

External ID and Verified ID

→ **Marcus Idle**

Head of External Identity | Kocho



Agenda

Entra External ID for Customers (EEID4C)

- Introduction – what is it?
- EEID4C updates
- Migration from B2C
- Why choose Microsoft

Verified ID

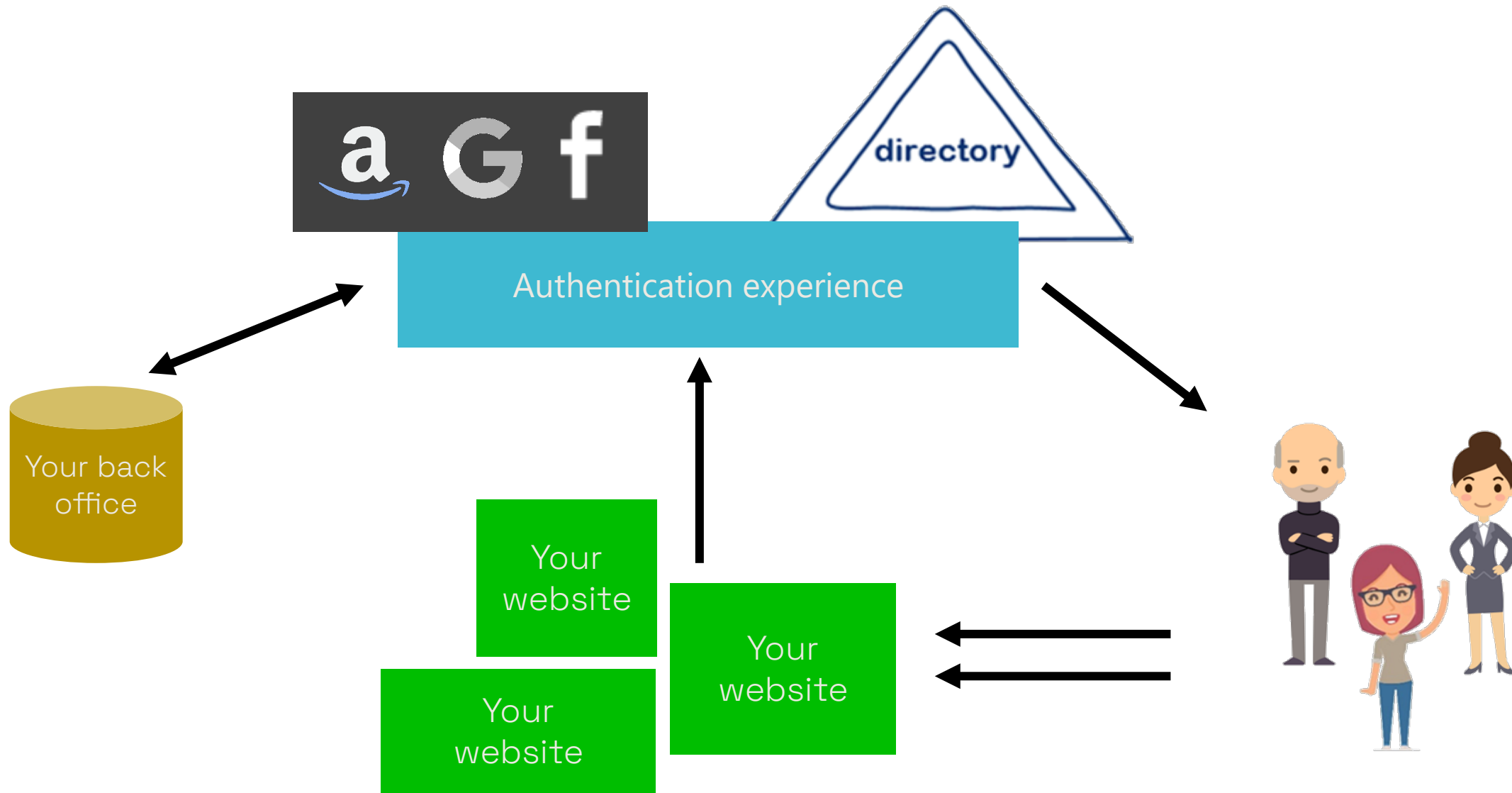
- Introduction
- Use Cases
- Face Check for Help Desk

