



INFORMATION

Microsoft External Identities Management

Simplified identity management with a holistic CIAM solution

Delivering digital services to external users creates security risks—and opportunities

Modern enterprises have various access portals and apps with legacy branding requiring multiple login credentials and passwords. This creates disparate and confusing user experiences in addition to security risks. It's not only frustrating for the customer, it prevents the organization from having visibility into the customer experience, and can lead to data isolation, development complexity and identity duplication.

To succeed in today's digital ecosystem, organizations must be able to deliver customized, seamless and secure identity experiences. But managing user accounts, password support, and step-up authentication is difficult and expensive.

Cloud CIAM— one user, one credential, consistent branding

Edgile's Microsoft External Identities Quick Start program leverages the power of Azure Active Directory B2C (AAD B2C) to build an identity experience that works for any user, using any identity, on any device.

- AAD B2C is highly customizable, can scale to millions of users, and includes features that help protect against threats to resources and data, including denial-of-service and password attacks.
- Designers can modify every page displayed by AAD B2C so it feels native to your applications. Developers can create custom workflows on the back end using REST API calls to "just-in-time" migrate existing users or send mail through an external service.
- Edgile's cloud CIAM service eliminates the responsibility of managing local passwords by using a "bring-your-own-identity" strategy. Your customers can authenticate and sign in using their existing social media ID, phone number, or credentials from any standards-based identity provider

Edgile Delivers

- Pre-configured user workflows
- Best practices for development and CI/CD
- Industry specific experience for healthcare, manufacturing, retail
- World class UI/UX experts
- Microsoft AAD B2C Top Partner

Elevating marketing, branding and the customer experience (CX)

Modernizing the security platform provides the opportunity for marketing and user-centered teams to refresh branding and offer a unified B2B and B2C CX. Enhanced CX has been shown to increase customer loyalty, boost revenues and reduce costs.

Edgile's dedicated UI/UX team will assess external facing portals, application branding and user flows by:

- Interviewing stakeholders
- Developing persona narratives
- Creating wireframes
- Linking user journeys to the security platform

Edgile's External Identities Management Quick Start Program

Modern enterprises understand that the customer experience has always driven successful business transactions. Nurturing customer relationships to build loyalty and promote growth is the foundation of Edgile's holistic, scalable CIAM solution.

Edgile experts will work with your security and client experience teams to design a security framework for an external identities management system in this six-week quick start program.



87%

of organizations say that customer loyalty is linked to commercial success.

SECURITY FRAMEWORK

Analysis and Planning

- Discover current state identity architecture
- Explore desired future state
- Understand implementation, user base, app roles and authentication protocols

Sample B2C Application

- Configure AAD B2C directory
- Register sample browser application
- Demonstrate user experience with out-of-the-box Microsoft offerings

DevOps Production

- Ready production tenant
- Configure Azure DevOps to promote configuration as code into the production tenant

Future State Roadmap

- Create future state external identity conceptual architecture
- Plan for legacy IdP decommissioning
- Discuss application integration patterns
- 2-day Future State Planning Workshop:
 - External identities migration methodology
 - Patterns required to migrate key application to IAM platform

Connect with us to get started

To learn more about Edgile's External Identities Management program, please contact the Edgile identity team: edgile.com/infosec

2020 MICROSOFT SECURITY SYSTEM INTEGRATOR OF THE YEAR

Gold Microsoft Partner



Security
Enterprise Mobility Management
Datacenter
Cloud Platform

Cloud Productivity
Application Integration
Application Development
Data Analytics

Edgile: We Secure the Modern EnterpriseSM

Edgile is a Microsoft Gold Partner in Security and Compliance and 2020 Microsoft Security System Integrator of the Year. Our strategy-first approach to identities, access and cloud security accelerates customer journeys to the cloud. Using a risk-based methodology, we provide customers a framework to prioritize controls implementation throughout their digital transformation. Edgile secures the modern enterprise with solutions that increase business agility and turn risk into opportunity.

