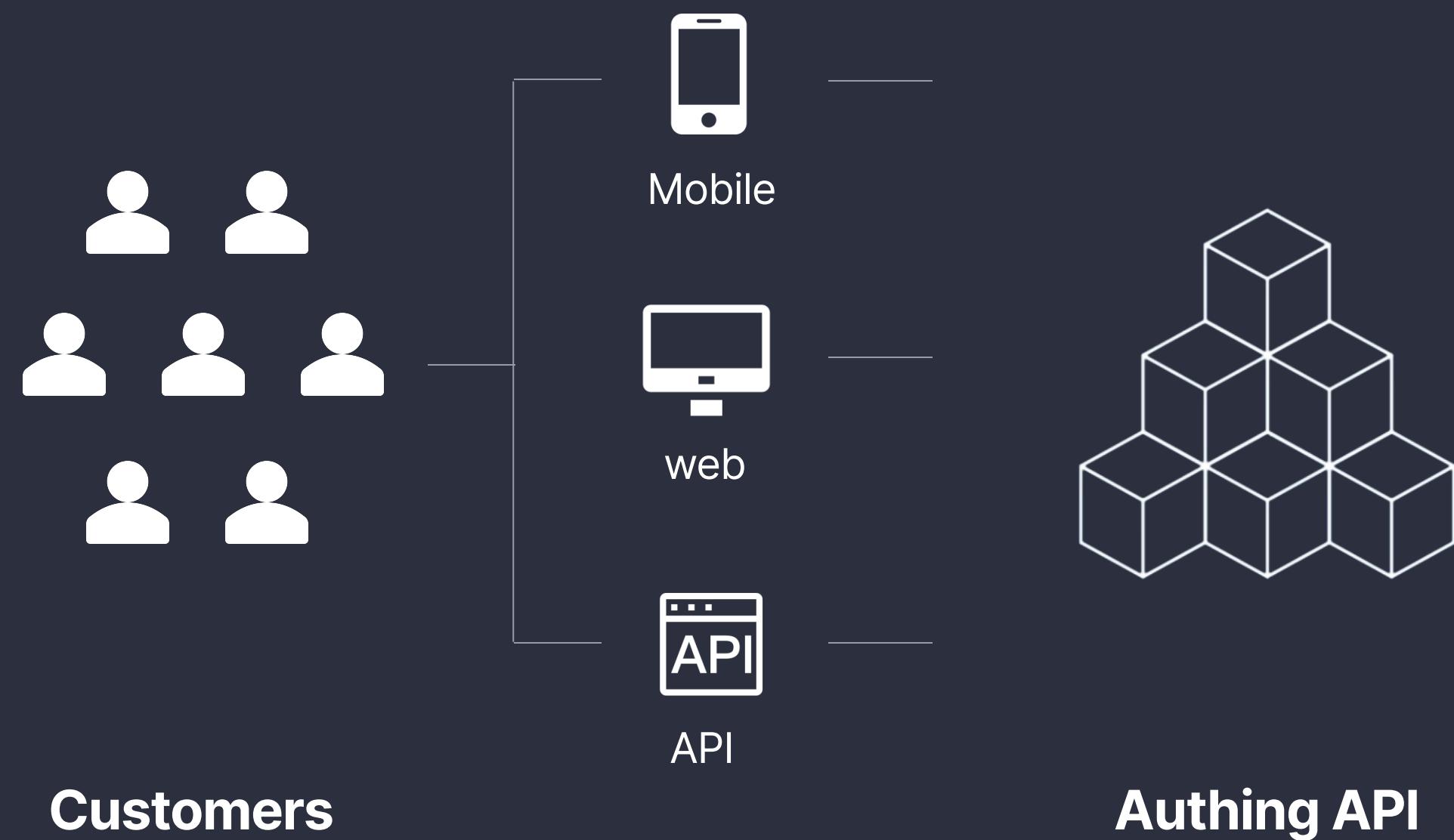
## Workforce Identity



Authing - Integrate, Implement, Connect

# Authing Implementation

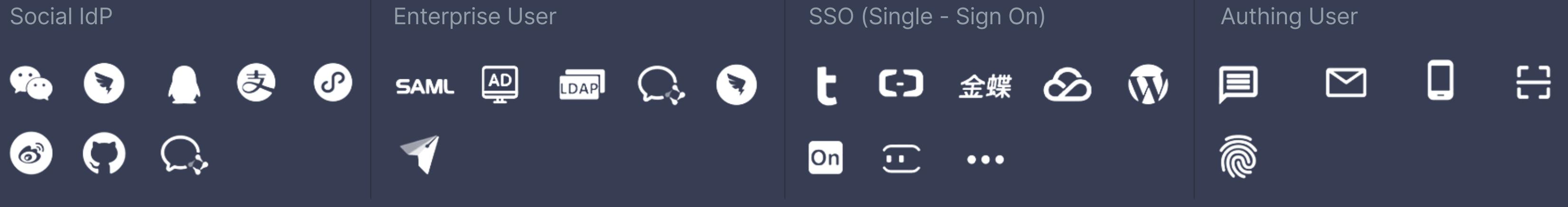
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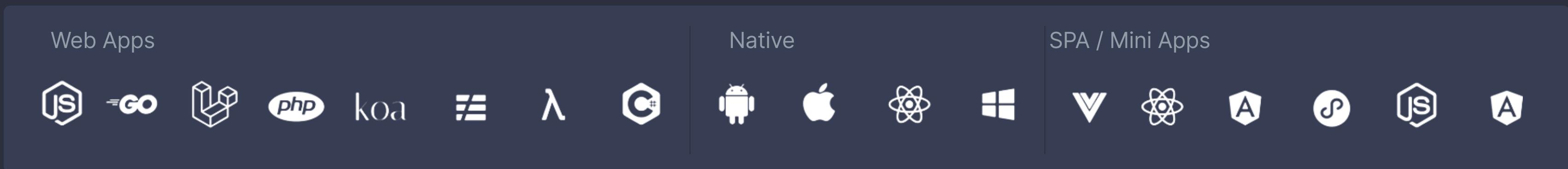
# Authing Integration

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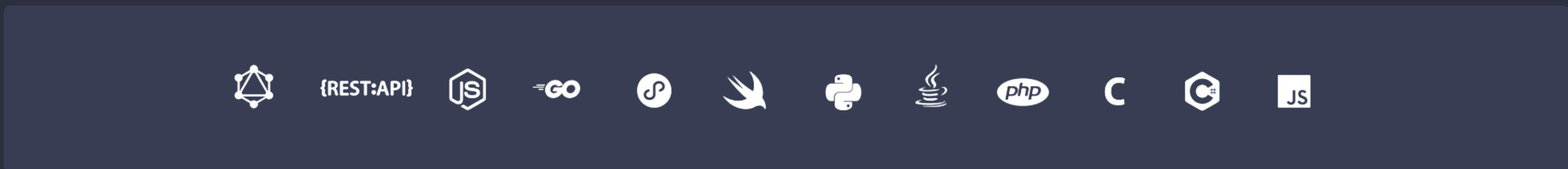
## Identity providers



## Applications



## API



# Our Objectives

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Support on-prem deployment



Manage internal & external user data Centrally

Connect digital identity, as a centralized IdP

User real-name authentication , Inert data cleaning

Compatible with old systems, Support smooth transformation & upgrade

High availability, High concurrency, High security

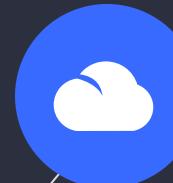
Modular development of multiple capabilities

Authing - Integrate, Implement, Connect

## Expected value

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Reduce operational & hardware costs



Drawing precise personas



Analyze app usage



Expected  
value

Centralized user data, improve management &  
operational efficiency, quantify the input-output  
ratio of the Apps

Build identity standard, guide  
integration

Modular product delivery, On-demand usage ,  
lower the cost



# Building standards and workflows for new apps and systems

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Connect all the development of new systems to Authing

