



# Business-to-Business IAM Solutions At-A-Glance

## B2B IAM Benefits

### Simplify Partner Onboarding

Easily onboard partners and customers, empowering them to manage their own access with seamless integrations, a customizable org model, and delegated administration.

### Minimize Business Risk

Simplify managing identities across business entities and protect your business with risk-based access controls to prevent account takeover, detect insider threats, and ensure only the right people have access.

### Accelerate Revenue Growth

Deliver smooth, engaging online experiences that make it easy to access your products and services, boosting partner productivity, and turning customers into loyal brand advocates.

## B2B Relationship Challenges

Managing Business-to-Business (B2B) and B2B2X relationships presents a distinctive set of challenges in today's dynamic business environment. Juggling a diverse mix of suppliers, distributors, agents, partners, and subsidiaries – each with their own specific needs – is no small task. Furthermore, elevating customer experiences is critical for engaging and retaining enterprise customers, who expect seamless and secure interactions tailored to their specific needs. Every partner, vendor, customer, and third-party entity and enterprise customer requires different levels of access to your applications and services, necessitating a flexible and robust B2B identity and access management (IAM) platform.

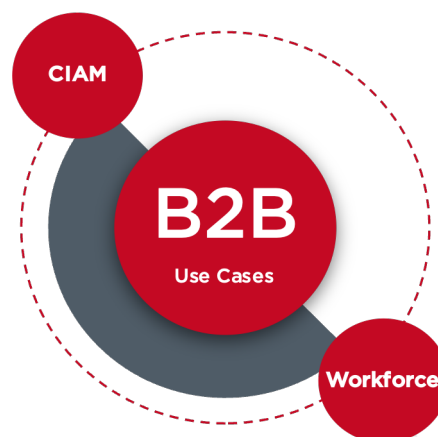
Integrating with a myriad of external systems and achieving seamless connectivity between business entities can feel like solving an intricate puzzle. Rapidly onboarding new partners and business customers and establishing trust between businesses is essential to establishing and maintaining strong and profitable business relationships. Identity plays a key role in enabling smooth, secure, and streamlined B2B interactions.

As your business grows, the need for scalability and agility becomes paramount. Security demands constant vigilance, as the risk of breaches and unauthorized access increases with a broad range of third-party entities accessing your systems. Meeting these demands while maintaining security and efficiency requires a comprehensive IAM platform, designed to address the multifaceted challenges of B2B and B2B2X relationships.

## Ping Identity Platform

The Ping Identity Platform delivers a robust and flexible platform designed to enhance security, streamline operations, and foster business growth. It is a comprehensive B2B IAM solution that enables the swift onboarding of partners and business clients, shields your organization against breaches and unauthorized access, and elevates user experiences to foster partner productivity and enterprise customer satisfaction and loyalty.

Uniquely address the challenges of B2B and B2B2X environments with a platform purpose-built for scalability and the ability to effortlessly adapt to rapidly evolving business relationships. Simplify the cost, complexities, and risk of managing diverse B2B relationships and third-party identities with the Ping Identity Platform. Transform B2B relationships into a seamless, secure, and efficient engine that propels your business towards greater growth and success.



# Key B2B and B2B2X Capabilities



## Hierarchical Organization Model

Set up organizations to enable unique administrators, users, roles, permissions, and resources, plus customized user experiences for each business partner.



## Delegated Administration

Grant different levels of administrative access and empower partner organizations to manage their own users within defined constraints.



## Configuration Inheritance

Assign permissions and roles through hierarchical inheritance to ensure consistent policy application.



## Relationship Model

Allow businesses to organize and manage identity data in a dynamic, easily navigable structure that updates with relationship changes.



## Federated SSO

Establish trusted relationships to enable seamless cross-domain authentication without separate logins.



## Organization Scalability

Easily accommodate organizational growth by adding new units, roles, and users.



## Closed Loop Remediation

Identify and remove redundant or unnecessary access rights.



## Rapid Onboarding

Streamline processes to quickly grant necessary access to new business partners.



## Self-Service

Enable B2B users to manage their accounts, reset passwords, and request access independently.



## Robust Integrations

Accelerate and simplify integrations with drag-and-drop tools, integration kits, and workflow templates



## Orchestration

Streamline the management of user identities across multiple systems and organizations with no-code, drag and drop orchestration.



## Application Onboarding

Quickly onboard new business applications with preconfigured templates.



## Access Certifications and Approval Workflows

Generate documented audit trails for access reviews and approvals across stakeholders.

To learn more about Ping B2B Identity Solutions, go to [pingidentity.com/b2b-identity](https://pingidentity.com/b2b-identity)

Ping delivers unforgettable user experiences and uncompromising security for any type of user. From anti-lock-in integrations, out-of-the-box best practices, and innovative services from decentralized identity to AI-driven governance and fraud prevention, Ping is the one-stop shop for game-changing digital identity. Learn more at [pingidentity.com](https://pingidentity.com).