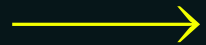


Seamless Customer Identity: Azure Active Directory B2C & CIAM Deep Dive



Marcus Idle

Head of External Identity





Agenda

- Intros
- Azure AD B2C Overview
- BT Case Study
- CIAM – the next generation
- Q&A / Discussion

Poll – What do you know about AAD B2C

- Not aware
- Aware it exists
- Aware of it and its capabilities
- Already deployed it

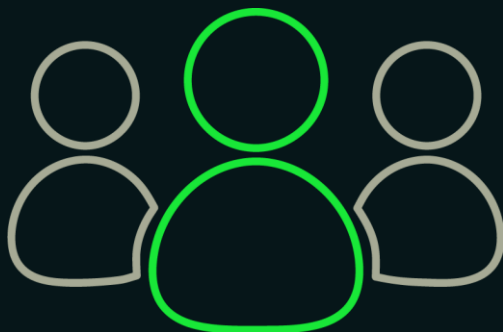
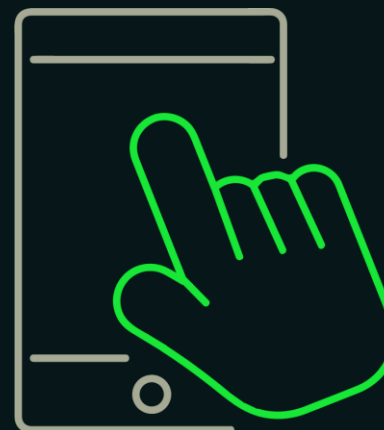
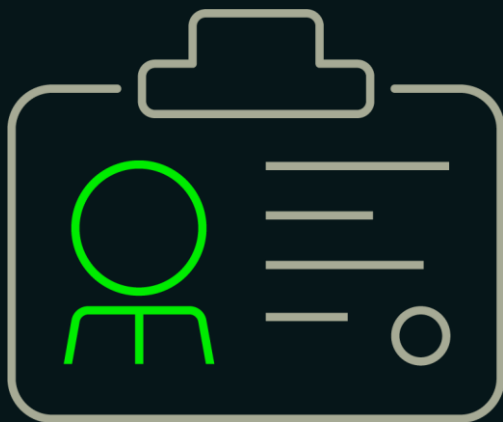
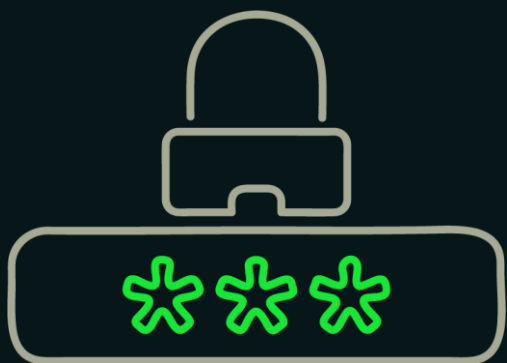


Poll – What do you know about External ID for Customers?

- Not aware
- Aware it exists
- Aware of it and its capabilities
- Already deployed it

