Balancing Customer Experience with Secure External Authentication

Marcus Idle

Head of External Identity

Kocho

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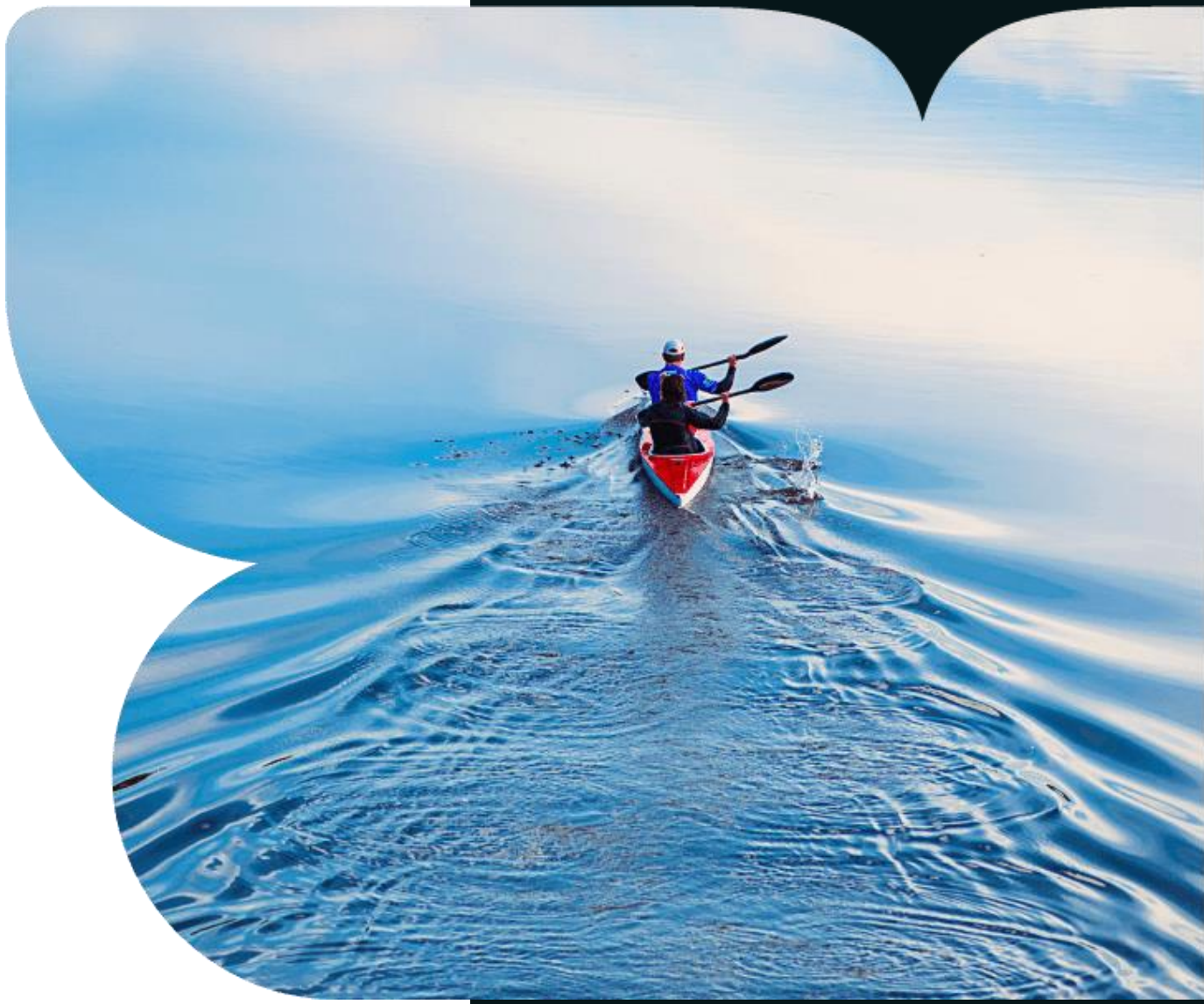
Agenda

- → The challenge
- → Protecting users
- → Keeping users
- → Conclusions



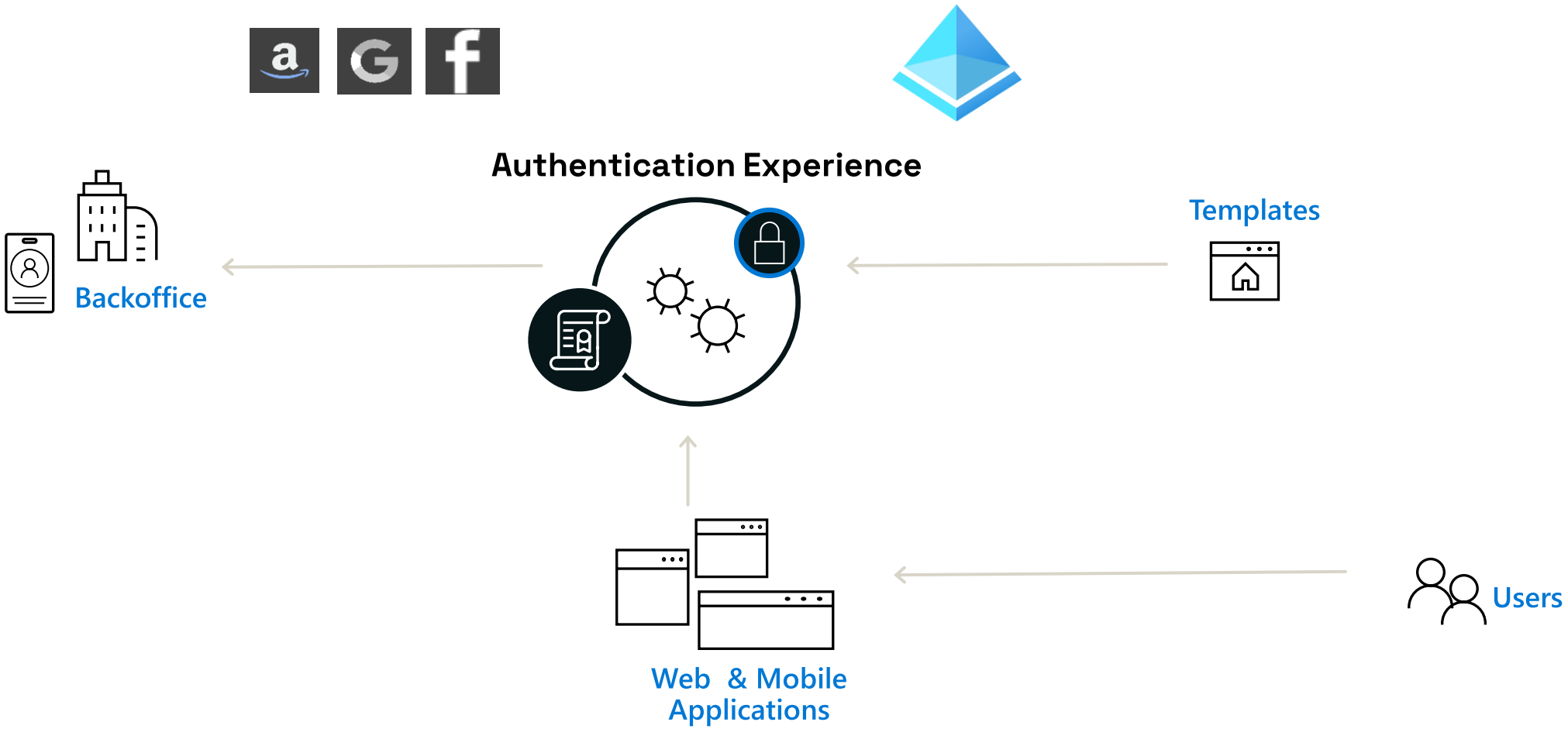
• Professional services
• £2.5m stolen
• Cause: unmanaged guest accounts