User data is converged to the User Pools

Configure the login mode with the user center as the identity source

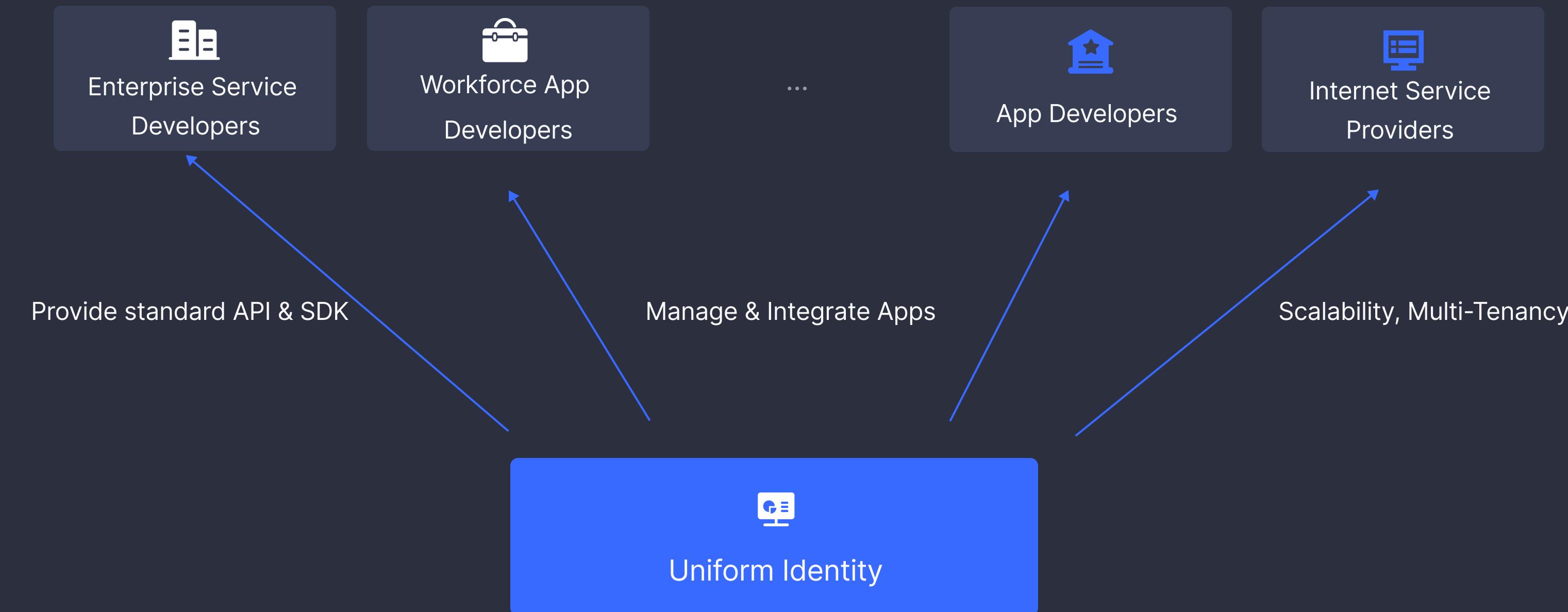
Configure third-party login mode (Wechat, Alipay)

The SDK of the access terminal quickly realizes the login component & business logic

Access to real-name authentication base on the business system demand

Reusable MFA

# Working efficiently under standards



# Multiple safeguards ensure data security

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Multiple dimensions & ways to protect the security of users and business data



## Storage

All data is stored in the cloud, and  
the key data is protected by  
「KMS」



## Transportation

Transport data through asymmetric  
algorithm; Avoid data leakage with  
strict access control during  
transportation



## Usage

Analyze devices and accounts ,  
adaptive MFA; Strengthen cloud  
protection

# Authing Cultivates User Trust



Keep attackers at bay

Protect against intruders  
using modern auth standards  
and machine learning.



## Secure customer accounts

Secure the customer identity lifecycle for your apps. Protect users at registration, authentication, and in-app activity.



Protect user privacy

Manage consent and seamlessly integrate with leading privacy solutions for GDPR and CCPA compliance.