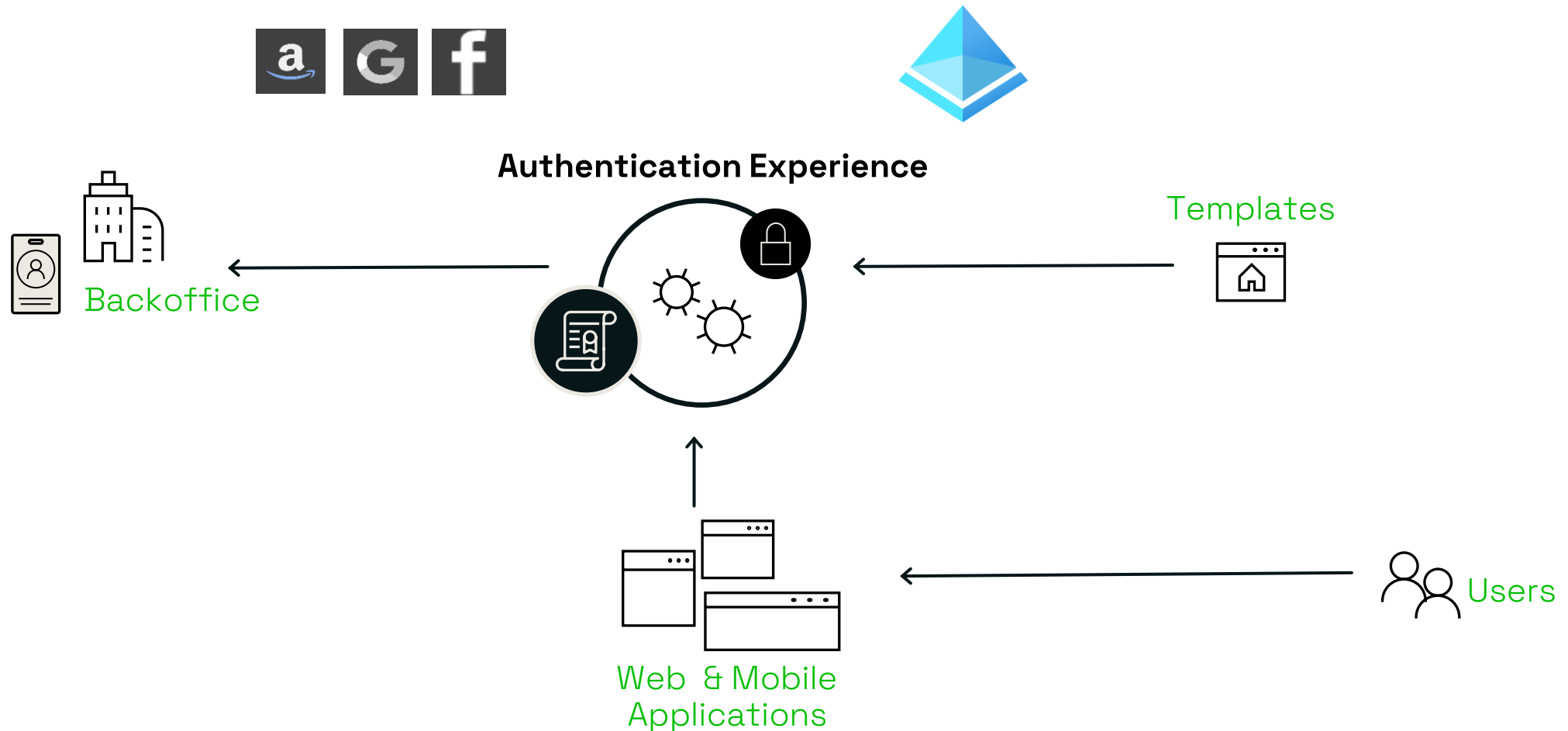


The problem



Consumer and external user authentication

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



Home >

Azure AD B2C

bristoltech.onmicrosoft.com



Troubleshoot



Got feedback?

Overview

Manage

App registrations

Identity providers

API connectors

Company branding

User attributes

Users

Roles and administrators

Policies

User flows

Identity Experience Framework

Security

Essentials

Domain name

bristoltech.onmicrosoft.com

Billable Units

Monthly Active Users

Subscription ID

[943c52d6-62dc-4788-812a-be125a63f658](#)

Tenant type

Production-scale tenant

Subscription status

Registered

Resource name

[bristoltech.onmicrosoft.com](#)

Welcome to Azure Active Directory B2C

1

Register an application

The application registration is used to secure your directory by allowing only your applications to make requests and to make sure your users are sent to a trusted place after signing in. [Get started](#)