• Manufacturer
• Auditing issues
• Cause: unmanaged guest accounts

- Major UK retail business
- Credential theft
- Cause: Brute force attacks

Consumer and external user authentication

→ Single sign on, strong security, flexibility and high engagement



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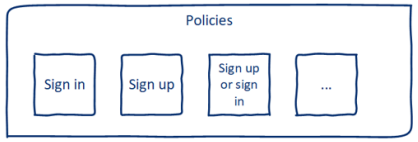
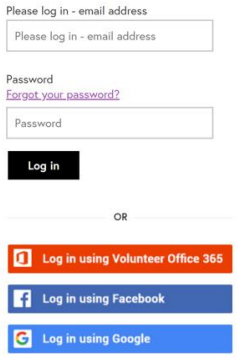
B2C security

Data at rest – hashed and encrypted

- Hashed and encrypted
- Certified and trusted

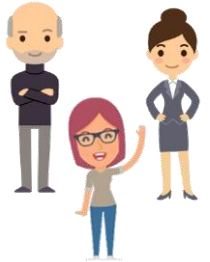
Industry-strength auth





- Industry strength authentication
- OpenID Connect, OAuth

User risk detection



- User risk detection
- Stolen credentials

Session risk detection

- Session risk detection
- Password spray attacks etc
- Anti-fraud, anti-phishing

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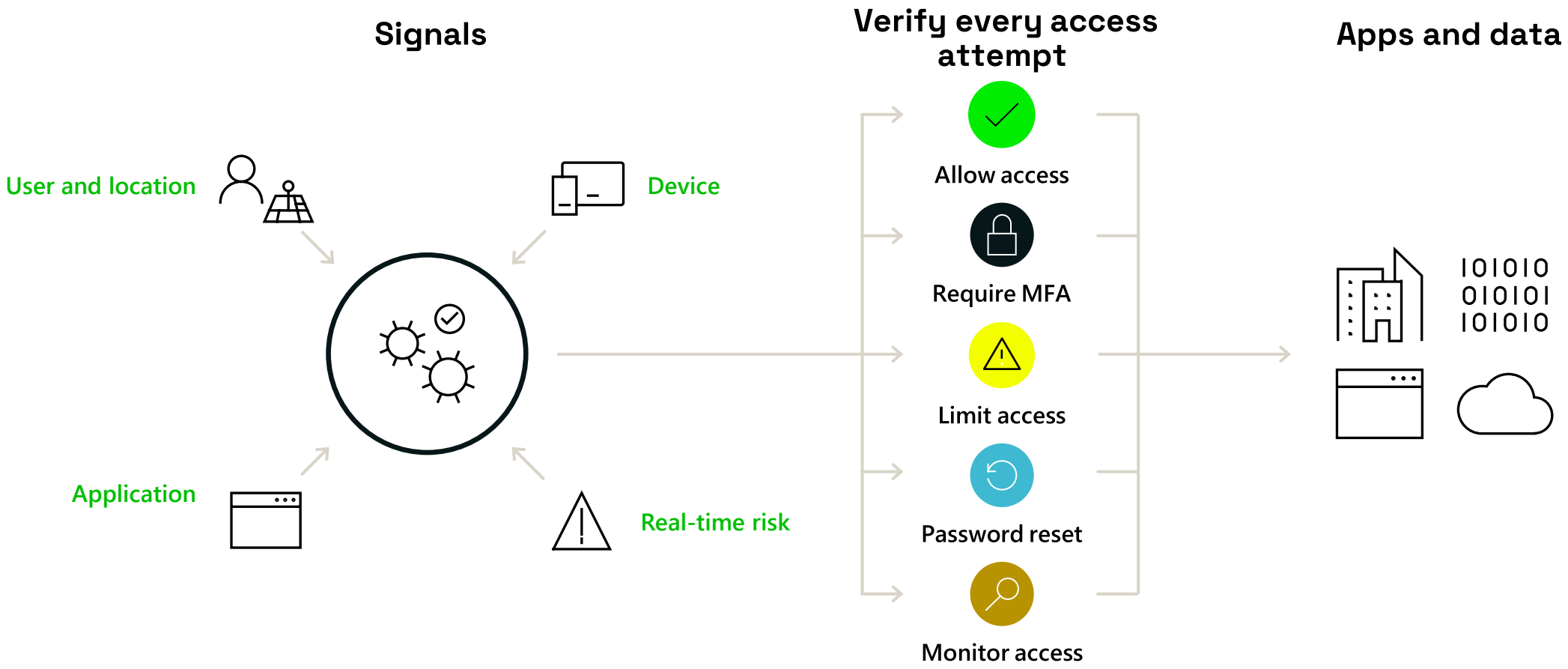
Conditional Access and Bot Detection