Authing has helped 6000+ developers & Companies worldwide

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# Our Development

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# Authing's Honors & Certificates

China's high tech enterprise

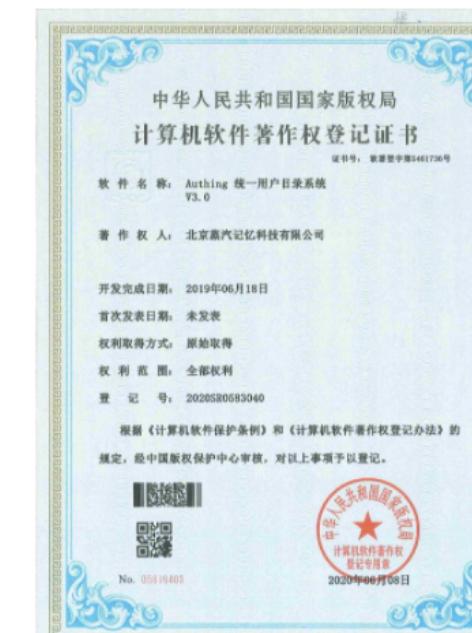
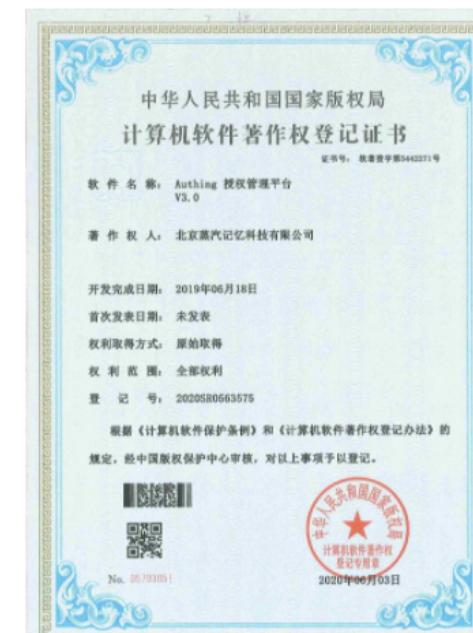


高新技术企业

Beijing Z-Park's high tech enterprise



## Software Copyrights





“对比过众多厂商后更能感受到 Authing 的优势，  
这是一款经过思考做出来的产品”

“Comparing many solution providers, we can clearly feel the advantages of Authing, it is a thoughtful product”

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Higher Education Press  
全国最大的面向高教师生的出版社集团



“凡所应有、无所不有”

**“Authing have everything that one expects to find”**

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Zhijiang Laboratory  
Government Research Agency



“国际化的身份解决方案，我也是找了一堆，觉得你们最专业”

“After looking for many international identity solutions, We think  
Authing is the most professional one.”

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Shanghai K-Trust



**“Authing's Customer Success Teams are always fast in responding.”**

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Toyota



**“Any time whenever we have required Authing, Authing's Customer Success Teams are always responsive. Sometimes I just checked Beijing time and found that it is already another day, but Authing Teams are still in work. I really really appreciate this. Hats off to Authing.”**

