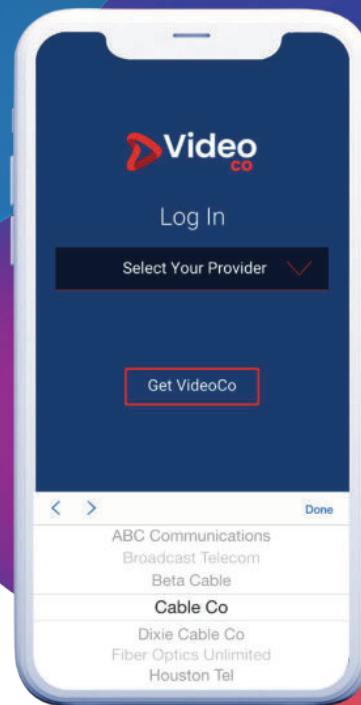




# Cloud ID Access

## for Content Providers

Simple, secure authentication, unlocking subscriber access to content & services.  
Increases user engagement, lowers login abandonment and support calls.



### Award-Winning Auth Platform

#### We absorb the hassle.

- MVPD Discovery & Single Sign On
- Service Provider Authentication
- Pay TV Authorization
- Developer Portal with Administration & Reporting

#### App Developers & Mobile

- Account Registration
- My Profile and Linked Account Management
- Integration compatibility (SAML, OAuth, OIDC)
- Credential Creation and Password Management
- API Based Solution with Mobile SSO across all platforms
- Compatible with Apple SSO and Home Based Authentication
- Smart Speaker linking for Amazon Alexa, Google Home

#### Security and Reliability

- Complete access control
- ID usage auditing
- Built for 99.99% uptime
- Geo-redundant services

### Cloud ID Access Wins

#### Synacor powers HBO Max Authentication & Authorization

- Covering over 90 million TV subscribers in the US
- Cloud ID chosen for open standards compliance, API scalability and resilience under traffic surges.
- Synacor runs Cloud ID to authenticate all access to the most popular streaming TV series successfully serving a sustained 5,000+ transactions per second.

### 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  
per month

**15 million**

unique federated  
auth users / month

Ecosystem of

**120+**  
service providers

**Speed-to-Market**

Developer  
Portal Self-Care



## Cloud ID Access vs. Adobe Primetime

Synacor offers a full identity suite with superior client support.

- Content provider user profile management with TV provider 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

**Cloud ID goes well beyond simple TV Everywhere checks with innovative features that ease login pain.**

- Apple Single Sign On - developed by Synacor and Apple to create an easier TVE login experience on Apple TV, iPads and iPhones
- Top OTT platforms rely on Synacor Cloud ID - SlingTV, YouTube TV & Peacock
- Account Tracking and Linking with Free Preview Capabilities
- Add2Bill -Upsell users when they are trying to watch your content, by easily adding on premium channels right within the login flow



**DEMO OUR CLOUD ID  
ACCESS ADVANCED AUTH TODAY!**

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

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