Wrap up

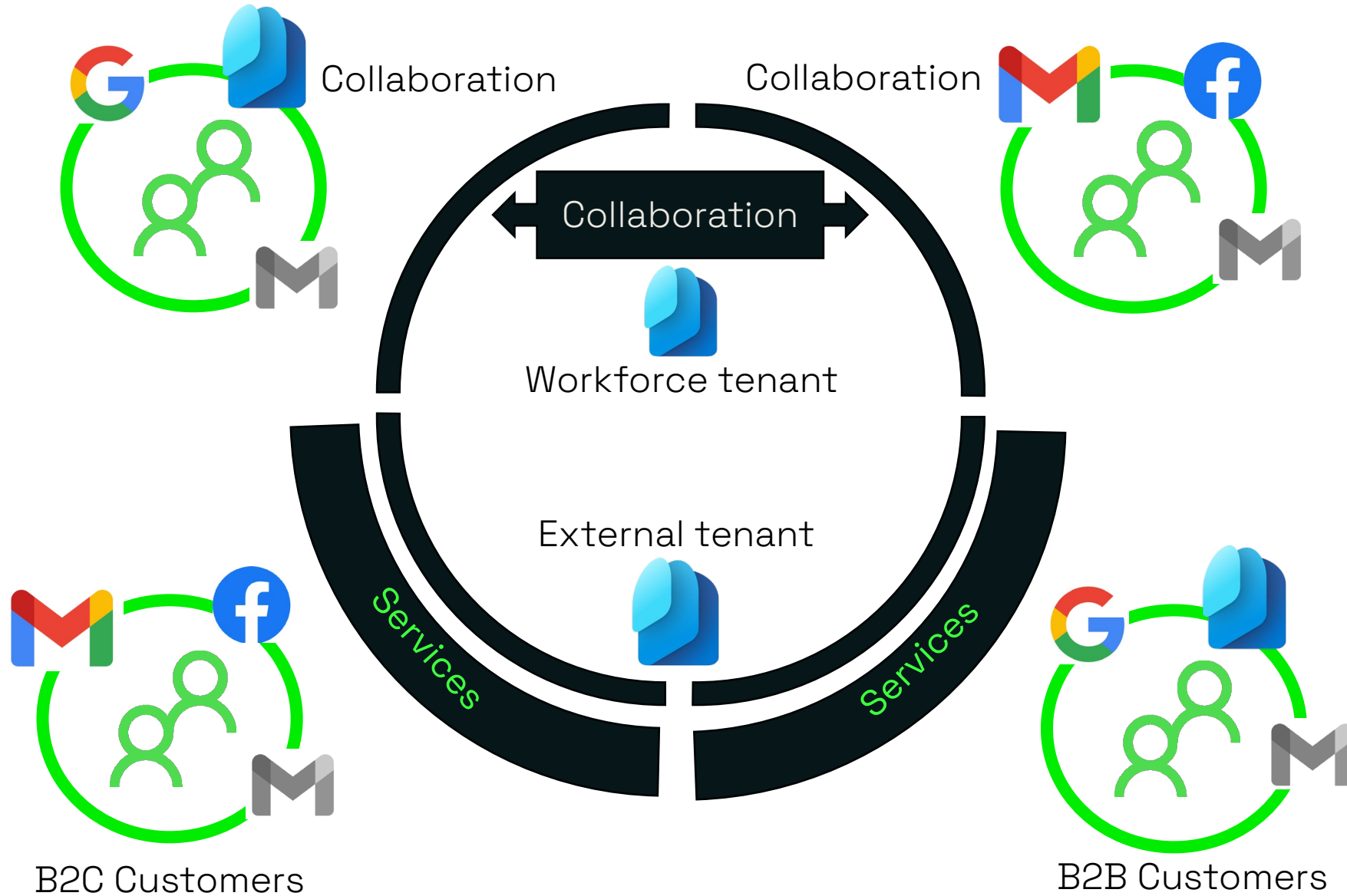
- Q&A
- Next Steps



The authentication process



External ID Landscape

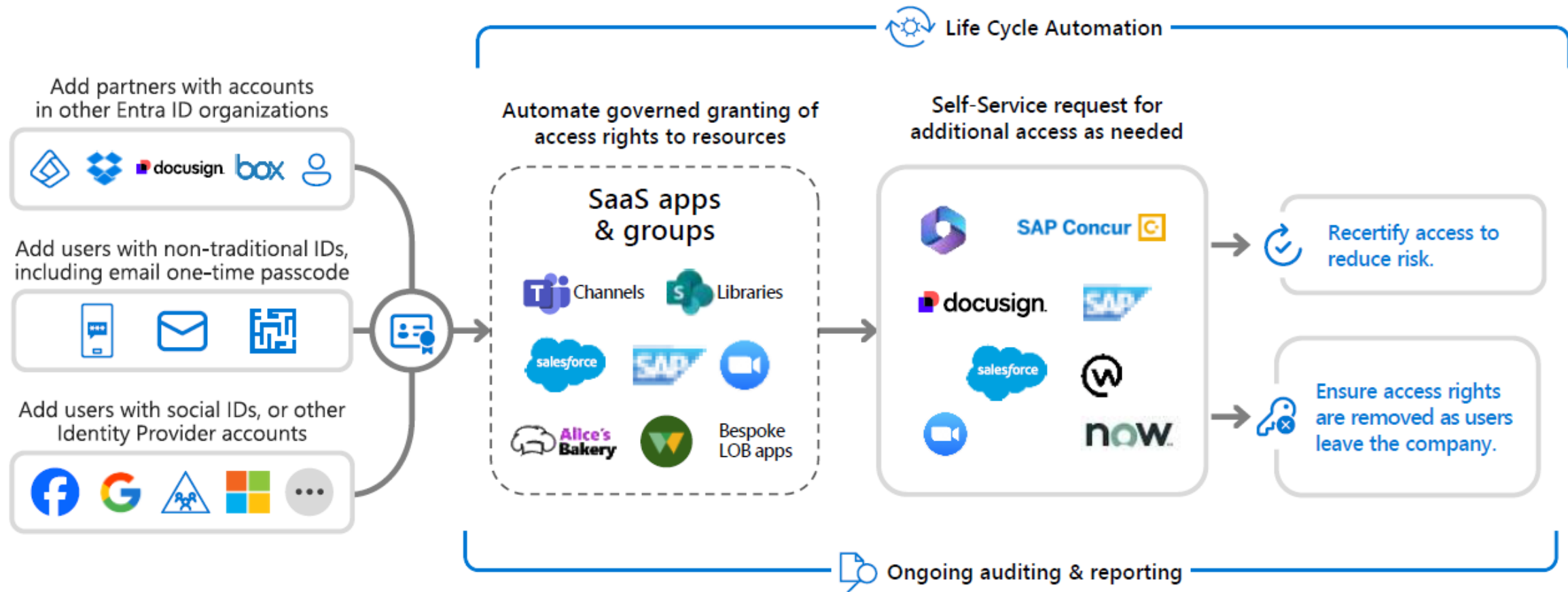




Business Collaboration

For external users who will be sharing security groups and applications with your colleagues