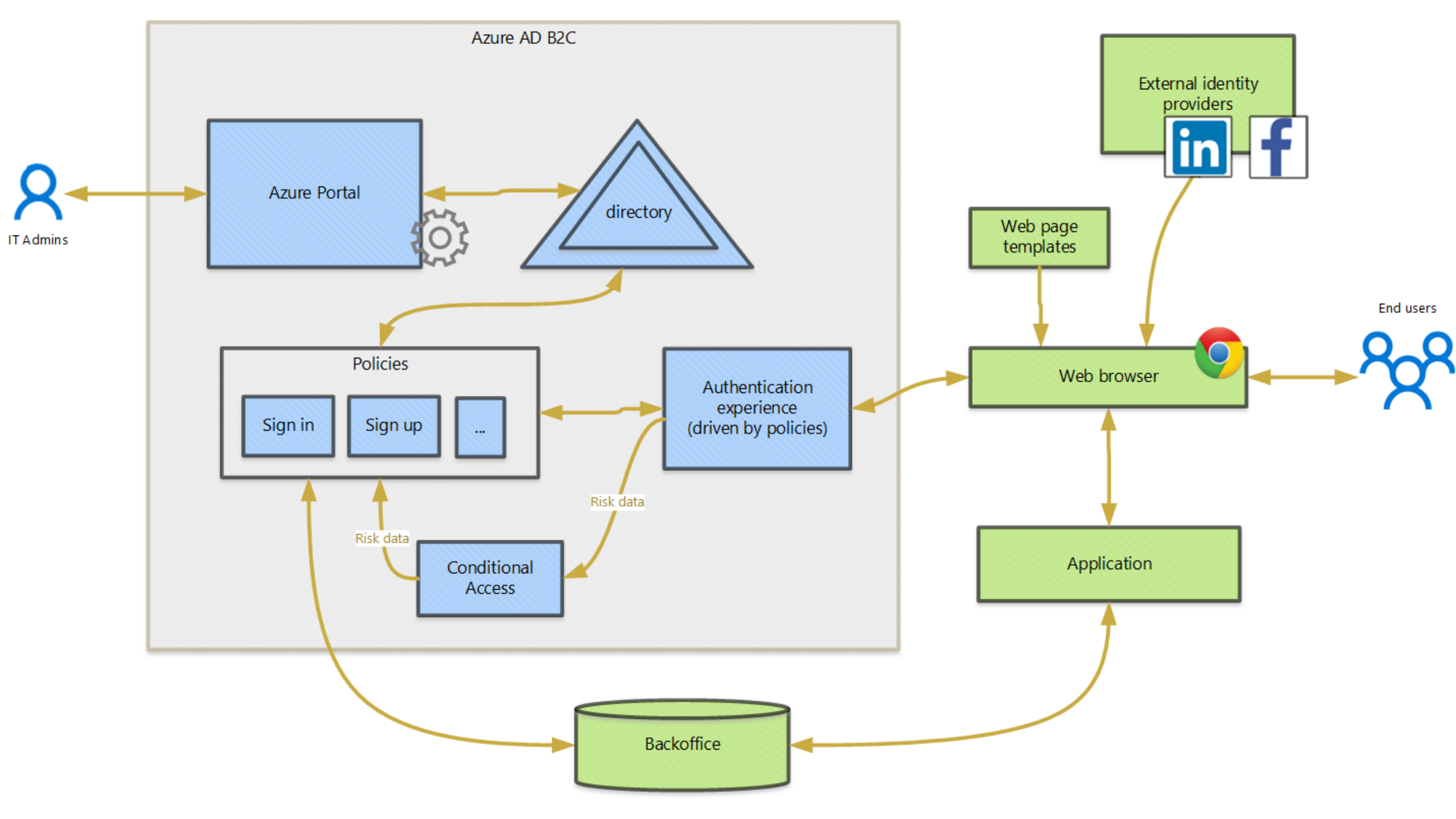
2

Add identity provider(s)

Identity providers are the different types of accounts your users can use to sign into your application. [Get started](#)

Documentation

[Register your application](#)[Built-in policies](#)[Azure AD Graph API](#)[Customize user interface](#)[Requesting access tokens](#)[Enable a custom domain](#)



Insurance journey

Accept our
T&Cs

Prove who you
are

Set up a
password

Set up MFA

Access your
documents



Ihre Registrierung

Nutzungsbedingungen:

(Beachten Sie bitte die nachfolgende Nutzungsbeschreibung und die Nutzungsbedingungen. Sobald Sie diese akzeptieren, erhalten Sie Ihr Debeka-Ident und gelangen in den Eingangsbereich des Debeka-Portals.)

A Nutzungsbeschreibung

Die Debeka-Gruppe(*) stellt Ihnen das Portal www.meine-debeka.de zur Verfügung.

Mit dem Portal www.meine-debeka.de ermöglichen wir Ihnen den Zugang zu verschiedenen für Sie bestimmten Bereichen mit unterschiedlichen Funktionalitäten (eServices der Debeka). Die Nutzung dieser Bereiche

Ich akzeptiere die Nutzungsbedingungen.

