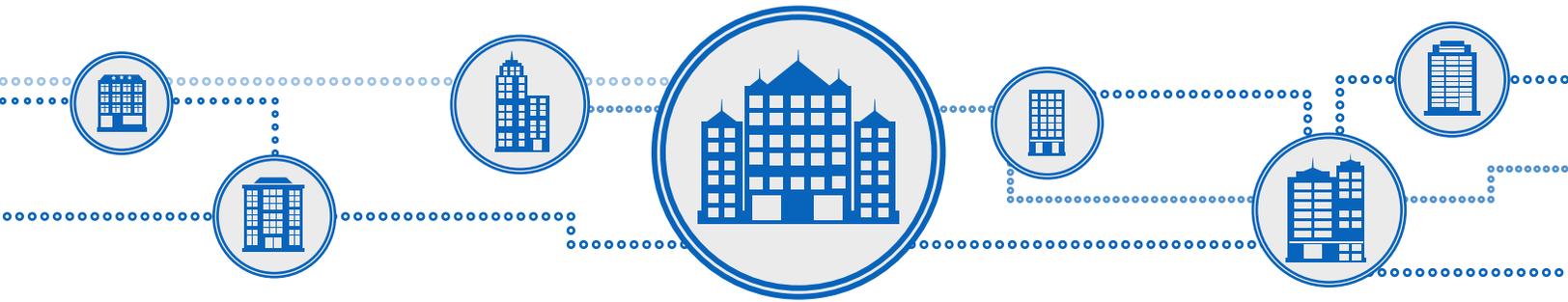


# Transitioning B2B identity management from a security risk to a strategic opportunity.



## B2B identity access challenges

B2B companies use web-based applications that allow their partners to access confidential information and perform critical business processes, such as:

- Browsing catalogs
- Reviewing special pricing and order histories
- Placing orders
- Setting up repeat deliveries

Large organizations can have hundreds or thousands of these applications. The firm must create and manage an identity unique to each application with little or no lifecycle management. As a result, partners have to keep track of numerous accounts and passwords. Terminated partner accounts may remain active months or even years later, and security controls such as multifactor authentication are not available. This creates an environment where security risks can become embedded and multiply.

## B2B Case Study

### Problem

A large US-based B2B energy technologies company was struggling with managing hundreds of thousands of customer identities. Their technologies and processes were inefficient, inconsistent and not scalable to meet the company's growth prospects. They were spending most of their time reactively managing access requests. Security risks were multiplying.

### Solution

Edgile developed and implemented a strategic roadmap using Microsoft 365 that consolidated and integrated identity and authentication applications and services. The result? A more flexible, more secure, scalable IAM solution providing easy and efficient access for employees, partners, and customers.



*Securing and managing B2B identity is not just about technologies—it's also about people and processes.*



## Microsoft 365 offers accurate and secure application access solutions

Edgile experts have teamed with Microsoft to help clients architect and smoothly migrate to the Microsoft 365 platform, a modern, strategic approach to B2B identity and application access management. Some of the benefits include:

- Client management of application access with access credential management shifting to the customer
- Flexible, scalable model with customer and partner identities leveraged across multiple applications
- A single view of the customer for enhanced security, insights and analytics
- Consistent, intuitive, shared user experience for customers and employees
- Access control and security using contextual access management with machine learning and threat intelligence for enhanced strategic business opportunities.

### Learn collaborative modernization at Edgile's 3-Day B2B Workshop

Edgile's 3-day B2B Workshop helps you plan your modern solution implementation with a focus on:

- Azure Active Directory B2B overview and risk-based conditional access and security controls
- Application assessment and authentication patterns to use modern protocols
- Integration of applications with Azure B2B
- Techniques for successful change management.

**For more information, contact us at**  
<https://edgile.com/contact-us>



#### **EDGILE: WE SECURE THE MODERN ENTERPRISE<sup>SM</sup>**

Edgile is the trusted cyber risk and regulatory compliance partner to the world's leading organizations, providing consulting, managed services, and harmonized regulatory content. We secure the modern enterprise by developing on-premises and cloud programs that increase business agility and create a competitive advantage for our clients.



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