Secure seamless collaboration with business guests




Apps dashboard

Add apps Create collection Customize view


Apps

Apps


Settings




Add-Ins




BambooHR




BenefitsHub




Better Together




Bitwarden




Bookings




Calendar




Clipchamp




Connections




ConnectWise




Delve




Engage




Excel




Forms




Hoxhunt




Insights




IT Glue




Kaizala



Learning



Lists

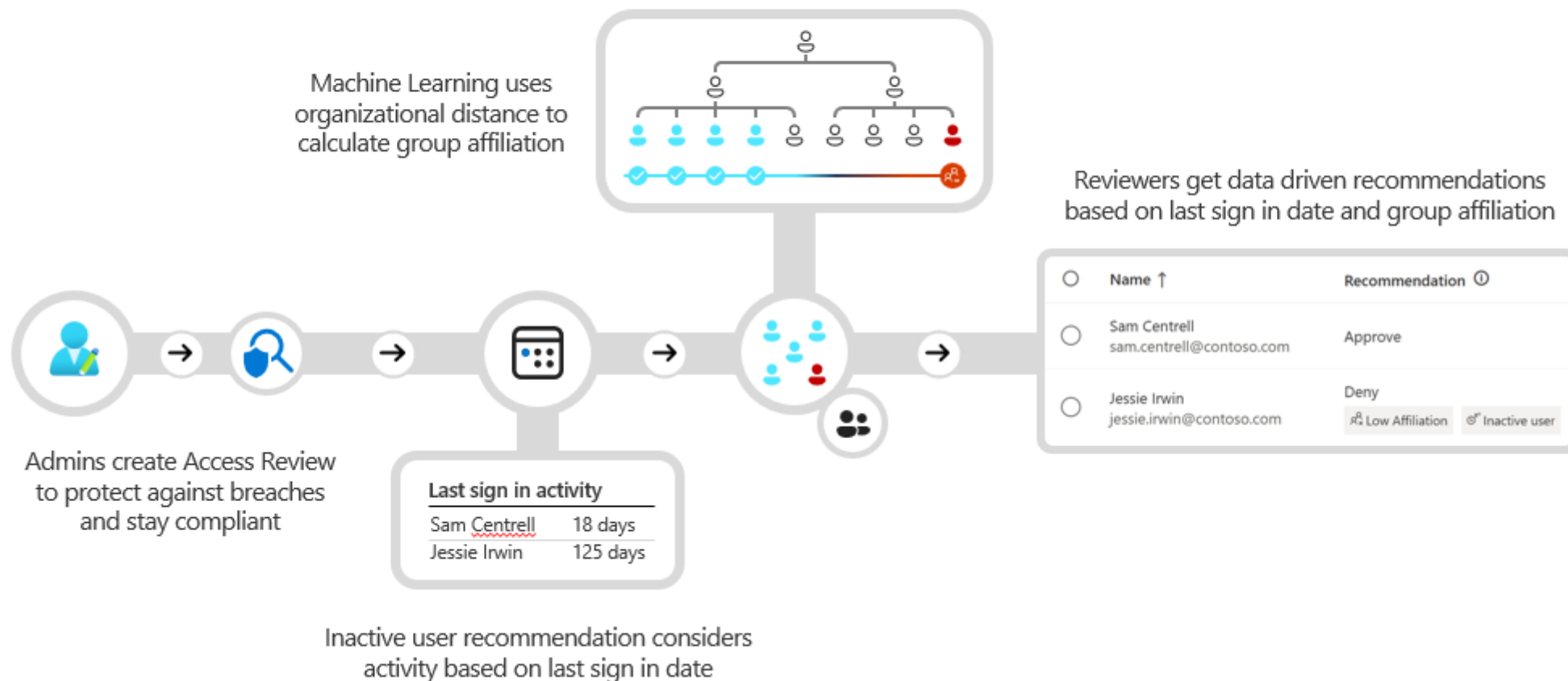


Loop

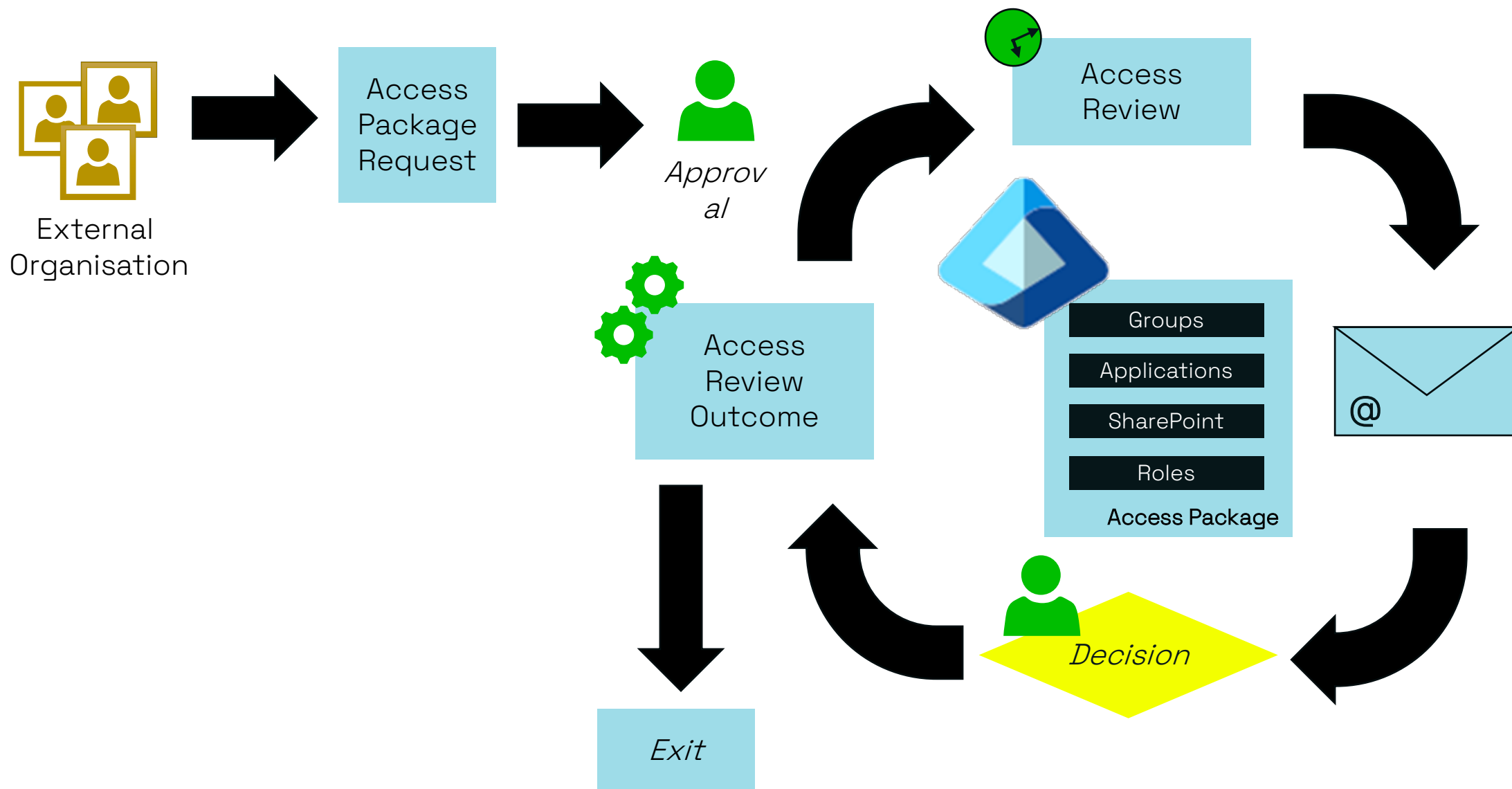
Access end date: No end date

Machine Learning based recommendations in Access Reviews

User-to-Group Affiliation







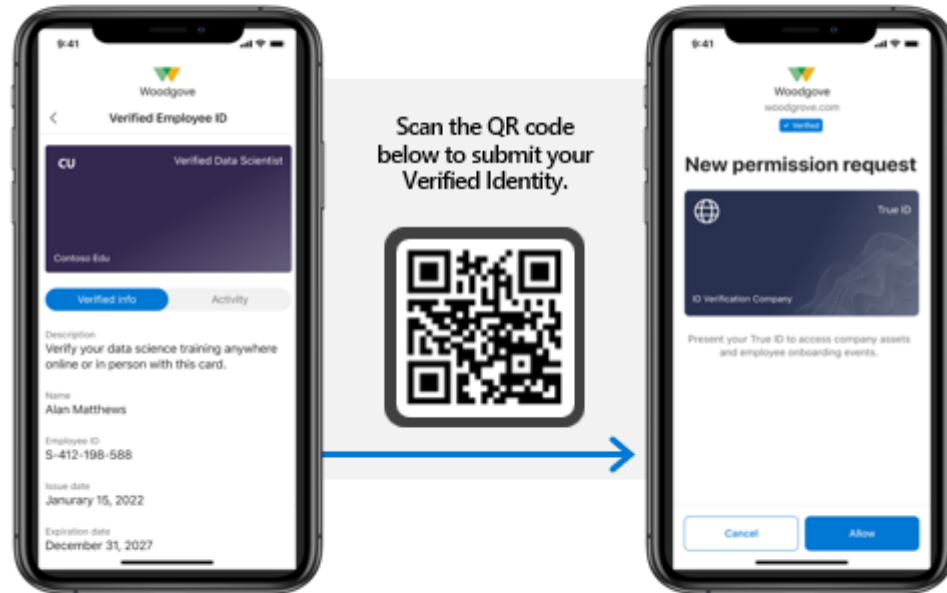
Identity Governance – external user lifecycle