Abbrechen

Weiter

Zugangsdaten eingeben**Aktivierungscode:** **Servicenummer:****Geburtsdatum:**

Abbrechen

Weiter

DebeKa

Versichern und Bausparen

E-Mail eingeben

E-Mail:

Zur Überprüfung senden wir einen Verifizierungscode an Ihr Postfach.

Abbrechen

Weiter

DebeKa

Versichern und Bausparen

Bitte geben Sie Ihren Verifizierungscode ein, den Sie per E-Mail (bob.b2cuser@ocgdemos.xyz) erhalten haben.

Verifizierungscode:

Sie haben keinen Verifizierungscode erhalten? Bitte überprüfen Sie Ihren SPAM-Ordner oder fordern Sie hier neuen Verifizierungscode an (Schritt zurück).

Abbrechen

Weiter

Passwort:

Passwort anzeigen

Passwortanforderungen

X 8-16 Zeichen

X Muss mindestens 3 Bedingungen erfüllen:

- Kleinbuchstaben
- Großbuchstaben
- Ziffern
- Sonderzeichen: @#\$%^&*-_+=[\{|: ',?/`~"();.

Abbrechen

Weiter

Telefon eingeben

Um alle Funktionen von "Meine Debeka" (z. B. Passwort vergessen) nutzen zu können, ist die Angabe eines weiteren Sicherheits-Faktors Voraussetzung:

Telefon:

Zur Überprüfung erhalten Sie einen Verifizierungscode per SMS oder Anruf an Ihre Telefonnummer.

Wie möchten Sie den Verifizierungscode erhalten?

- per SMS
- als Anruf

Abbrechen**Weiter**

Please log in - email address

Password


[Forgot your 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.



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 >

stewardship®

Sign in with:



Or sign in with email:

Email Address

Email Address

Password

[Forgot your password?](#)