→ Enable Zero Trust with strong authentication and adaptive policies



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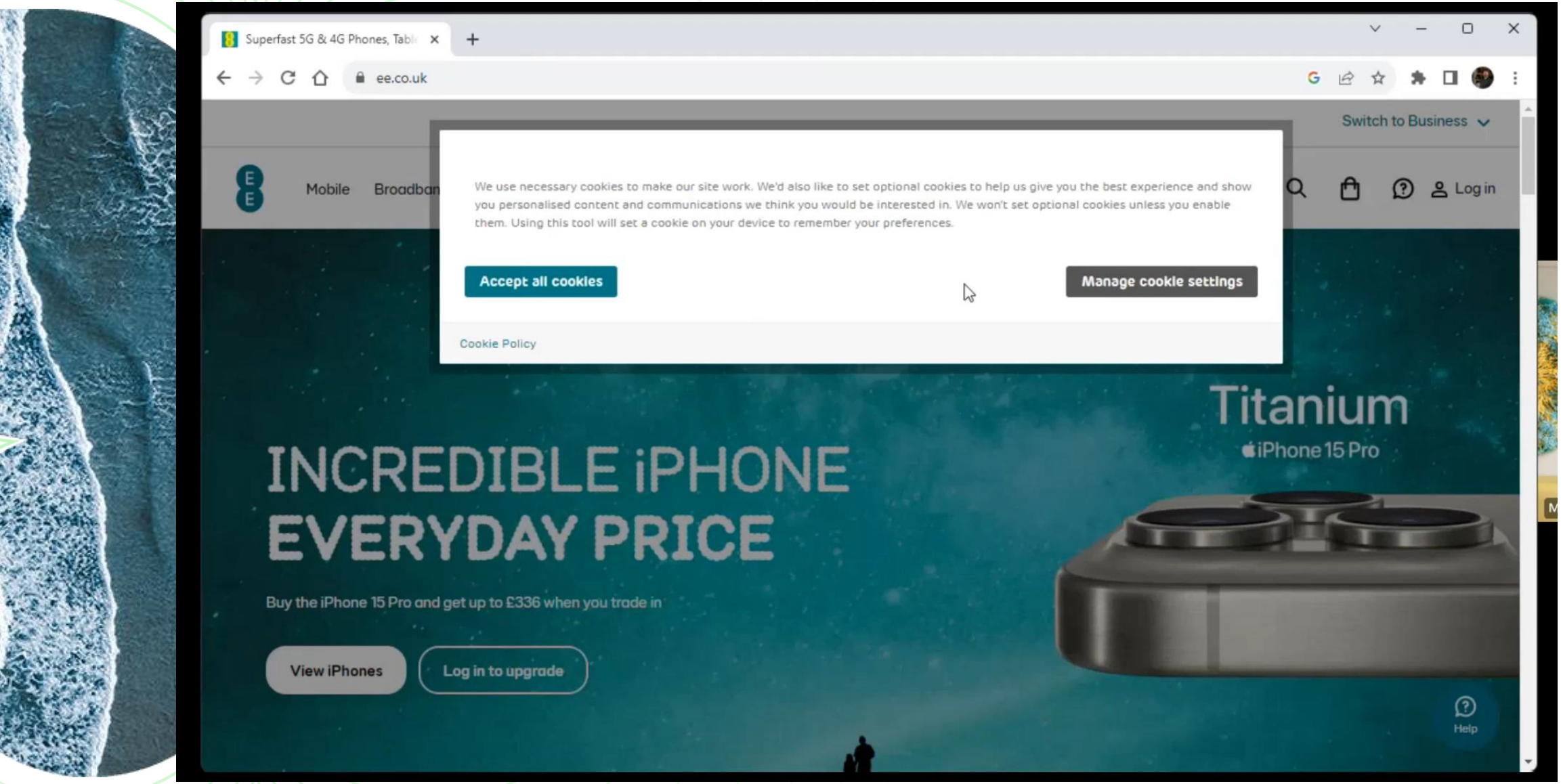
Superfast 5G & 4G Phones, Tabl
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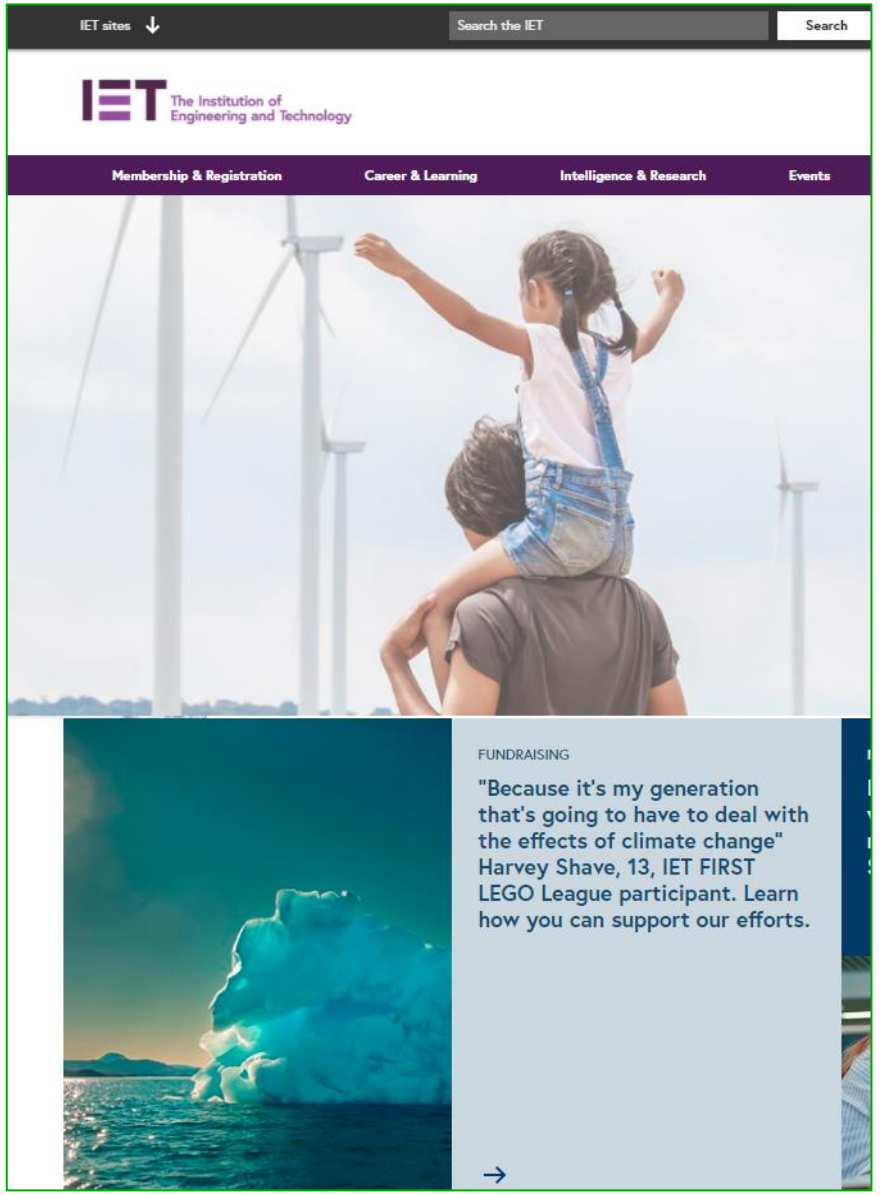
Switch to Business
Mobile
Broadban
Log in
We use necessary cookies to make our site work. We'd also like to set optional cookies to help us give you the best experience and show you personalised content and communications we think you would be interested in. We won't set optional cookies unless you enable them. Using this tool will set a cookie on your device to remember your preferences.
Accept all cookies
Manage cookie settings
Cookie Policy
INCREDIBLE iPHONE
EVERYDAY PRICE
Buy the iPhone 15 Pro and get up to £336 when you trade in
View iPhones
Log in to upgrade
Titanium
iPhone 15 Pro
Help

Keeping (and delighting) users

Smooth sign up and sign in experiences

Single Sign-On with the IET



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Working to engineer a better world

We inspire, inform and influence the global engineering and technology community to

Help us improve by sharing your feedback.

IET sites

The Institution of Engineering and Technology

Single sign-on help and FAQs Contact us

Please log in - email address

Please log in - email address

Password

Forgot your password?

Password

Log in

OR

Log in using Volunteer Office 365

Log in using Facebook

Log in using Google

Register

Are you already a member of The IET?

Register as a member for discounts and member-only services. You will need to know your membership number.

