



Client & Partner Identity Migrations

Move from Azure AD B2C
and legacy CIAM platforms
to the right Microsoft
external identity solution

Modernise your customer & partner identity platform and prepare for the retirement of Azure AD B2C with Microsoft Entra External ID.

Azure AD B2C is now deprecated and will reach full end of life in May 2030. Organisations must migrate customer and partner identity estates, from simple login solutions to complex, highly customised journeys, to a modern, scalable, secure Microsoft identity platform.



Is This Solution Right for You?

This solution is designed for organisations that:

- ✓ Use Azure AD B2C today and require a supported future platform
- ✓ Have complex custom policies or bespoke customer journeys
- ✓ Need to migrate external identity data at scale (tens of thousands to millions of accounts)
- ✓ Are using a competitor platform (Okta, Auth0, ForgeRock, Ping) and want to consolidate onto Microsoft
- ✓ Require flexible branding and end to end control of user experience
- ✓ Must meet specific compliance standards
- ✓ Want to streamline operations by bringing external identity into Azure & Entra
- ✓ Has external portals or digital services critical for customers, partners or citizens

Business Challenge and Context

External identity platforms carry unique complexity



Azure AD B2C is going away

Azure AD B2C is fully retiring with an end-of-life date set for May 2030. After this point, the service will no longer be available, meaning every organisation must migrate.



External journeys are complex and critical

From account creation to multi step onboarding and verification, any migration must be zero disruption.



Not a simple lift-and-shift

Azure AD B2C → External ID is not a like for like transition. Many custom user journeys, UI customisations and API integrations cannot be directly migrated.



Competitor IAM platforms are costly and fragmented

Some solutions often require additional tooling for UX, fraud controls, custom flows and integration patterns.



Branding and UX expectations are higher than ever

Organisations need flexibility that is not always available out of the box in External ID.



Our solution

Condati helps customers migrate from Azure AD B2C and competitor CIAM platforms through three approaches:

1

Microsoft Entra External ID (Out of the Box)

Approach	Best For	Migration Method	Licensing / Costs
Use External ID directly for authentication with standard journeys and screens	<ul style="list-style-type: none">• Low/medium external user volumes• Basic authentication flows• Simple branding needs	Microsoft-native tooling and configuration	External ID free for first 50k MAUs

2

External ID + Custom Extensions

Approach	Best For	Migration Method	Licensing / Costs
External ID + Custom Extensions	<ul style="list-style-type: none">• Custom journeys• Strong branding/UX needs• Integrations with internal/external systems	Use External ID for authentication + add custom journeys (Azure + .NET)	External ID + Condati custom components

3

Fully Custom External Identity Solution (Azure + .NET)

Approach	Best For	Migration Method	Licensing / Costs
Build a bespoke external identity platform using Azure services	<ul style="list-style-type: none">• Complex/regulated journeys• GDS/GOV.UK One Login integrations• Large CIAM estates requiring parallel migration	Fully custom approach inc. large-scale data migration	Azure hosting



Our migration process

No matter the path, our delivery structure is consistent and transparent

- **1 Identify Requirements**
Analyse existing journeys, policies, UX, data, identity providers, and compliance needs.
- **2 Develop MVP and Validate Approach**
Prove architectural direction (Path 1, 2 or 3).
- **3 Parallel Running**
New and legacy systems operate side by side.
- **4 Staged Migration**
Cohorts of users + controlled traffic cutover.
- **5 Decommission & Cleanup**
Retire Azure AD B2C/legacy IAM safely and remove technical debt.

Condatis Services

- IAM analyst call (30-minute complimentary session)
- Discovery Lite (60–120 min remote qualification)
- CIAM Discovery Workshop
- Proof of Concept (External ID or custom journey validation)
- MVP (production-ready external identity experience)
- Full migration and decommissioning



Business Impact and Outcomes

Security & Governance

- ✓ Stronger authentication & MFA
- ✓ Modern fraud & verification patterns
- ✓ Support for compliance standards (incl. GDS)
- ✓ Improved governance of external identities

Cost Reduction

- ✓ 50,000 monthly active users free on External ID
- ✓ Lower CIAM licensing vs competitors
- ✓ Azure consumption aligned to actual usage
- ✓ Reduced maintenance of custom Azure AD B2C policies

Operational Efficiency

- ✓ One identity ecosystem across Microsoft services
- ✓ Simplified administration & reduced overhead
- ✓ Flexible integration & better maintainability
- ✓ Easier to evolve journeys and branding

Future Ready Identity

- ✓ Early access to Microsoft roadmap updates
- ✓ Scalable global platform
- ✓ Ability to adopt new Entra External ID features as released

“Condatis is a Microsoft Partner specialising in External Identity and Access Management (IAM), integrating Azure B2C into new and existing technology. They have worked with some of the largest enterprises and government departments globally always delivering the results that we expect from our partners.

The team at Condatis show their passion, dedication, and competency every time we engage with them, whether it's bringing them into a customer engagement or when we look for some thought leadership in this space. I would have no hesitation recommending Condatis as your IAM specialist partner to ensure a successful deployment.”

Senior Program Manager (Identity CxP for ExIDs), Microsoft



Get in touch



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