

## Logging in via SSO



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When a B2B user who is not signed in, clicks on an FT article/link e.g. Twitter



The B2B user will hit the barrier -Either the standard barrier or their organisation's bespoke barrier (If they have Access Manager) The user clicks 'Sign in'



The B2B user is sent to the sign in page, and enters their FT account email address



The B2B user is recognised as being able to sign in via SSO. They click Sign in

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SSO 5	CHE WOLD UK COMPANIES MARKETS OPENION WORK-CAREERS LIFE-LARTS	Portfolio My Associal  Read Spores
	'Hard Brexit' or no Brexit, Donald Tusk warns UK	UK gilt yields soar on 'hard Brexit' and inflation fears
*Providing the user is logged into their	Idea that Britain can retain benefits after leaving is 'pure illusion', says European Council chief	
work account (Or their works Identity Provider) The user is		General election 2015: What do entrepreneurs think about the election results?
logged into their FT account	A ID	Entrepreneurs may be better than most at tolerating uncertainty, but they're rarely the free-wheeling adventurers often portrayed in the

The B2B user is directed back to their chosen article

ABC Ltd	Ī	
Log in	100	
User ID		
Password Log in		

\*Note - If the user is not logged into their work account (Or their Organisation's Identity Provider (IdP) The user is directly to their Organisation's IdP page where they can log in with their account credentials. This is the Organisation's own page and external from the FT. Once logged in they go straight to their chosen FT article