

B2C Authentication with Centrify Application Services

Extending single sign-on to end customers

When your enterprise extends to the Web, you want to make it easy for visitors to sign up for your services. But registering for another service is a hassle for individuals, and managing identity and access is a hassle for most enterprises. Turn to Centrify to give customers single sign-on to websites, portals, and SaaS applications, from a single identity platform.

Introduction

Enterprises hosting business-to-customer (B2C) applications and services on the Web often struggle with how to manage user registration and authentication, especially as their web sites grow into an assortment of disparate cloud, on-premises, and home-grown applications. Managing external users often becomes a patchwork of multiple authentication backends and separate user directories, with little integration across the enterprise web presence.

Example

Let's look at example of a large automobile discussion forum and marketplace. As the site has grown from discussion forums to e-commerce for specialized auto parts, the lead web developer, Carl, has had to stand up applications to manage customer ordering, shipping, and parts catalogs.

Carl maintains encrypted lists of usernames and passwords for each site, but it's becoming hard to manage them all. He's also concerned that customers are using the same credentials across each part of his site, but there is no linkage among them. He's facing multiple siloes of identity, with no common interface to manage customer identity across his entire web presence.

The Risks

Each of these applications was set up with its own directory and authentication, with no common platform to manage customer identity. Some of the apps are on-premises custom apps, while others are cloud SaaS apps. Customers navigating from the drivers' forum to the auto parts marketplace are prompted to re-authenticate. Customers unaware that the applications under that domain are not linked may unwittingly use the same credentials across the site, which is a security risk.

Carl knows that his customers hate setting up new user accounts, and is noticing a higher page abandonment rate from discussion forum customers who encounter another registration prompt at the parts marketplace.

He'd like to be able to track customer preferences and build profiles to help him create special offers based on their activities and product preferences. To achieve that level of customization, Carl first needs to build a unified identity profile across his entire site.

Introducing Centrify B2C Customer SSO

Carl's site needs a unified authentication and authorization infrastructure. His CISO recommends a solution that supports easy customer authentication for low risk parts of the site, stronger authentication for e-commerce, and single sign-on for all apps across the website. Centrify Application Services meets those requirements, offering a single identity platform for all users.

Social Login

For registration and authentication, Centrify enables end-customers to choose to log in with their existing social credentials from Facebook, LinkedIn, Google or Microsoft. Social Identity offers end-customers the opportunity to access sites and services without the hassle of having to set up a separate user account. These social networking sites act as identity provider to their end users, who want an easy way to register without having to create and remember another username and password.

Customers like the convenience of quick registration, and the web hosts see decreased page abandonment rates, and increased customer registration and retention. For low-risk applications, social login is enough as-is.



Cloud Directory

Customers who prefer not to use social identity can create a traditional username/password account, with their identity credentials stored in a secure Centrifly Cloud Directory. The Cloud Directory resides on an Application Services cloud tenant owned by the enterprise, and acts as the Identity Provider.

Stronger Authentication

Using Centrifly, Carl can also enable optional stronger authentication, where appropriate or desired by end customers. For more sensitive applications on his site, like his auto parts marketplace, Carl has required customers to login first with social or cloud credentials, and then verify identity by responding to a message sent to using a registered email address. For less sensitive applications, Carl has left strong authentication as a user-selectable option.

OpenID Connect for SSO

While social login enables easy access into Carl's web platform, OpenID Connect delivers single sign-on into his organization's custom apps. Similar to SAML, OpenID Connect enables single sign-on but doesn't require the exchange of certificates. By retooling the apps on his website to support OpenID connect, Carl is making it possible for his customers to authenticate once using the Centrifly customer authentication engine, leverage their identity from a social identity provider or the Centrifly Cloud Directory, and get single sign-on to any application on the website. Carl has eliminated those username/password files, thus improving overall security for both his enterprise and his end users. OpenID Connect will also help Carl to extend his apps into mobile and other platforms in the future.



Customization via RESTful APIs

Centrifly's customer SSO is integrated via the Centrifly Identity Services Platform RESTful API's, thus providing registration and authentication that is completely transparent to the end users, and customizable to the website's own look and feel.

Benefits

- SSO across disparate tools, sites, apps or services
- Consistent login experience across your brand
- Speedy onboarding of new customer accounts
- Developers freed from the hassles of identity/user management
- Secure standards like SAML and OpenID Connect
- No standalone silos of identity, reduced IT overhead



As the only industry recognized leader in both Privileged Identity Management and Identity-as-a-Service, Centrifly provides a single platform to secure every user's access to apps and infrastructure in today's boundaryless hybrid enterprise through the power of identity services. This is the Next Dimension of Security in the Age of Access.

Founded in 2004, Centrifly is enabling over 5,000 customers, including over half the Fortune 50, to defend their organizations. Centrifly is a privately held company based in Santa Clara, California. To learn more visit www.centrifly.com. The Breach Stops Here.

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