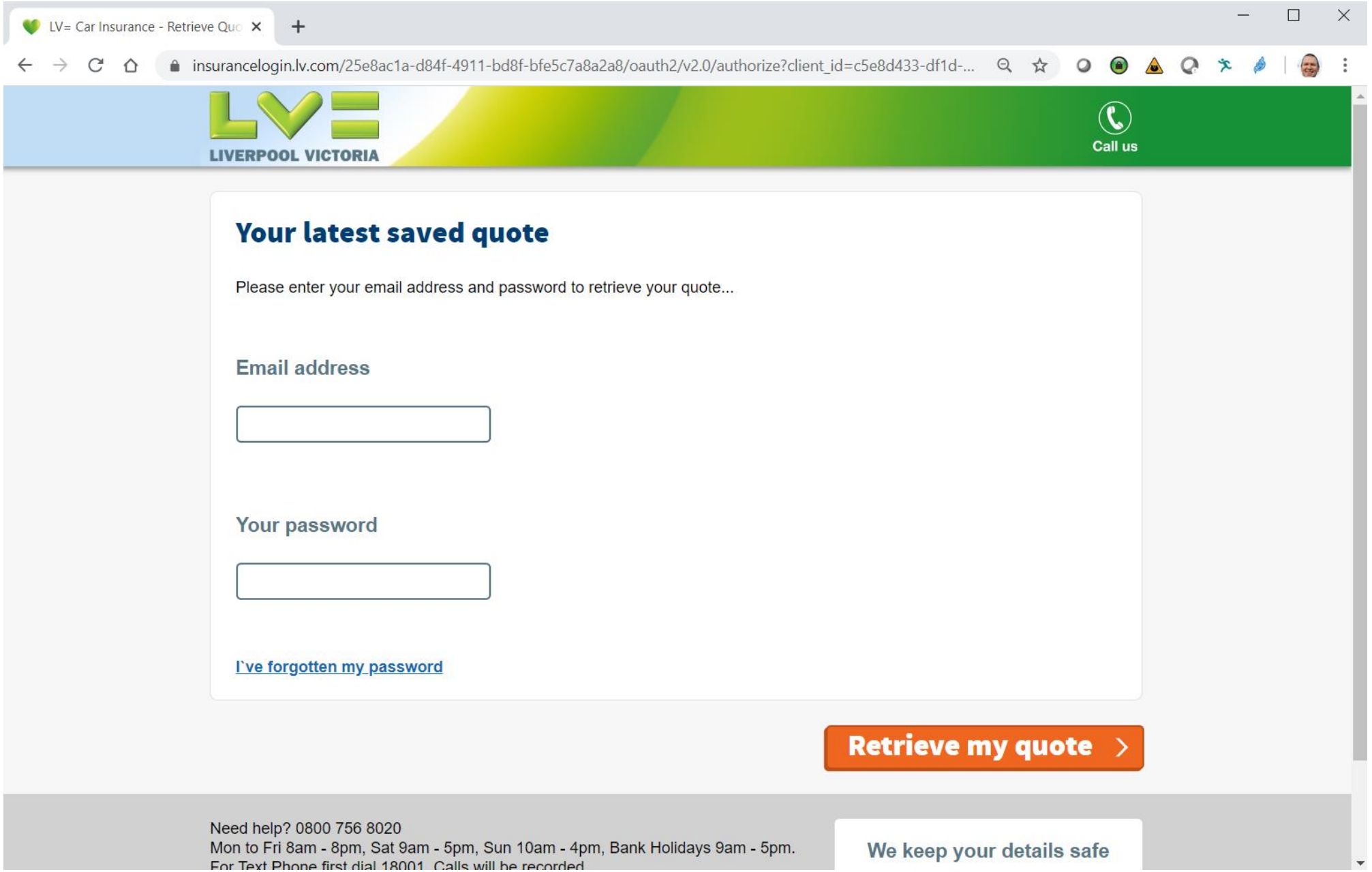
Register as a member

Not a member?

You can register a login account to buy IET products or services and to participate in our online communities.

Register as a non-member

If you are not an IET member and would prefer to log in using Google or Facebook instead of a password, please use the buttons on the left.


LV= Car Insurance - Retrieve Quo
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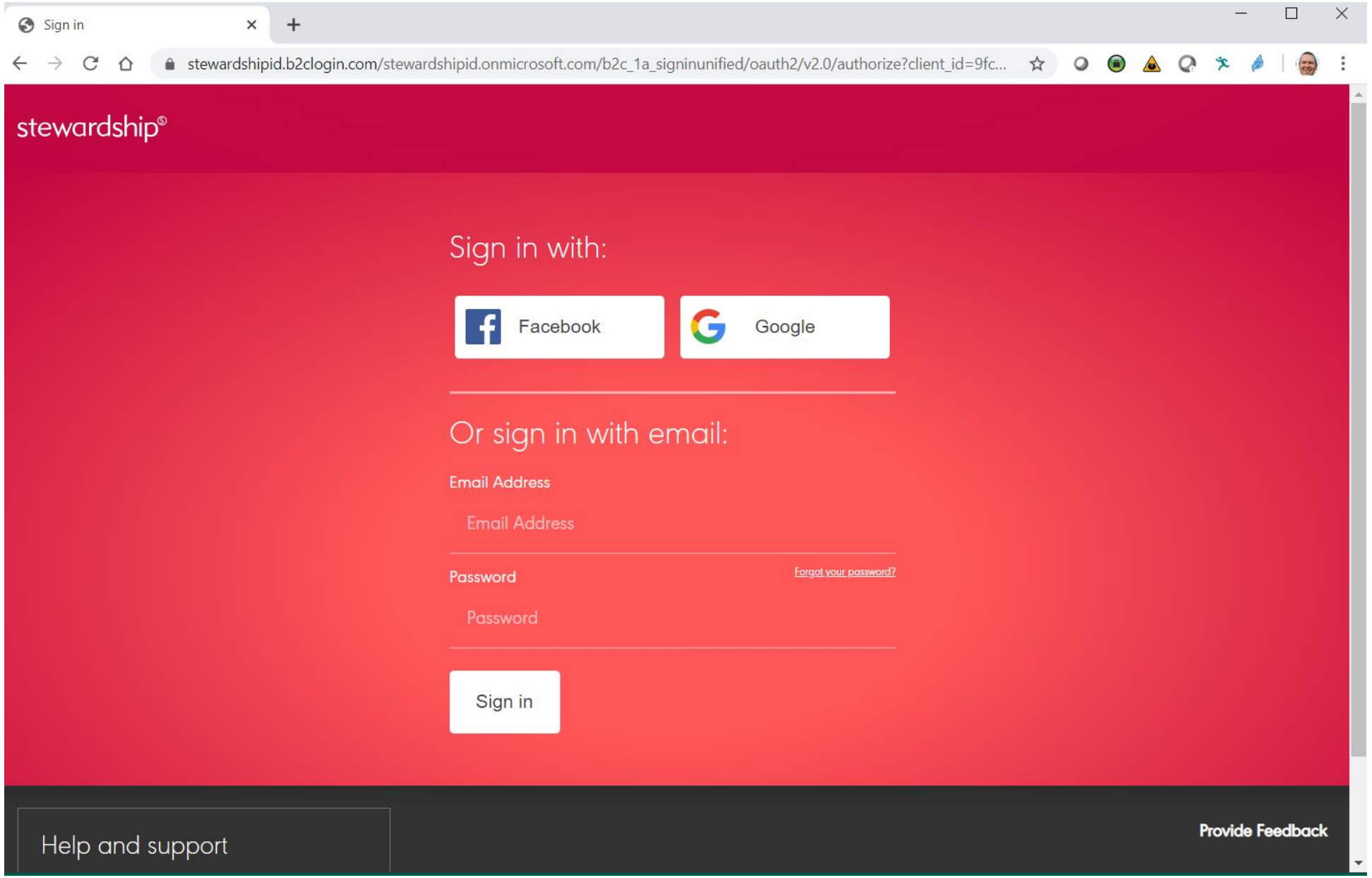
LIVERPOOL VICTORIA
Call us
Your latest saved quote
Please enter your email address and password to retrieve your quote...
Email address
Your password
I've forgotten my password
Retrieve my quote
Need help? 0800 756 8020
Mon to Fri 8am - 8pm, Sat 9am - 5pm, Sun 10am - 4pm, Bank Holidays 9am - 5pm.
For Text Phone first dial 18001. Calls will be recorded
We keep your details safe


