



Gaming



Modern life



Modern workplace



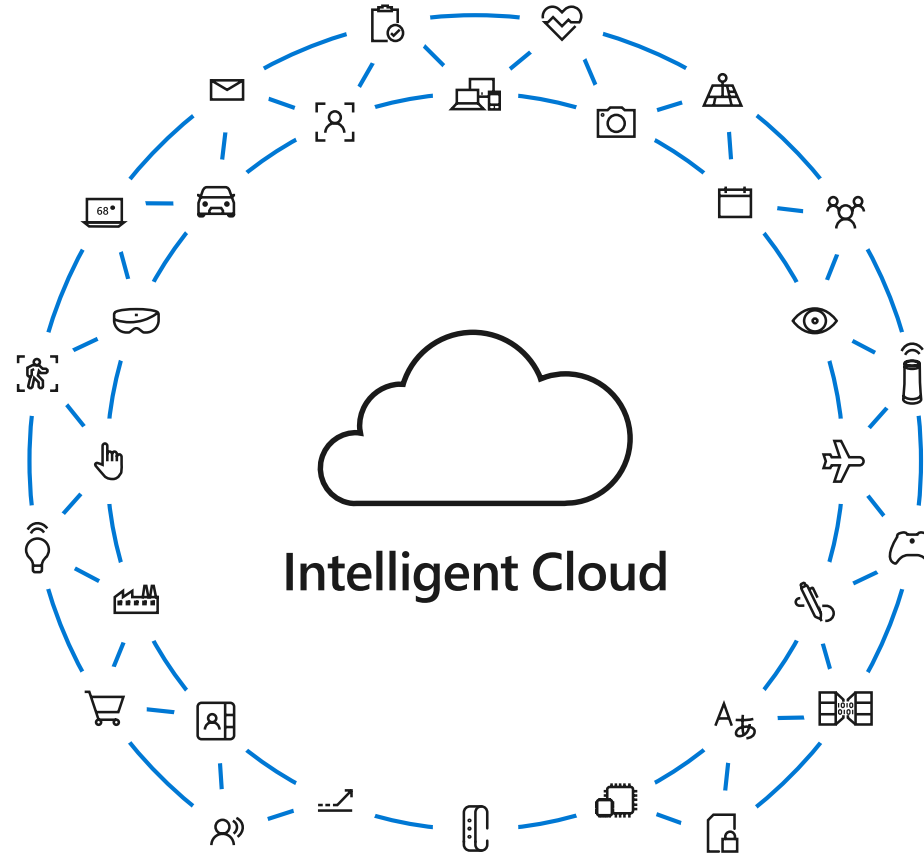
Business applications



Applications & infrastructure



Data & AI

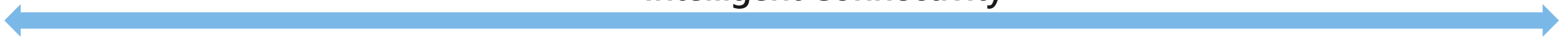


Intelligent Cloud

Intelligent Edge

Empowered experiences  
 +  
 Digital transformation

Intelligent Connectivity



# Improve your connection with customers

A customer identity and access management system needs to be



Customer-centric  
and flexible



Secure and  
reliable



Global and  
scalable

# Azure Active Directory B2C

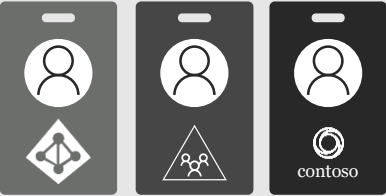


## Customers

Social IDs, email, or local accounts

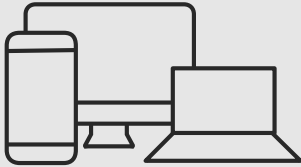


Business & Government IDs



- ➔ Securely authenticate your customers using their preferred identity provider
- ➔ Capture login, preference, and conversion data for customers
- ➔ Provide branded (white-label) registration and login experiences

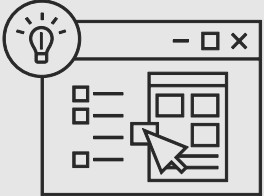
## Business



Apps and APIs



Analytics



External systems integration

# Azure AD B2C in Public Preview in China!

A screenshot of a web browser displaying the Azure Cloud Compute website in Chinese. The browser's address bar shows the URL `https://www.azure.cn/`. The page header includes the Microsoft Azure logo, the text "Microsoft Azure operated by 21Vianet", a search icon, and links for "Azure Portal" and "Purchase". A navigation menu contains links for "Why Azure", "Products", "Pricing", "Solutions", "Partners", "Documentation", "Blog", "Training", "Support", and "Marketplace". A prominent orange button labeled "1RMB Trial >" is located in the top right. The main content area features a large blue and white graphic with a network-like structure and the headline "Azure Active Directory B2C is now in public preview". Below the headline is the subtext: "Support customers to use social account login and access to the application, easily to manage hundreds of millions consumers' identity". A blue "More >" button is positioned on the left side of the main graphic. The footer consists of three light blue panels: "Documentation >" with a rocket icon and the text "Learn about using Azure to increase efficiencies..."; "Practical Tutorials >" with a presentation board icon and the text "Develop Azure skills quickly with the latest..."; and "Azure Updates >" with a document icon and the text "Azure Active Directory B2C preview released".

Azure Cloud Compute

https://www.azure.cn/

Microsoft Azure operated by 21Vianet

Azure Portal Purchase

Why Azure Products Pricing Solutions Partners Documentation Blog Training Support Marketplace

1RMB Trial >

## Azure Active Directory B2C is now in public preview

Support customers to use social account login and access to the application, easily to manage hundreds of millions consumers' identity

More >

**Documentation >**  
Learn about using Azure to increase efficiencies...

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Azure Active Directory B2C preview released