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

- Twitter
- Facebook
- Amazon
- LinkedIn
- Microsoft
- Google

Business & Government IDs

- ID Cards 1
- ID Cards 2
- Government

**Business**

- Apps and APIs
- Analytics
- External systems integration

- 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
Azure AD B2C in Public Preview in China!

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.

Documentation
Learn about using Azure to increase efficiencies...

Practical Tutorials
Develop Azure skills quickly with the latest...

Azure Updates
Azure Active Directory B2C preview released