Sign in
stewardshipid.b2clogin.com/stewardshipid.onmicrosoft.com/b2c_1a_signinunified/oauth2/v2.0/authorize?client_id=9fc...
stewardship®
Sign in with:
Facebook
Google
Or sign in with email:
Email Address
Email Address
Password
Forgot your password?
Password
Sign in
Help and support
Provide Feedback

Single Authentication Framework with BT Group

Device Flow

Client Identifier

Device code, Verification URL & User Code

Polling: Client ID and Device code

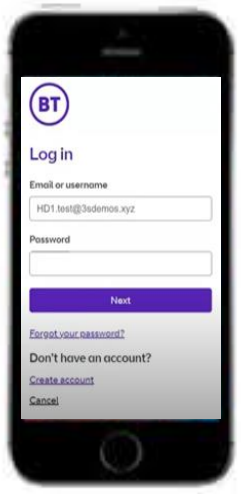
Access token

Device Flow Proxy (API endpoint)

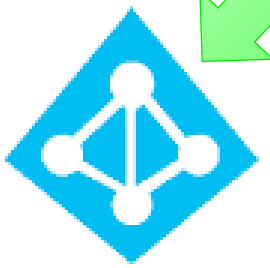
User navigates to URL

User is redirected to B2C

Token on auth success



User reviews authorization request



Azure B2C

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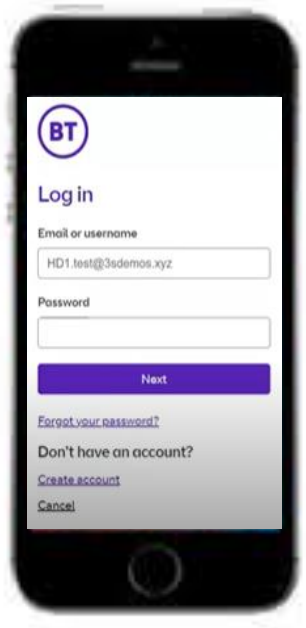
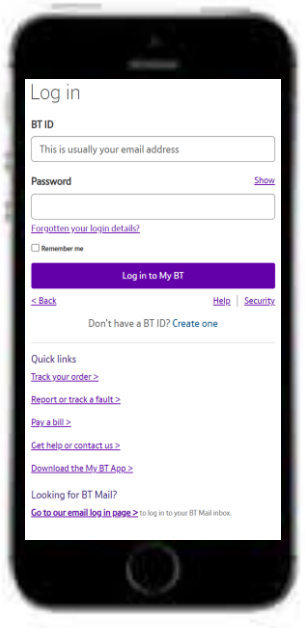
App to Web



Session



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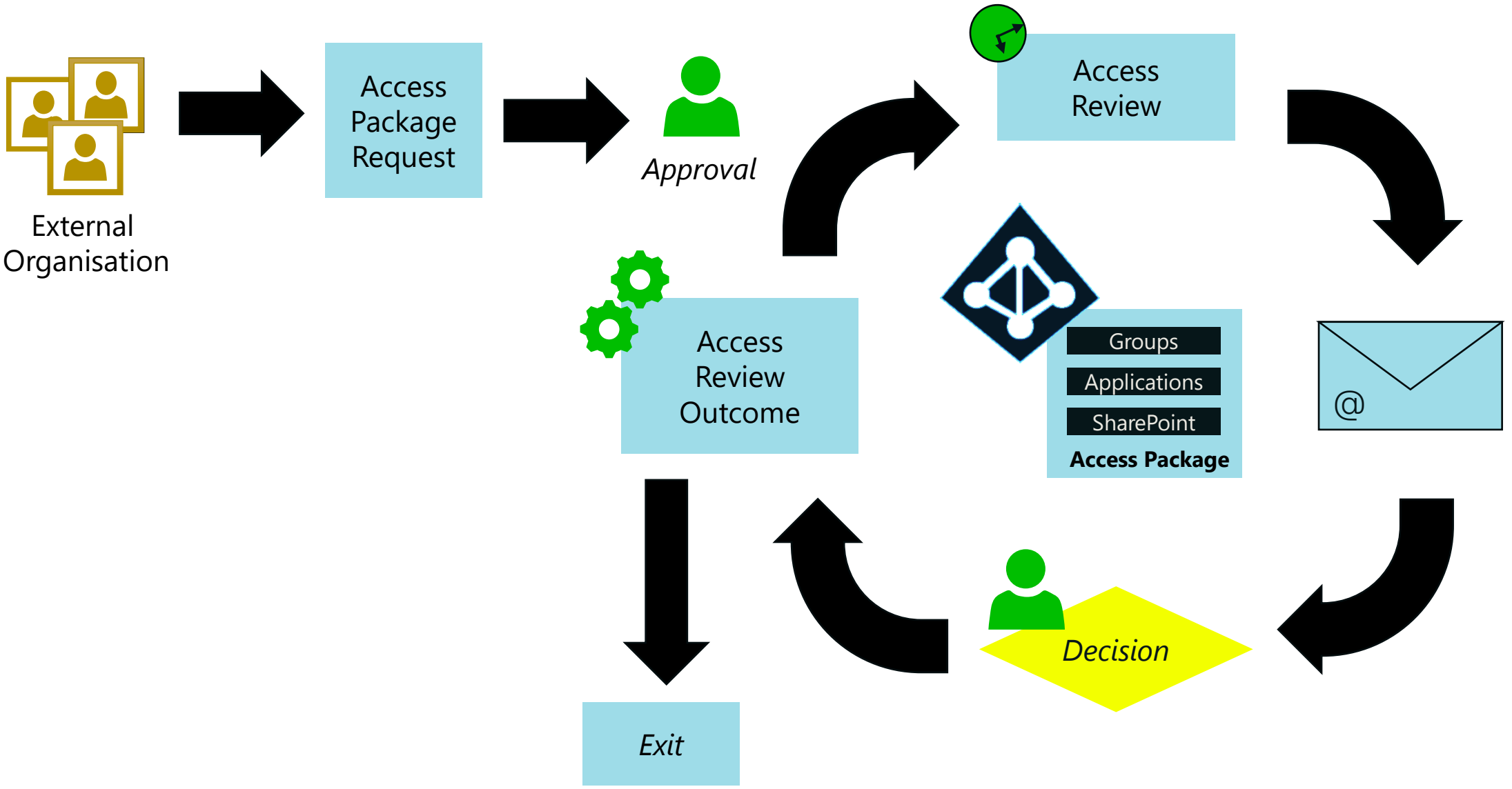
Identity Governance