Access requests for users with Verified IDs

Entitlement Management with verifiable credentials

-  Reduces need for self-attestation by business partners. Users requesting access will be able to obtain identity attributes from a wide set of issuers.
-  Simplifies approval processes, as approvers do not need to vet requestor's authenticity of claims.
-  Simplifies compliance posture with reduced need for manual validation.
-  Example of better together Microsoft Entra combinations; others include ID Governance + Workload IDs, ID Governance + External IDs

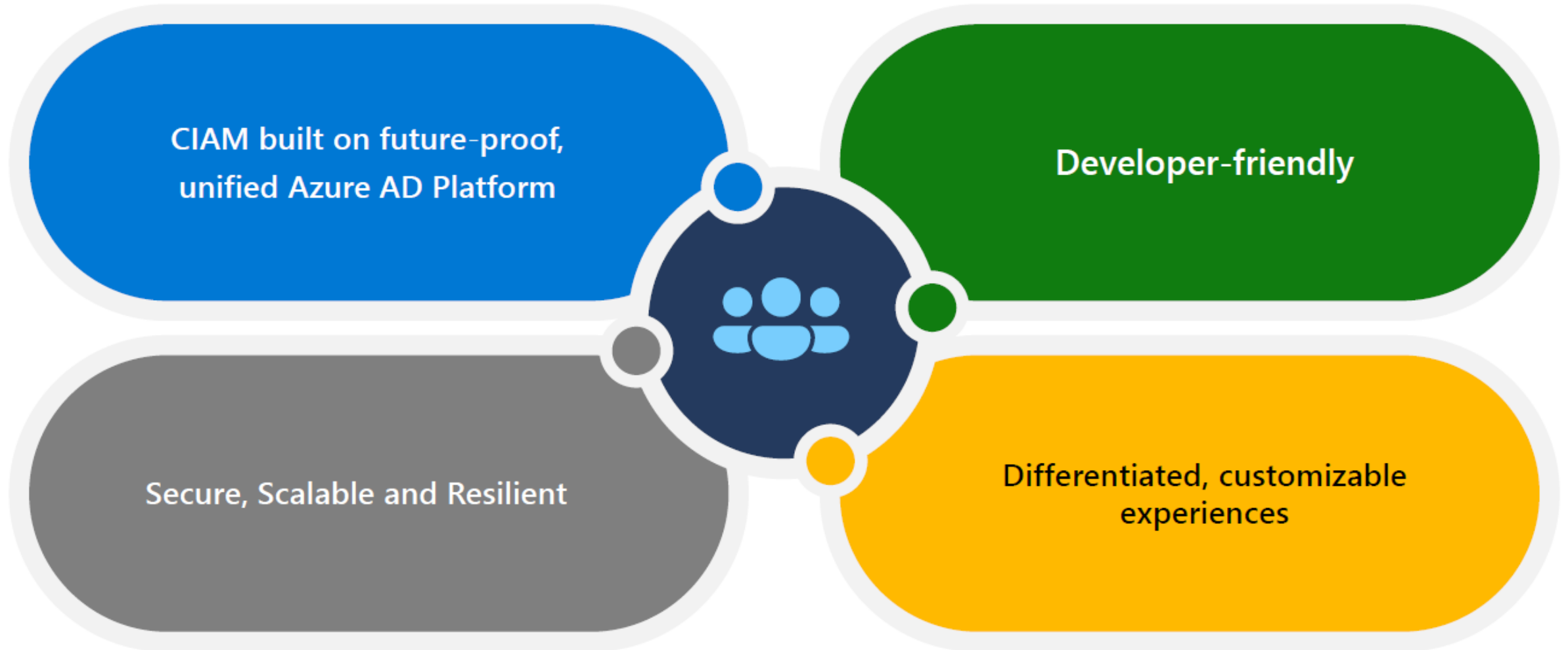


External ID for Customers

For external users who typically consume your services and do not use the same applications as your colleagues

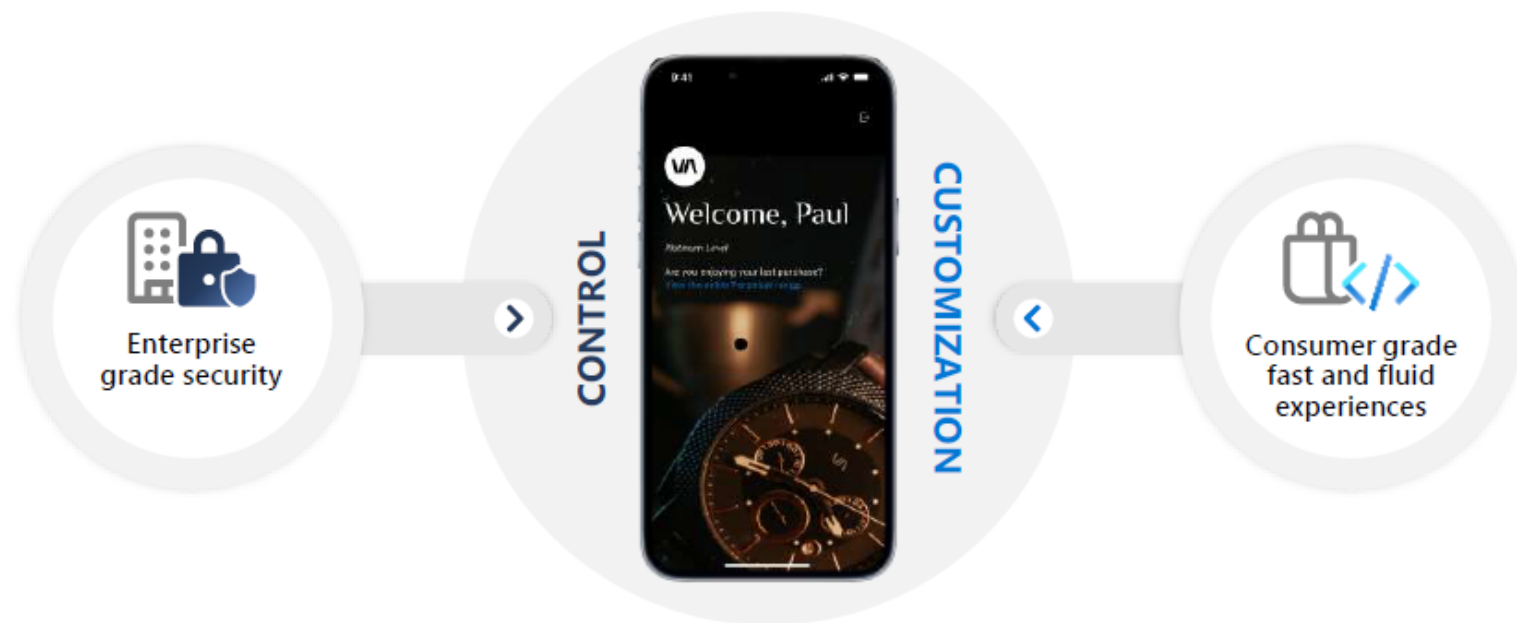


Microsoft Entra External ID



Microsoft Entra External ID

Secure and simple CIAM



A single trusted solution for your partner collaboration, business customer, and citizen/consumer service needs, whether you rely on Microsoft Modern Work/M365 or build your own applications.

