

# FT Logging in via SSO



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

## SSO

\*Providing the user is logged into their work account (Or their works Identity Provider) The user is logged into their FT account



The B2B user is directed back to their chosen article



*\*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*