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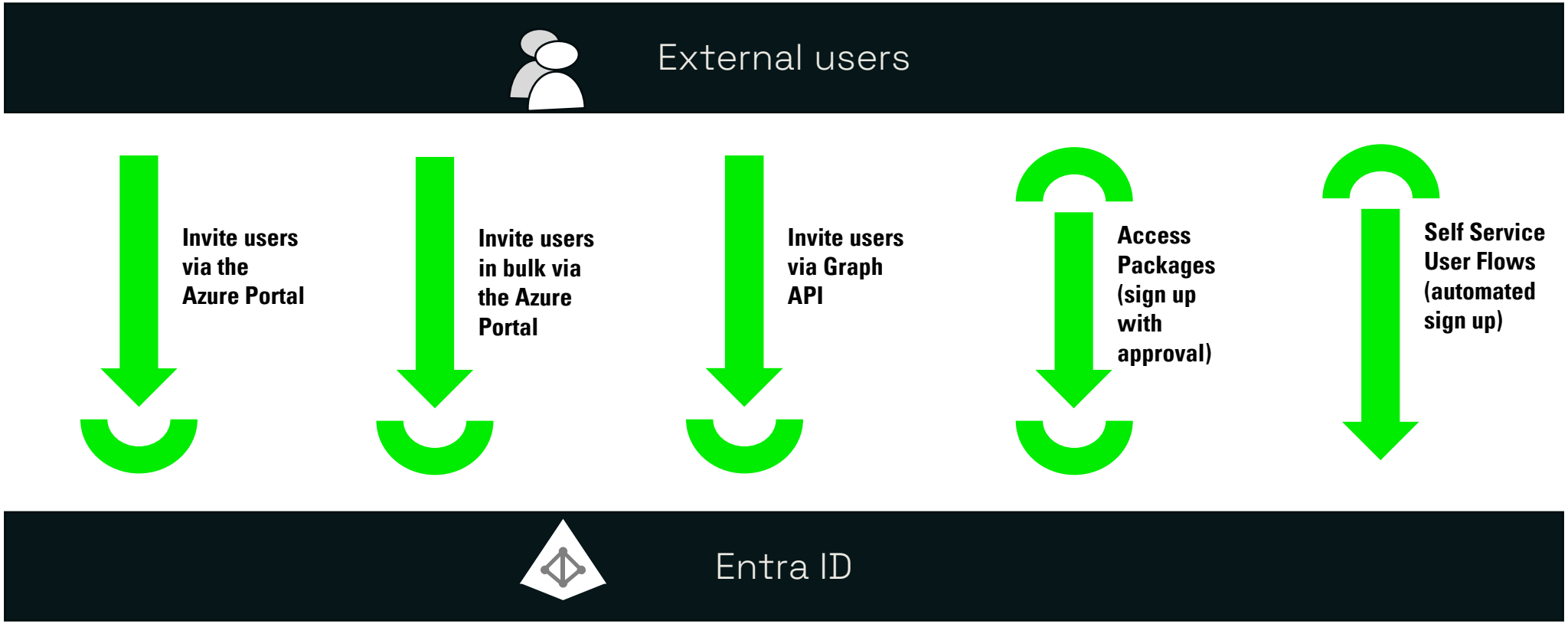
Onboarding scenarios



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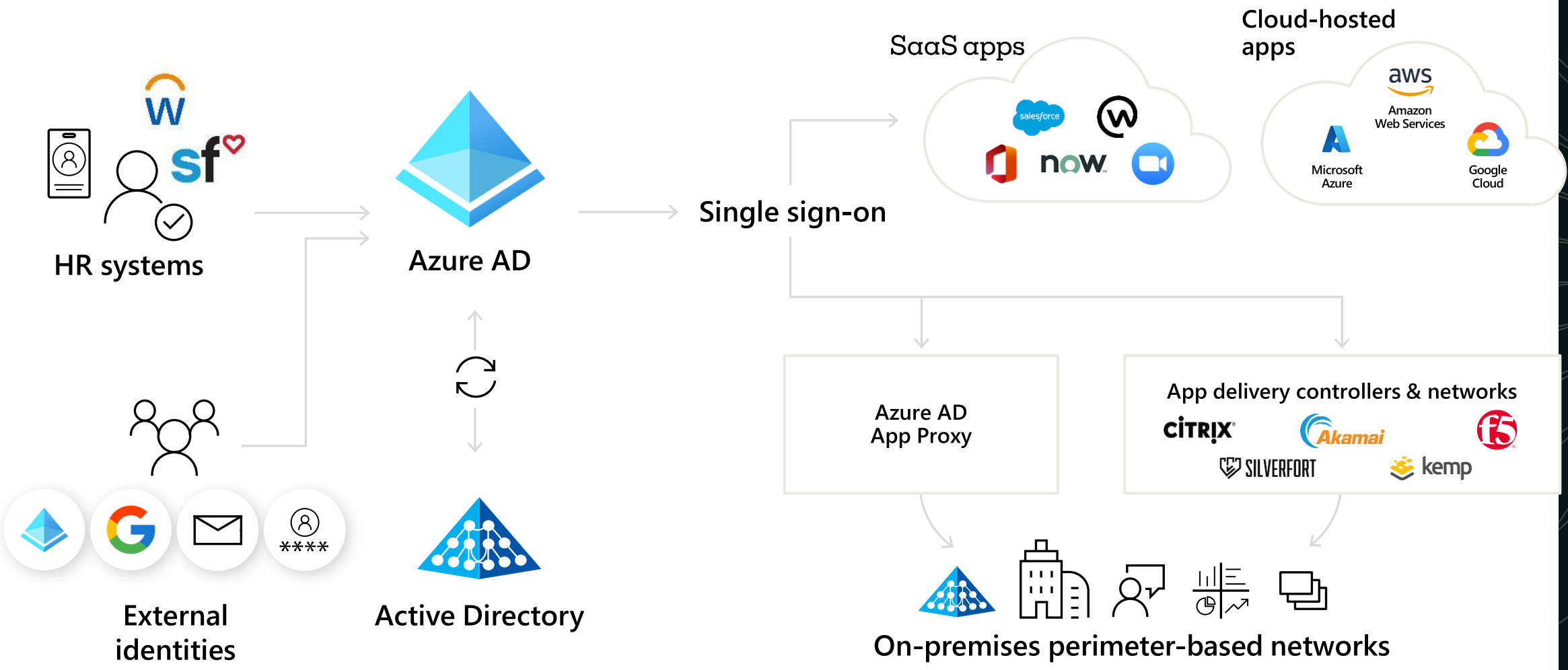
Connect your workforce to any app