Future-proof CIAM

Verified and passwordless.

Secure, scalable, and integrated

A single platform to power your digital front door, backed by Entra ID, Microsoft account, Office, and Azure.

Fully customizable experiences

Secure, frictionless fundamentals so you can focus on growing your business.

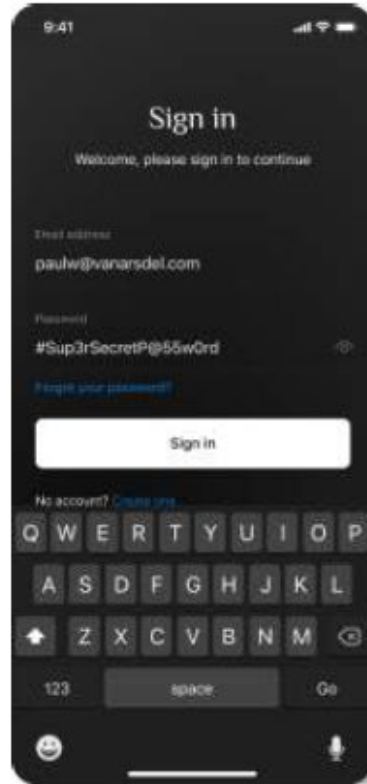
Developer-friendly

Start quickly, evolve without limits, powered by Copilot

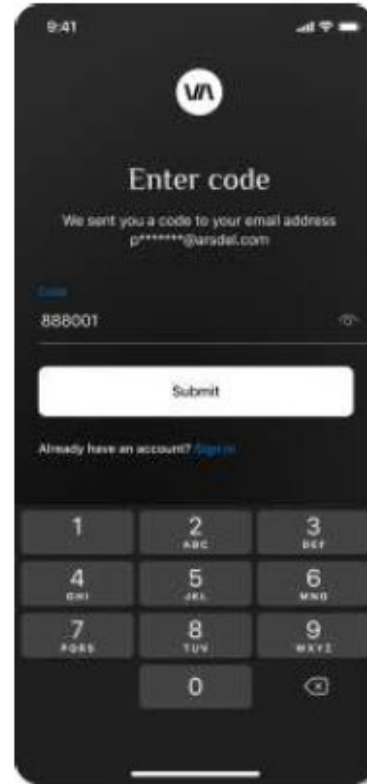
Engage consumers with personalized experiences...



Get started



Sign-in



Verify



Continue to app



Mobile Broadband

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.

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Titanium

iPhone 15 Pro

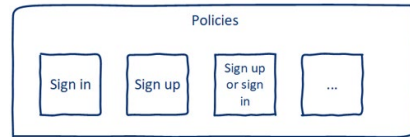


Help

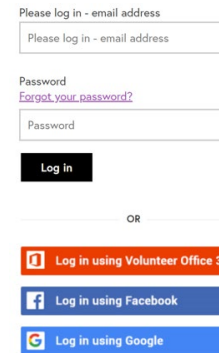
Data at rest – hashed
and encrypted



Industry-strength auth



User risk detection



Session risk detection



- Hashed and encrypted
- Certified and trusted



- Industry strength authentication
- OpenID Connect, OAuth



- User risk detection
- Stolen credentials

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

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.

LV= Car Insurance - Retrieve Quote

insurancelogin.lv.com/25e8ac1a-d84f-4911-bd8f-bfe5c7a8a2a8/oauth2/v2.0/authorize?client_id=c5e8d433-df1d-...

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

→ End User Experiences

- **Social media and custom OIDC support:** Federate with Facebook, Google, Apple, or other OIDC providers ✓
- **SMS Phone Auth support:** Protect my account by opting into SMS MFA **[NEW]** Admin self-service opt-in/out of regions for telecom ✓
- **User invitations improvements:** Invite and create users from the Entra portal ✓
- **Custom-branded emails:** Use a third-party email provider to customize sender and content of OTP and password reset emails ✓

→ Security Features

- **Add E2E premium security experiences to apps:** Self-service integration with Cloudflare WAF, sign-in account take-over protection (private preview) Face Check as additional challenge option
- Support for Azure Monitor workbooks (preview). ✓
- **Customize URL domains:** For branding and self-service integration with 3P WAF ✓
- **Expanded user insights for fraud risk:** User insights include user engagement and fraud ✓
- **Customize sign-in experiences:** Customize how you pre-fill and validate attributes during sign-up or programmatically connect to external systems or approval workflows with sign-up extensions. ✓
- **Track sign-in metrics:** Receive detailed logs for all sign-up activity, and optionally export them to Monitor ✓

