

Salesforce Identity

salesforce

Identity Services for the Connected World

The rapid deployment of cloud applications is challenging legacy Identity systems, and increasingly the business is asking to connect their employees to information through mobile applications, or directly to their customers and partners. This proliferation of Identity can lead to frustration for users, and administrative and security challenges for IT.

Salesforce Identity transforms your IT environment with Identity and Access Management services for all of your employees, partners, customers, applications, and devices, delivered through the simplicity, transparency, and trust of the Salesforce Platform.

Deliver a Single Identity

With a single login for all your cloud, mobile and on-premises apps, your users will no longer be frustrated by multiple usernames and passwords. Salesforce Identity provides 1-click access to all their apps through a secure cloud App Launcher. Users get access to the resources they need to their job, and IT has one place to manage access. It's a win-win.

Access from Anywhere

Salesforce Identity is mobile out-of-the-box, with secure mobile Single Sign-On, a dedicated mobile administration app, and our secure 2-factor authentication app. Salesforce Identity is also the fastest path for developing custom mobile apps, with Identity-enabled mobile SDK's, custom policies, and secure app distribution for your employees and customers.

Extend your Enterprise

Too often IAM requires a rip-and-replace approach, but not with Salesforce Identity Connect. Continue to get value from your existing identity infrastructure including Active Directory with easy sync and authentication for your existing users. Or, connect back to existing Identity resources through open connectors.

Get the Right Apps to the Right People

With the Salesforce Identity's Private AppExchange, you can deploy a secure, branded location to distribute web and mobile applications. Give users instant access to any mobile or cloud app they need to be productive, while streamlining distribution, access requests, and approvals for IT.

Customize for your Business

Your business and customers are unique. Salesforce Identity's un-paralleled customization allows you to fine-tune your Identity processes with extensible Cloud Directory services, drag and drop cloud workflow engines, hundreds of APIs, and a full cloud programming environment.

Connect like Never Before

Connect to your Customers and Partners like never before by transforming your Salesforce Contacts into real identities that can login, update their profile, collaborate, and access applications and devices. Since Salesforce Identity is built into the platform you already use to Market, Sell, and Service your customers, there's no additional integration required.



A Single Platform for all your Identity Services



SINGLE SIGN-ON

Improve usability and security with standards-based single sign-on to all your enterprise apps.



MOBILE IDENTITY

Provide single sign-on, authorization and mobile specific policies for standard Salesforce apps, or custom apps built with Mobile Services.



SOCIAL COLLABORATION

Instant internal and external collaboration with social feeds built into Identity services.



EXTERNAL IDENTITIES

Directly engage with your Customers, Partners, and Prospects using Identity services for delivering web and mobile applications.



BRANDABLE IDENTITY SERVICES

Securely extend your brand with easily branded login, registration, and federation services.



SOCIAL SIGN-ON

Bring your own Identity from popular public providers like Facebook, Google, Amazon, and Paypal.



USER AND ACCESS MANAGEMENT

Automate user profile management, workflows, and admin delegation; improve compliance with centralized policy management.



CLOUD DIRECTORY

Cloud scale directory services that are easily customized for your connected employees, customers, partners, and products.



DIRECTORY INTEGRATION

Leverage existing directory investments such as Active Directory with out-of-the-box support for identity integration.



MULTI-FACTOR AUTHENTICATION

Add an extra layer of security with 2 Factor Authentication when accessing specific apps.



OPEN APIs AND CUSTOMIZABLE

Fully customizable identity-as-a-service built into Salesforce Platform with support for open standards such as SAML, OAuth, OpenID Connect, SCIM.



REPORTING AND DASHBOARDS

Gain transparency and peace of mind with drag and drop report and dashboard building.

Learn more at www.salesforce.com/identity or call 1-800-NO-SOFTWARE



For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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