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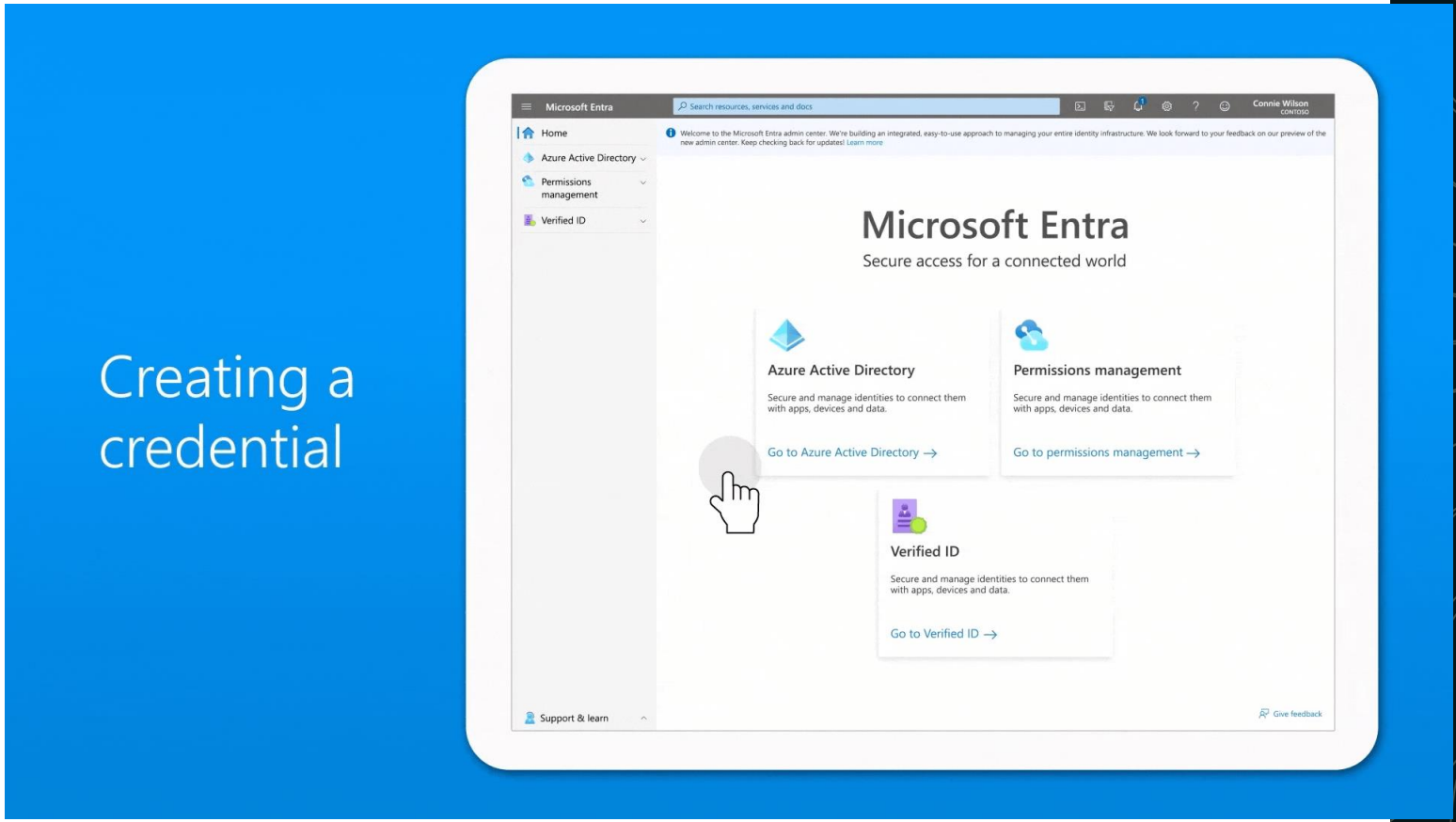
Identity verification for your organization

Issue easily
Use templates or simple steps to create verifiable credentials for employees, partners and customers.

Verify confidently
Rapidly validate attestations from the issuer with explicit approval from the holder.

Use anywhere
Verified ID credentials are based on open standards; supported by identity verification partners



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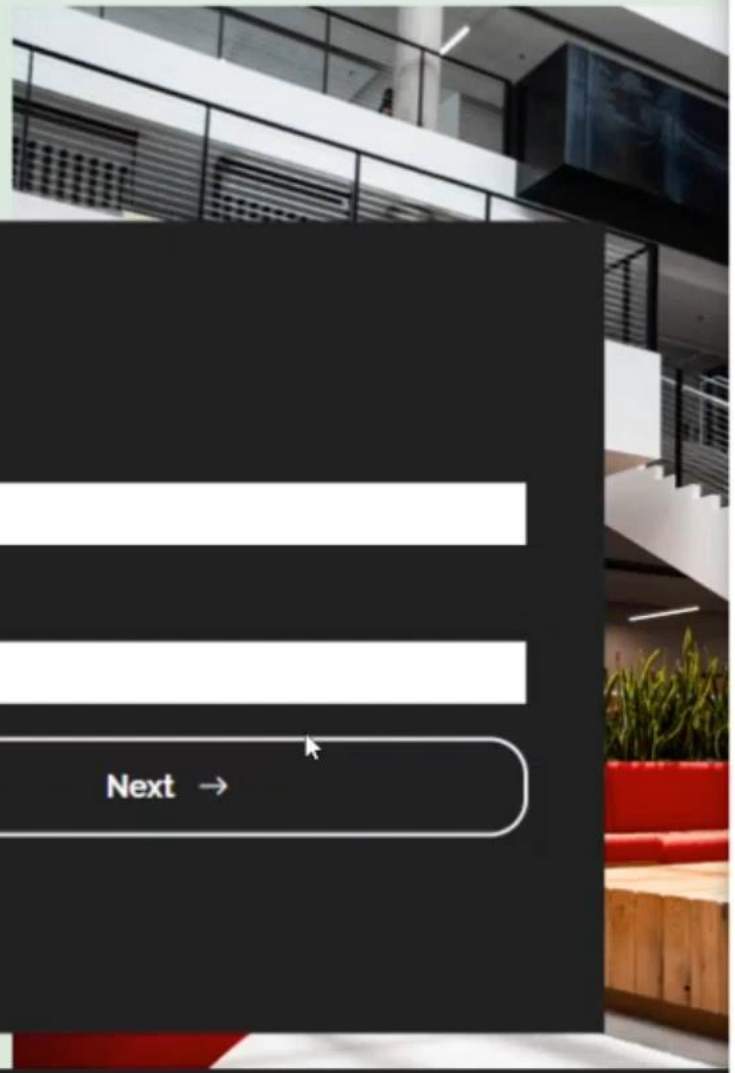
WOODGROVE | Employee Onboarding Demo

Our Mission



Welcome to the Woodgrove team!

We're excited to have you aboard!

This online process will help set you up for success. We'll walk you through:

1. Accessing the employee portal
2. Getting your verified employee credential
3. Ordering your work equipment

Please enter your name and we'll get started.

First Name:

Matthew

Last Name:

Michael

Next →

00:00

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About The Demo

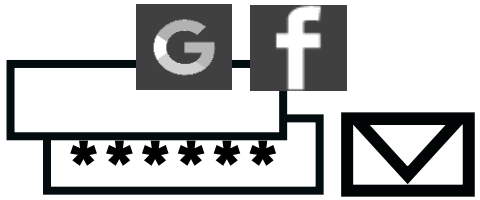
Welcome to the Microsoft Entra Verified ID demo! This dialog displays use cases, business context and developer documentation throughout each page and site you will visit. Please visit our website to learn more.

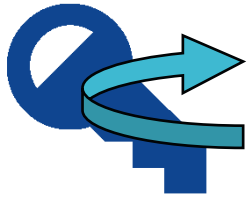
To access it, use the blue "About The Demo" button on the right-hand side of the page. Use the "x" in the upper-right corner to close the dialog and it will appear.

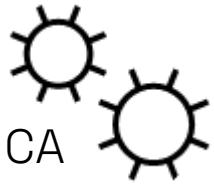
This example illustrates a new remote employee at Woodgrove being onboarded before they're ready to start their first day on the job. Typically, a new employee would be required to go into the office, fill out forms and receive a laptop. However, the company has adopted cutting edge technology to streamline onboarding and discounted