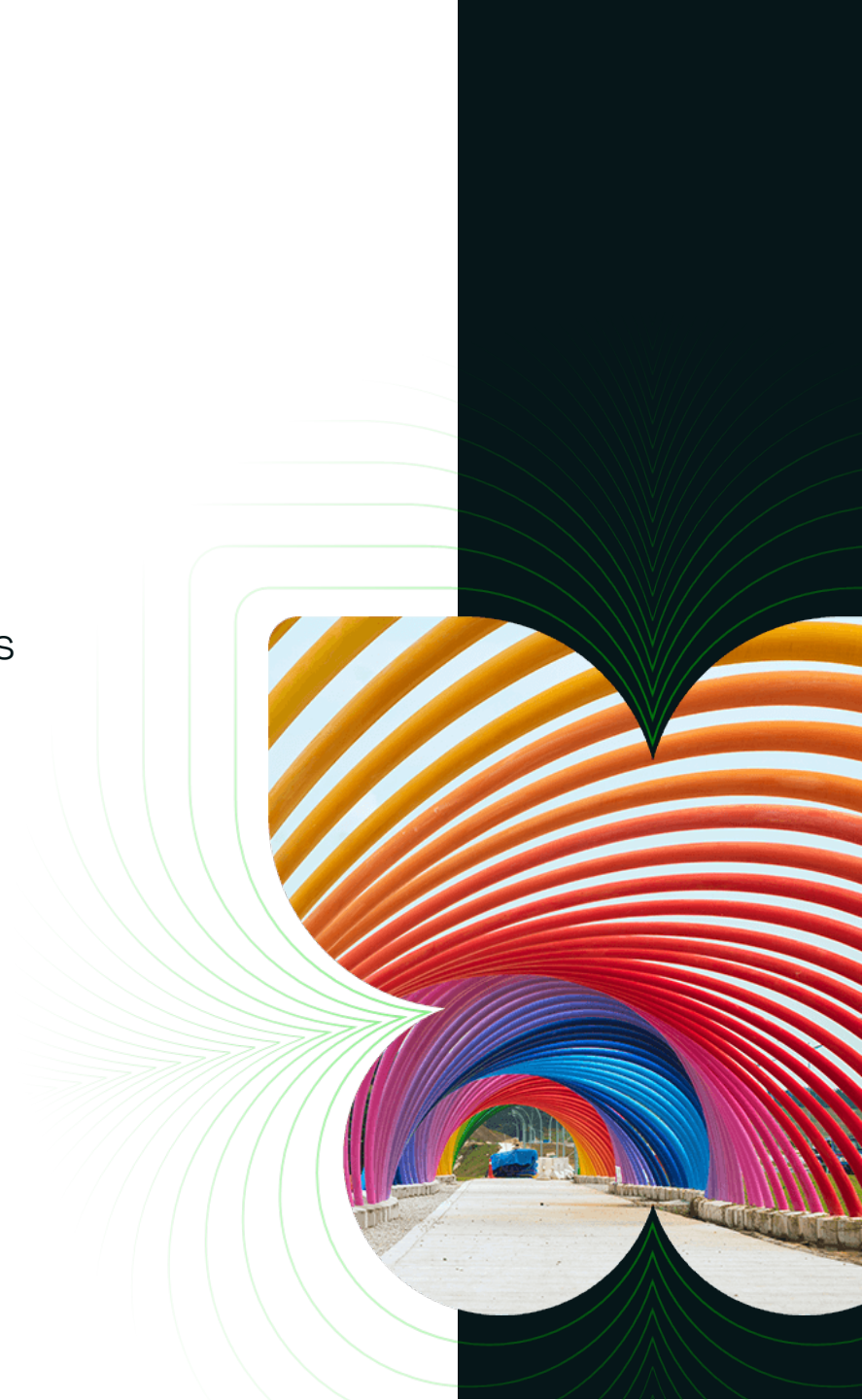
Migration

- Clean Migrate
 - Passwordless (Email OTP)
 - Password capture via B2C
 - Password Reset
- Hybrid Tenant



Hybrid Tenants

- Start with B2C
- Users live In B2C directory
- Add External ID authentication for new / upgraded applications
- User directory remains the same



Choosing Microsoft



Ecosystem

Entra ID, Conditional Access etc.



Pricing

Free tier and MAU pricing



Security & Compliance

High compliance standards: GDPR, ISO 27001, etc.



How can we help?

Planning

PoC / Pilot

Rollout

Support &
Monitor

Case Studies

Fully comprehensive: Using Azure AD B2C to deliver a seamless and secure customer experience for a leading UK insurer

5-minute Read

Case Studies

A free-flowing and secure customer experience for a national water company

4-minute Read

Case Studies

Seamless, secure customer access for large UK electricity provider

6-minute Read

Case Studies

Building a secure multi-brand authentication experience at BT

More than 100,000 attacks thwarted





Decentralised ID

Decentralised ID

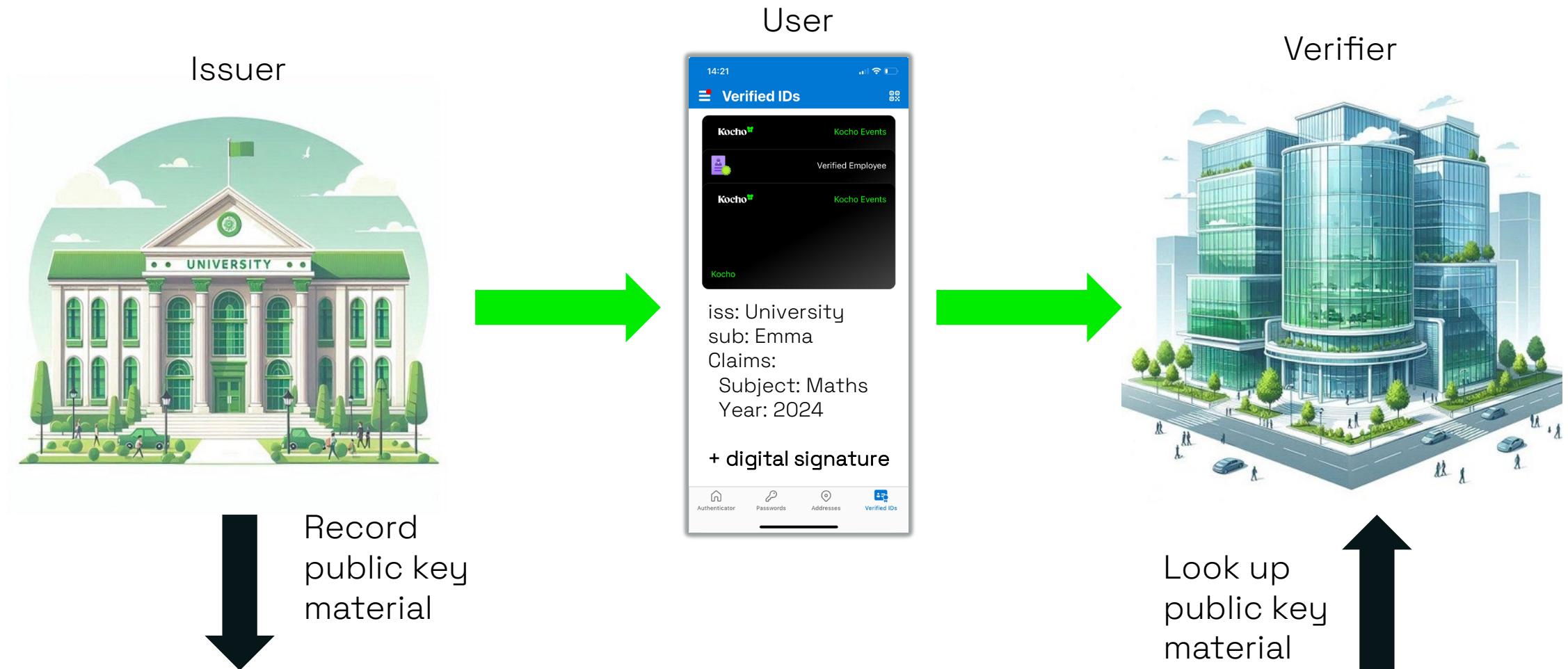
- Standards-based
- Uses a trusted verification system
- Put the user in control
- Removes direct data exchange

The problem

- Proving who you are again and again...
- Lack of understanding of where information lives...
- Organisations can't verify you without lots of work...

