

# Concurrency App Identity

## Description

We build the identity layer of complex applications for CIAM, B2C, and B2B scenarios based on the Microsoft identity platform. We replace homegrown or other third parties with a Microsoft identity platform tailored to the needs of the application and integrated into the experience.

## Who we Help

- VP of Development or CIO

## Problem We are Solving

- Application identity portfolio is diverse and not feature rich
- Customer needs to improve customer identity experience
- Branding, security, or experience improvements on Azure AD

## Outcome of Offering

- The identity layer of a selected application has transformative
- Policy and security compliance functions deployed for customer facing application or B2B experience

## Why Us:

- Extremely niche capability
- We are one of the few partners invited to the Microsoft Identity Airlift for this capability

## Cost, Resource, Time

- \$100k – 200k
- 3 – 12 months
- Architect, Engineer(s), SCRUM master

## Next Step:

- Next Project: Connect App (cross-sell)
- Next Project #2: Digital Ops
- Adjacent Project: App Modernization