Password

Sign in

Nitty gritty overview

→ Inese Strautina-Duggan
External Identity Consultant



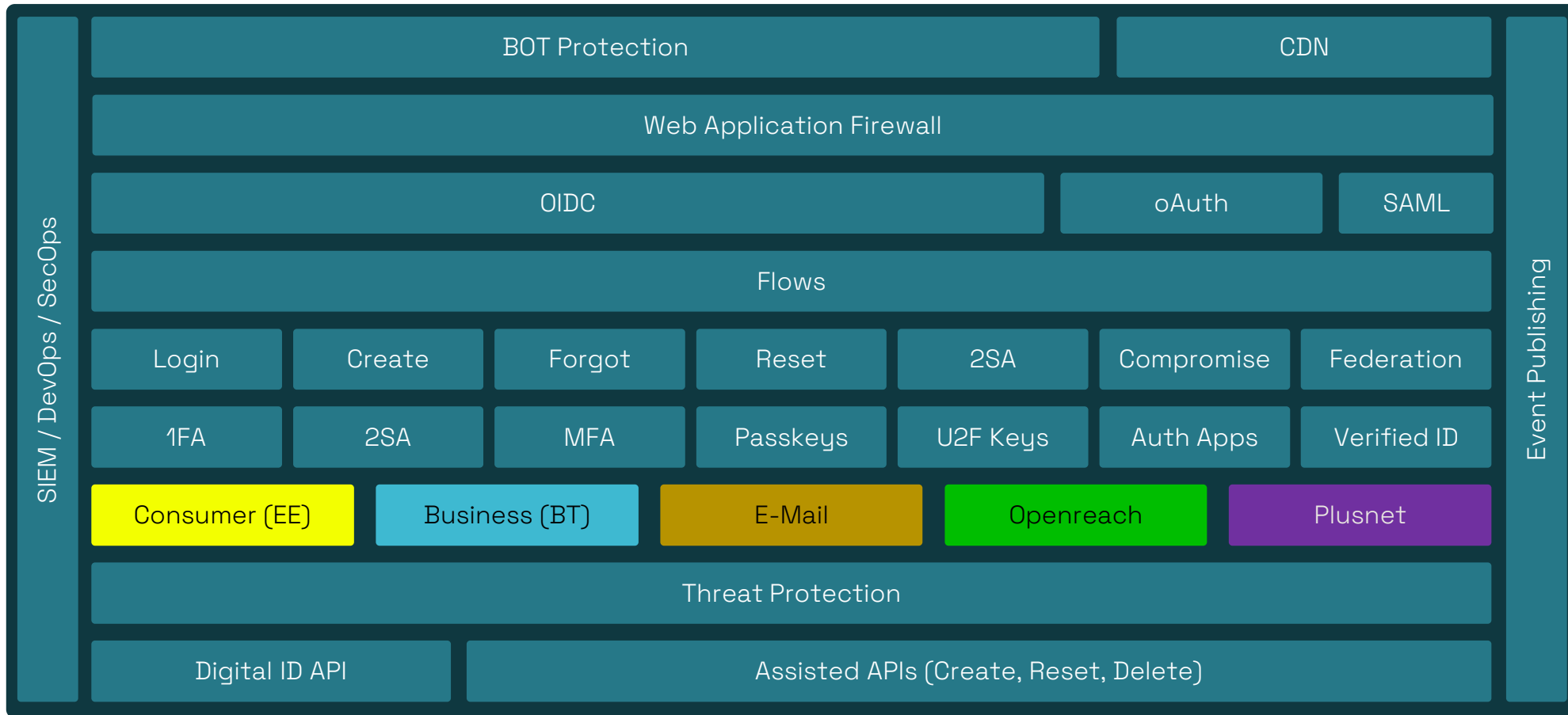
BT – one of Microsoft leading partners

- UK's fastest network
- Their 5g network covers over 50% of UK
- 8m+ premises passed with full fibre
- Consists of multiple brands
- Hundreds of applications
- Single authentication framework



How do we work with them?

→ Just like building a house – we start from the ground up!





We have a house!

Let's have a look at our sales pitch.



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INCREDIBLE iPhone EVERYDAY PRICE

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iPhone 15 Pro




Buy the iPhone 15 Pro and get up to £336 when you trade in

View iPhones

Log in to upgrade



The background is a bright yellow color. On the left side, there are several overlapping, semi-transparent white and light grey circular lines that create a grid-like pattern, resembling a stylized globe or a network diagram. The text is centered on the yellow background.