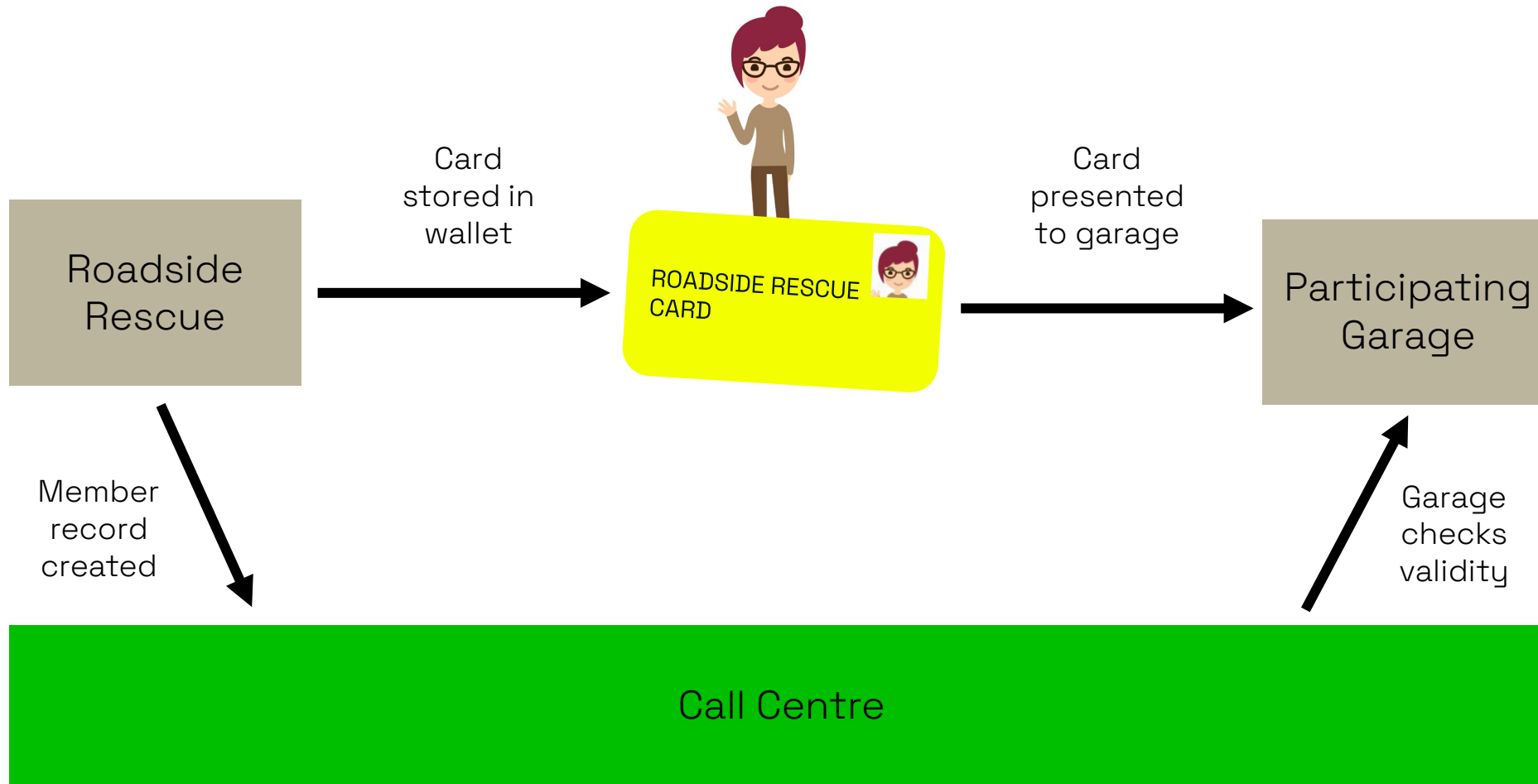


Verified Credentials

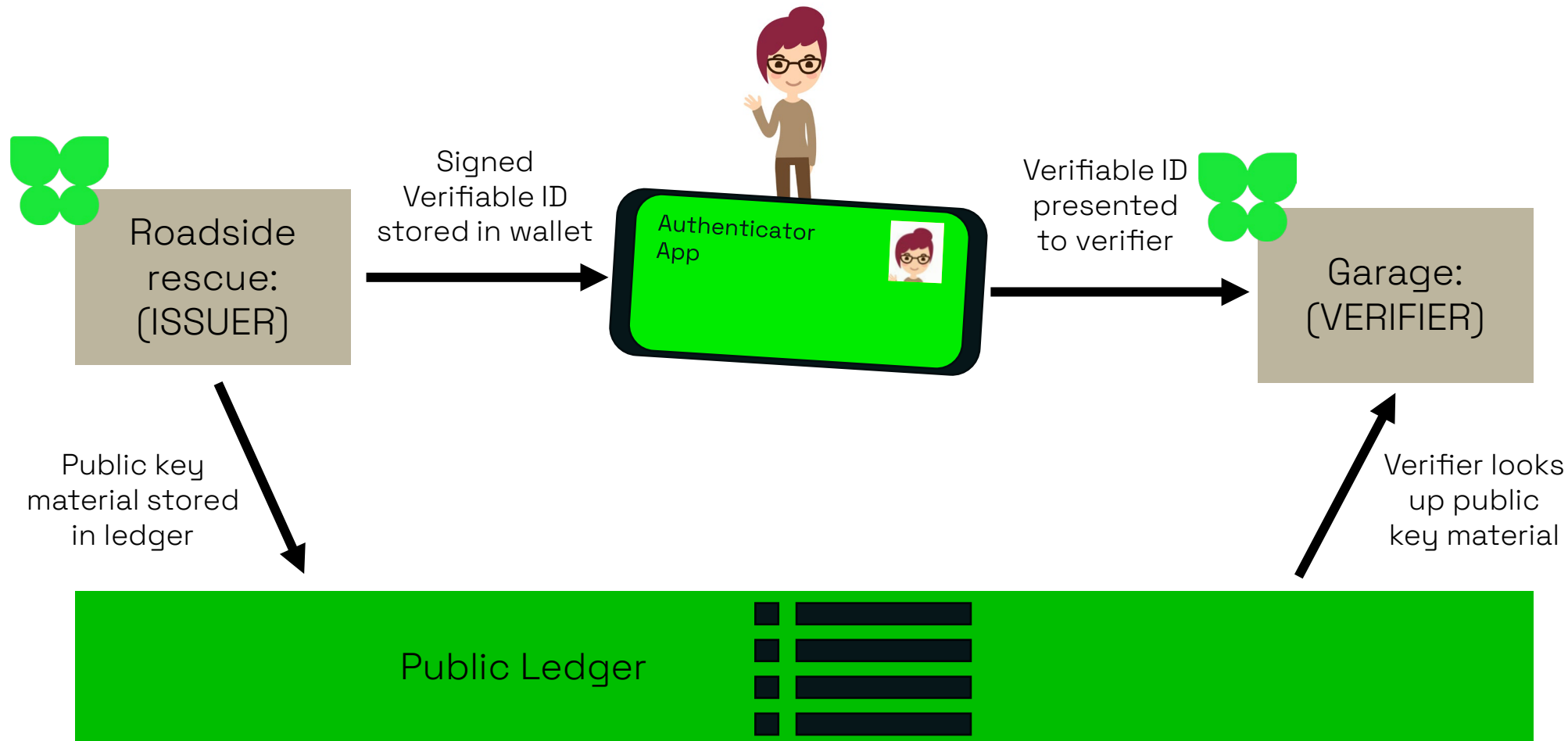


Decentralised public key infrastructure (Trust System)

