

# Cloud ID

## Complete Identity Management

Unrivaed Scale & Performance  
Handling Consumer Events with the Highest Authentication Traffic

### Award-Winning Auth Platform

#### Authentication and Single Sign On

- SAML, OAuth2 and OpenID Connect Authentication Source
- Multi-Factor Authentication
- Single Sign-On Session Management
- External Identity Proxy Authentication

#### Authorization and Token Management

- OAuth2 Grants and Token Management
- Role-Based Authorization

#### Federation Management

- Federation Integration Administration
- End User Scope Mapping for Sites & Applications

#### User Lifecycle Management

- Self-Service User & Admin Management:
  - Extendable Profile Management
  - Password Management
  - Multi-Factor Authentication Management
- Data Consent Management

#### Cloud ID-Managed User Directory

- Secure Credential and User Data Storage
- REST API for User Data Management

#### Cloud ID-Integrated User Directory

- LDAP/Active Directory (Remote Access)

#### Fraud Management & Concurrency Monitoring

- Account Lock Out
- Brute Force Attack Prevention
- End User Device Management

### Cloud ID Wins

A proven identity platform, Cloud ID manages access for millions of subscribers.

#### Improve the User Experience & Increase Marketing Opportunities

- Increase consumption of online services through smart speakers and other connected devices
- Simplify digital ID registration and individual profile management, within a household

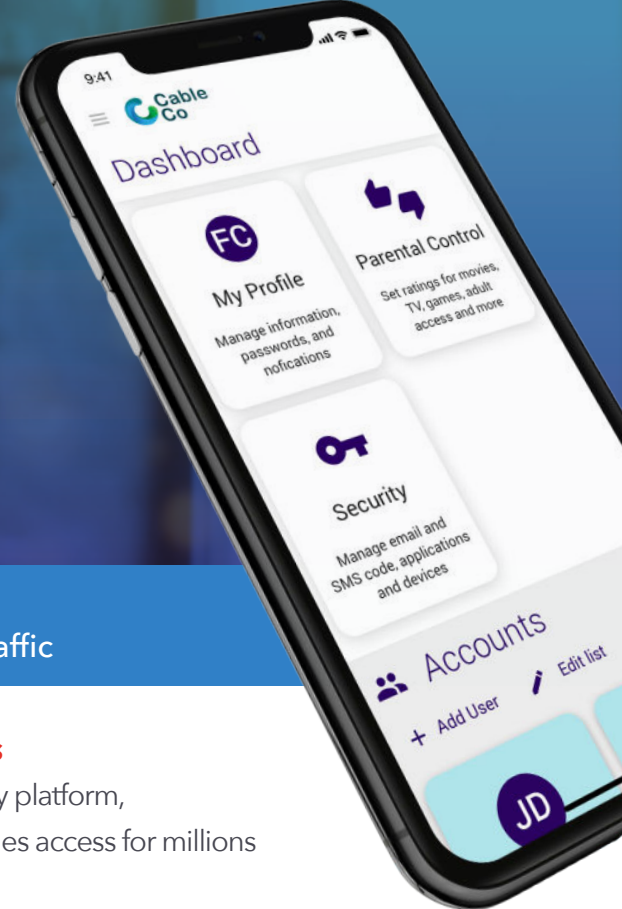
#### Reduce Operating Costs and Scale Efficiently

- Reduce reliance on legacy systems through phased IT upgrades supported by Synacor
- Adapt architecture for increasing streaming traffic loads, while supporting 99.9 SLA
- Encapsulate complexity of disparate streaming partners with cloud-based identity integration

### Cloud ID Support

Synacor offers a full identity suite with superior customer support and self-serve tools for end-users.

- User profile management with subscription account linking for entitlements to simplify sign-in and authorization across apps on multiple platforms
- 24/7 NOC and Technical Support Services complemented by real time monitoring and alerting systems
- Professional Services team for custom integration, development and migration support



## Synacor Advantage and Scale

**<10%**

Abandonment Rate  
(down from ~50%)

**20%**

Spike in  
Content Engagement

**200 Million**

Subscriber  
Accounts Reached

**24/7**

Tech Support

**30+ million**

unique  
sign-ins / month

**15 million**

unique federated  
auth users / month

Ecosystem of

**120+**

service providers

**Speed-to-Market**

Developer  
Portal Self-Care



### Cloud ID goes well beyond:

- Cloud ID gives a consumer access and control over their digital identity, serving both end users and IT admins
- For the end to end user lifecycle, from registration through sign-out, Cloud ID includes comprehensive identity management activities for both individuals and households
- Cloud ID Authentication is pre-integrated with OEM and OS-level ID systems, so consumers can seamlessly access their favorite devices, inside or outside of the home
- Cloud ID User Lifecycle Management gives both consumers and administrators end-to-end control over a digital identity so that they can securely manage how, when and where an ID can be used, or recovered
- Cloud ID Authorization is compatible with major billing platforms, enabling subscribers to unlock access to consumer services from anywhere, through any device
- Cloud ID gives the providers of digital IDs a platform service to avoid integration complexities of custom systems
- Advanced Authentication and Authorization features including Home Based Authentication, Apple SSO and Fraud Management



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ACCESS ADVANCED AUTH TODAY!**

[sales@CloudID.io](mailto:sales@CloudID.io)

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