Let's see if we can do
it differently

Microsoft Entra ID or CIAM

CIAM vs B2C

CIAM

→ Built in Building Blocks / User Journeys



→ One policy per Application assignment



→ Google/Facebook as Identity Providers

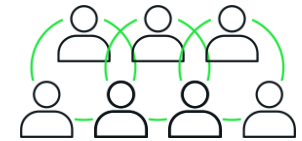


→ Attribute collection on start / end events



B2C

→ Control over Building Blocks / User Journeys



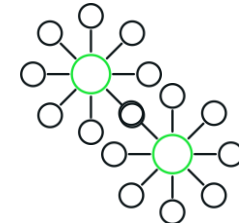
→ One policy can serve multiple



→ Multiple Identity Providers

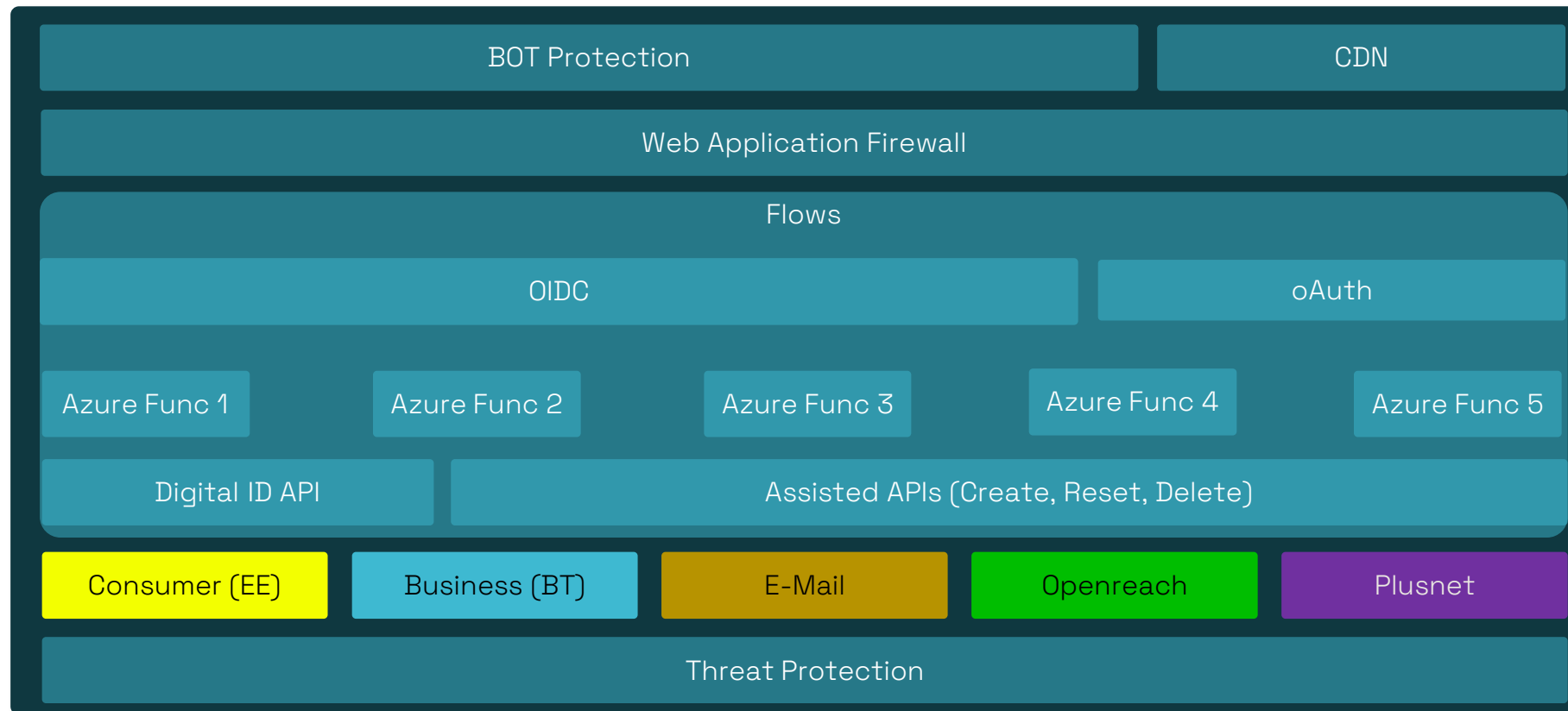


→ Custom Extensions



Building a pre-fab house (CIAM)

→ The factory created most of the components already, so, we just need to put it together!



Microsoft Entra admin center

Search resources, services, and docs (G+/)

Home > External Identities

External Identities | User flows

Clam Hackathon 2024 - Microsoft Entra ID for customers (Preview)

Search

+ New user flow | Got feedback?

User flow name

Search using user flow name

Name	Type	
MFA_APP_User_Flow	Sign up and sign in (Preview)	...
SUSI	Sign up and sign in (Preview)	...
TestSignAppSignIn	Sign up and sign in (Preview)	...

Showing 1 - 3 of 3 results.

Subscriptions

- Linked subscriptions

Lifecycle management

- Terms of use
- Access reviews

Troubleshooting + Support

- New support request

Microsoft Entra admin center navigation menu:

- Groups
- Devices
- Applications
 - Enterprise applications (Preview)
 - App registrations
- Roles & admins
- Billing
- Settings
- Protection
- Identity governance
- External Identities
 - Overview
 - All identity providers
 - User flows
 - Custom authentication extensions (Preview)
 - Cross-tenant access settings
- Learn & support

What is that building site next door doing?

What are we looking
forward to?

Remaining questions.....

- What does B2C to CIAM migration look like?
- What is possible with Custom Authentication Extensions API?
- When are the other journeys coming out?



Next steps

- Get in touch via your account manager
- Book a 20-minute vision call to discuss:
 - External Identity Discovery Workshop
 - CIAM Proof of Concept



Thank you

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Head of External Identity

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hello@kocho.co.uk



0800 044 5009



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Our ability to achieve real business value for our clients has been recognised by Microsoft. It's why we've won Partner of the Year awards eight times do far and Gold Competencies. We're also one of a select members of the Microsoft Intelligent Security Association.

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Gold Application Developer
Gold Windows and Devices
Gold Enterprise Mobility Management
Gold Small and Midmarket Cloud Solutions

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Microsoft Intelligent
Security Association



Kocho



Kocho are adept at tailoring our technology solutions to meet individual customer requirements to deliver maximum value.

The combination of expert identity and security skills combined with cloud transformation and managed services meets a growing and acute market need.

Eleri Gibbon, Director of Services Partners - Microsoft



There is no other partner in the world we work with more closely.

Alex Simons, Corporate VP - Microsoft

