



Microsoft Active Directory B2C

Optimise and secure your digital customer interactions

Azure Active Directory (AD) B2C enables businesses to tailor web and mobile applications to suit their customers, improving the way they interact with digital services. Microsoft's Identity Experience Framework (IEF) is an identity engine powered by Azure AD B2C and B2C's organisational capabilities are endless. Businesses can build authentication policies, customise user registration and provide customers with the ability to self-serve.

Deliver customer value with B2C



Leverage your existing Azure commitment and only pay for what you use.



Enjoy Microsoft's platform being built for scale to **manage security** risks like **denial of service**, **password spray** and **brute force attacks**.



B2C provides **secure authentication** processes and **user storage** so you can focus on your core business needs.



Integrate with **modern applications** and software packages that support standards such as **OpenID Connect**, **OAuth**, and **SAML2**.



Enhance your authentication journeys with features like **identity verification**, **device fingerprinting**, or **custom audit** and **telemetry**.



Customize your entire business' Azure AD B2C solution, from **branding** the look and feel of individual pages, to users **sign-up** and **sign-in**.



Use the latest developments in **security verification** such as **Multi-Factor Authentication (MFA)** and **conditional access policies**.



Support completely custom journeys such as **rights elevation** or **user impersonation**.





condatis

Condatis is a UK leader for **bespoke external identity** solutions and **decentralised identity integration**.

We are a specialist partner in **Microsoft Entra** External Identities on **Azure AD B2C, Entra Verified ID**, and decentralised identity technology.

Our tailored solutions **facilitate innovation** and **build safer digital journeys**.

Our team comprises over 50 specialists in **Identity and Access Management**, designing and implementing solutions for our clients while developing our new product in the **decentralised identity** space.

Who we work with

