

Azure Active Directory

Secure access for a connected world

Microsoft Azure Active Directory (Azure AD), part of Microsoft Entra, provides an identity and access management solution with integrated security to manage and protect all your users and data.





**Trusted leadership** – Leveraging over 20 years of identity experience, Azure AD is the world's largest identity service and a Leader in the Gartner Magic Quadrant for Access Management.

**Enterprise-grade security** – Microsoft enables your Zero Trust strategy with intelligent policies and real-time analysis from trillions of signals to help automate access decisions.

**Comprehensive platform** – A single control plane in the cloud helps you efficiently manage and secure your entire identity infrastructure across employees, partners, and customers.

**Resilient access** – A 99.99% uptime SLA for our 500 million monthly active users on over 90 billion daily authentications helps ensure your workforce can remain productive.

With Azure AD, we saved \$1 million a year and identity isn't something our users are thinking about every day.





## Secure adaptive access

Protect access to resources and data using strong authentication and risk-based adaptive access policies without compromising user experience

Flexible, secure multi-factor authentication (MFA); password protection

Configurable Conditional Access policies based on context and risk assessment

User and entity behavior analytics (UEBA) in Identity Protection to protect against identity compromise



## Seamless user experiences

Provide an easy, fast sign-in experience to keep your users productive, reduce time managing passwords, and minimize friction

Single sign-on (SSO) for any user type and any identity

Convenient, phishing resistant passwordless credentials

End-user self-service portal to discover and launch applications, request access, and manage user profiles



## Unified identity management

Manage all your identities and access to all your applications in a central location, whether in the cloud or on-premises, to improve visibility and control

App access in any cloud or datacenter across your hybrid environment

Commitment to open standards and interoperability

Efficient identity management and administration for employees, partners, and customers



## Simplified access governance

Control access to apps and data for all users and admins efficiently with automated identity governance, ensuring only authorized users have access

Automatic users and guests lifecycle management, connected to HR platform

Entitlement management for granting and reviewing access

Privileged identity management and role-based access control to remove excessive access



No matter where you are in your digital transformation journey, Azure AD can help you achieve your business productivity and security goals. Learn more and get started at:

microsoft.com/entra