Technical Developer Notes

Entra External ID for Customers

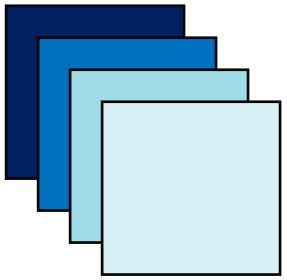


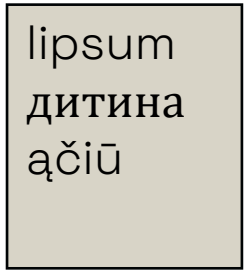


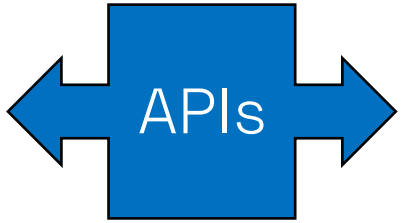


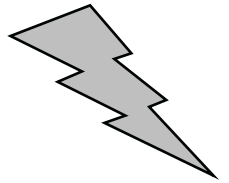
Claims enrichment

Identity Protection









Event Model

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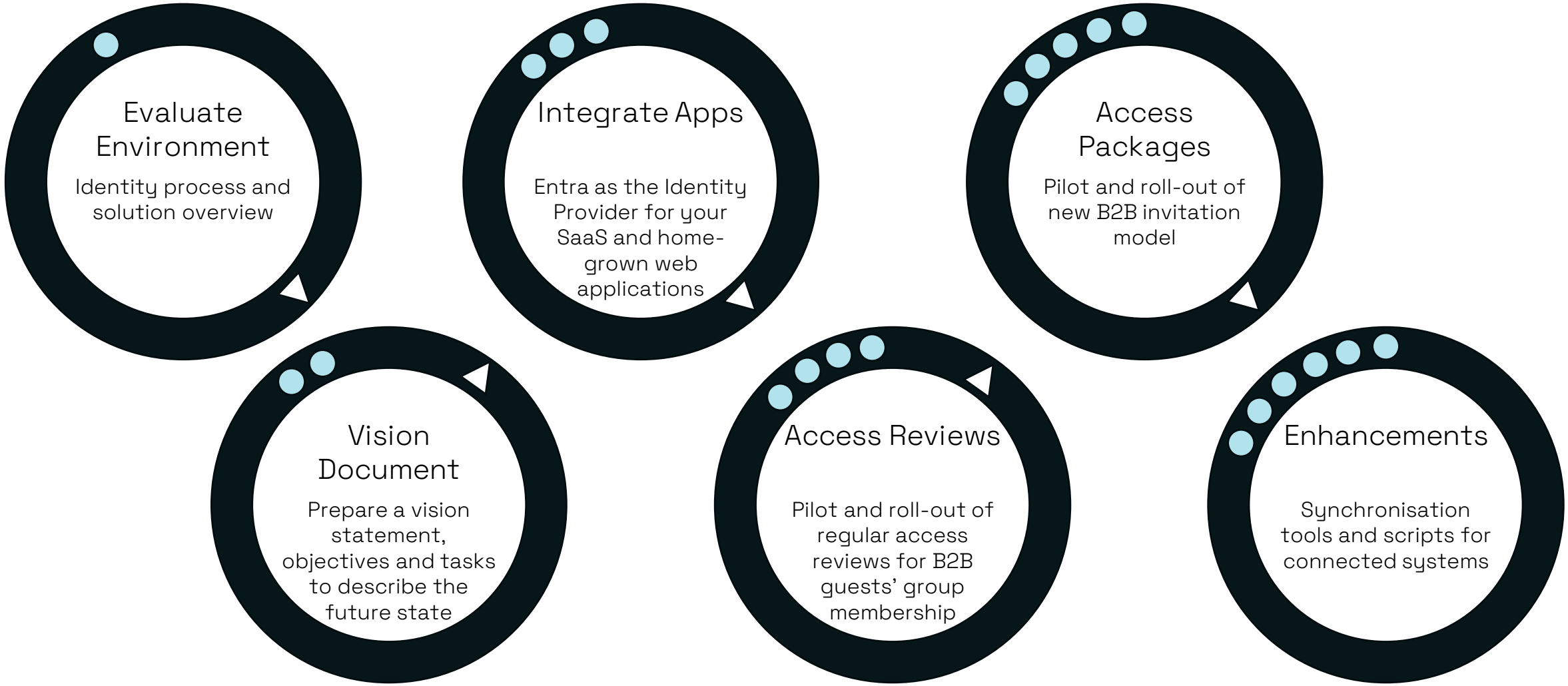
B2B Collaboration Programme



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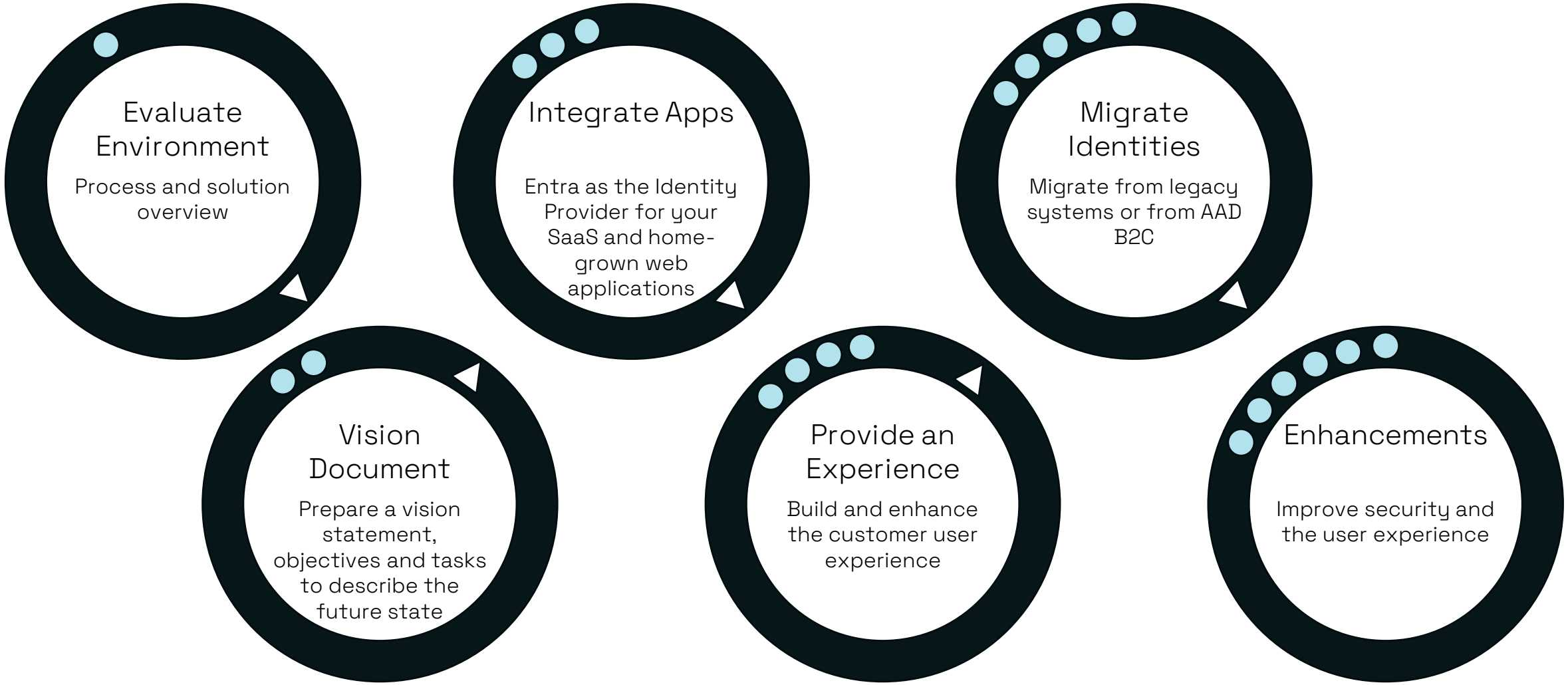
Customer Identity



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Thank you

Marcus Idle

Head of External Identity

marcus.idle@kocho.co.uk