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JCDecaux

# Customer Success Stories

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## CIAM



Case A : Media Publishing

External Users # : 35 million

Integrated Software # : 100+

Security Budget : Tens of millions/ yrs



## EIAM



Case B : Corporate Department

Employees # : 2,000+

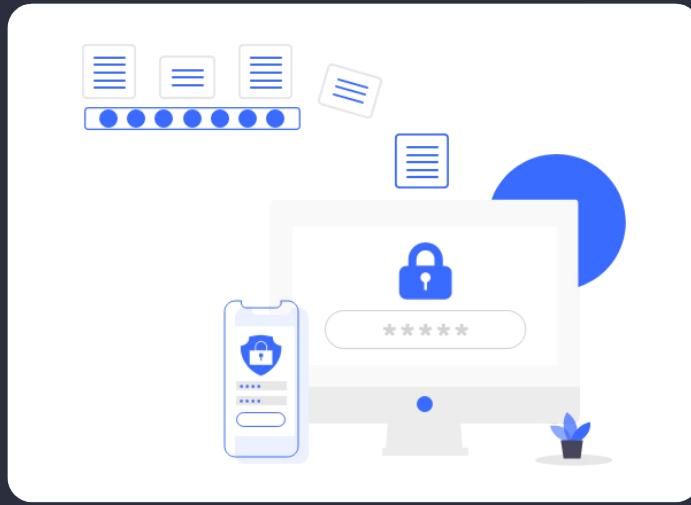
Internal Software # : About 100

Security Budget : Tens of millions/ yrs



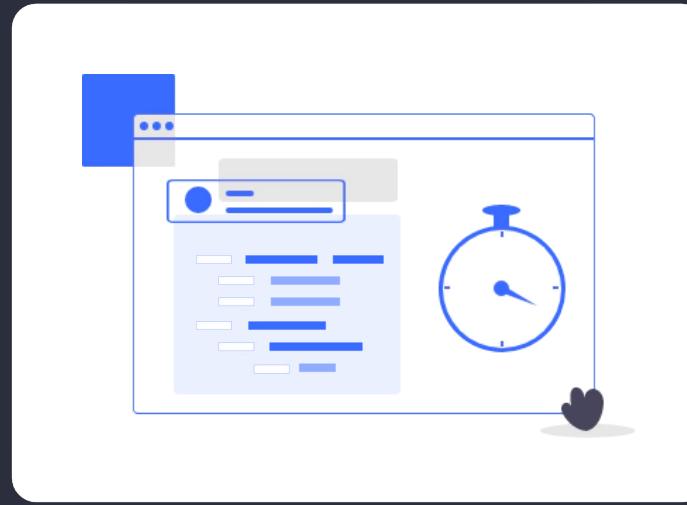
# Why Authing?

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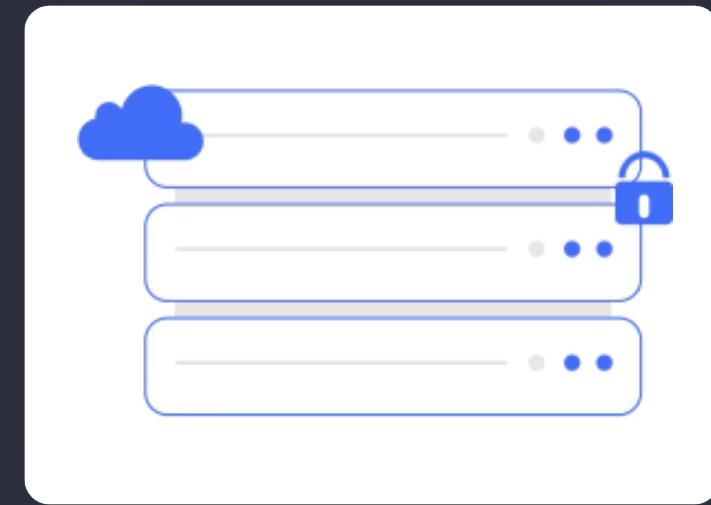
## Security

Full-cycle encrypted data storage, real-time perception of account risks



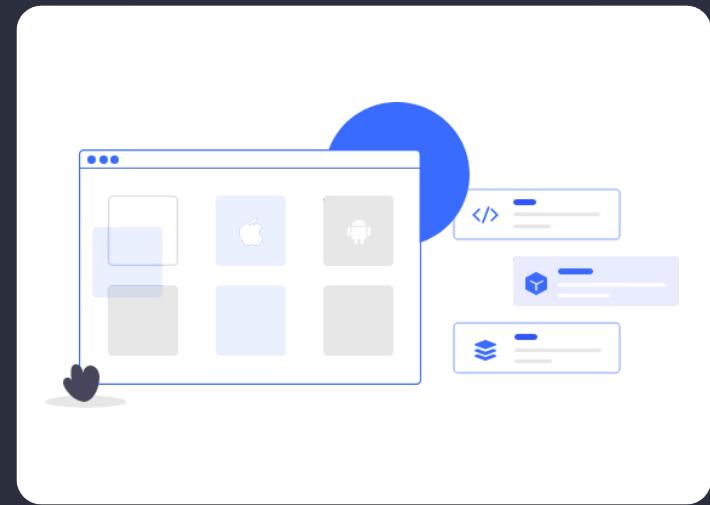
## Performance

Cloud native, Millisecond-level read and write, cross-cloud expansion, support hundreds of millions of users, great user experience that support hundreds of millions of customers



## Availability

Multiple service clusters and data centers to ensure service availability



## Efficiency

Muti-language, cross-platform, various tools that enable developers to access quickly

# Strategy & Approach

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Collaboration Paths	Details
Identify Opportunity	Articulate and define business needs; introduce product strengths
Define Collaboration Capabilities	Specify detailed requirements, demonstrate project framework
Implement Solution, Create Price Quotation	Confirm and implement solution details, and send an official quote
Sign Business Contract	Both parties agree to end contract before the work is completed

# THX

## Contact Us

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