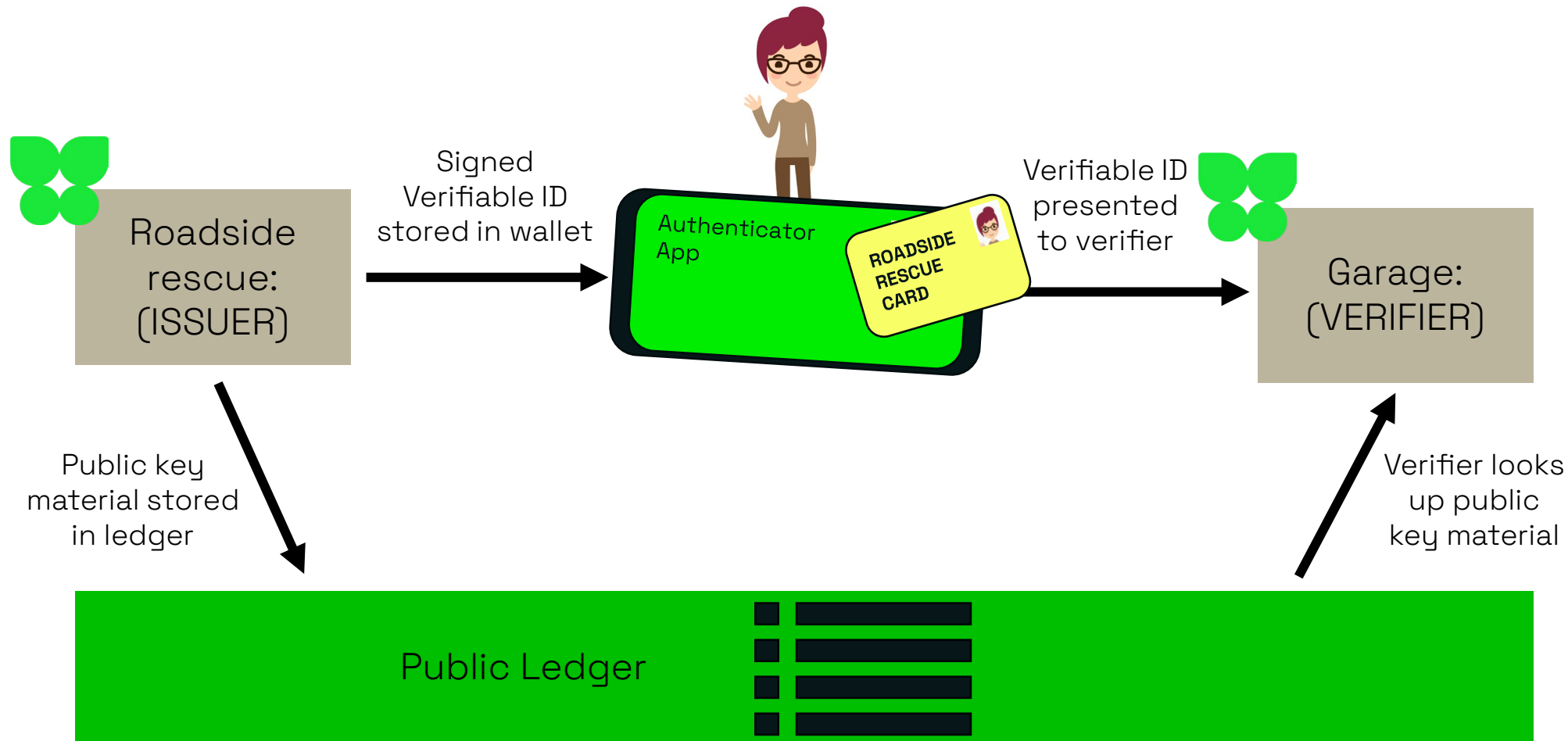
A real-world example...



In the digital world...



In the digital world...





How does Verified ID
help my business?

Employee onboarding

- After interview, an employer can make a hire, but in this era of prolific homeworking, the employer needs to ensure that the worker who turns up on day 1 is the person they hired.
- The employee can acquire a credential from a trusted source, e.g. UK Government.
- This can then be presented on the employer site to kick off the Entra ID account creation process and complete onboarding.





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:

Dee

Last Name:

Bolt

Next →



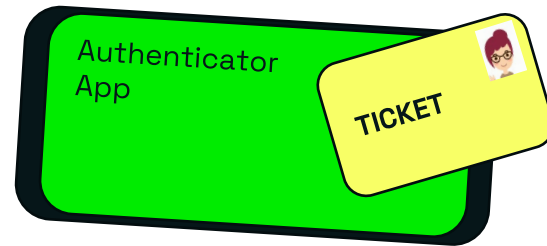
About The Demo

Verified IDs

- Microsoft Events Verified ID
- Microsoft Events Verified ID
- Kocho Event Attendee
- Kocho Kocho Events
- Kocho Verified Employee
- Kocho Verified Employee
- Kocho Kocho Events
- dee2c credential
- bolt-id

Events / Tickets

- The event registration site issues a virtual ticket
- Customer stores the ticket on their mobile app (authenticator or preferably a branded mobile app)



- Ticket checked at the door using a tablet or laptop



Age verification

- Many UK websites need to take effective steps to protect children online, as part of the Online Safety Act
<https://www.ofcom.org.uk/news-centre/2024/how-the-online-safety-act-will-help-to-protect-children>
- Verified ID can help by providing a trusted credential with a date of birth attribute, e.g. from the UK government.
- Any website can use the Verified ID framework to verify this credential.



Anonymous website entry

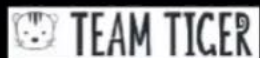
- Issuer: Employer or Membership body
- Credential presented on (for example) research site to give the user the ability to browse research papers, but identity does not need to be tracked..
- .. or the credential is required as a pre-requisite for sign-up. Non members/employees are not permitted to create an account.



Helpdesk/Ticketing scenario

- A typical issue for helpdesk is to determine if the person on the phone calling to get help is really the person who they say they are.
- Users (e.g. employees or clients) can carry a credential in their digital wallet
- While on the call, users can verify their credential against a verifier application, and helpdesk agents will be notified of this action
- They can then proceed with the call
- Reference: <https://learn.microsoft.com/en-us/entra/verified-id/helpdesk-with-verified-id>

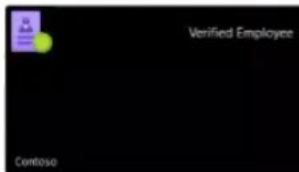




Welcome to Team Tiger Helpdesk portal

Step 1: Get your card at MyAccount to prove your employment

To get support, you need to have your [VerifiedEmployee card](#) with a photo.



[I already have my card](#)

Step 2: Present your VerifiedEmployee card

Use the Authenticator to present your VerifiedEmployee card

Step 3: Get support

Ready to take the next step?

Book an External ID Discovery Call

1-hour pre-sales call with an experienced Kocho consultant.

- Get expert advice and recommendations tailored to your requirements.
- Adopting EEID4C
- B2C → EEID4C migration options
- Verified ID and Face Check



hello@kocho.co.uk



0800 044 5009

