

# Save time and drive productivity with FT Single Sign on

[www.enterprise.ft.com/sso](http://www.enterprise.ft.com/sso)



## The challenge

The need for multiple logins and passwords slow down workplace productivity and frustrates readers especially as it's difficult to type complex passwords on mobile.

## The solution

FT Single Sign On (SSO) gives readers fast, frictionless access to FT.com across multiple devices without having to login manually with separate passwords.

## The benefits

Readers save time, gain convenience and get more value from the Financial Times, while administrators get more control, improved efficiency, increased security, and reduce costs.

## The need for speed and security

The use of multiple unique passwords has become a frustration for readers looking to access information, a time-consuming task for IT desks and a security risk for organisations.

The solution is Single Sign On (SSO), which creates a single source for identifying active approved readers and allows multiple-channel access with a single login.

The FT's secure SSO service, available as part of an FT Group Subscription, enables customers to go straight to the valuable information and insight they need, whenever and wherever they need it.



The Financial Times is investing in technologies that makes it easier for organisations to get the most out of FT.com.

**Caspar de Bono,**  
B2B Managing Director

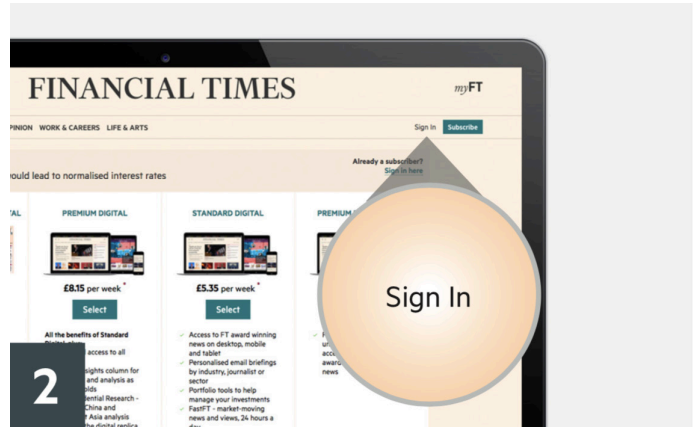


# Investing in relationships

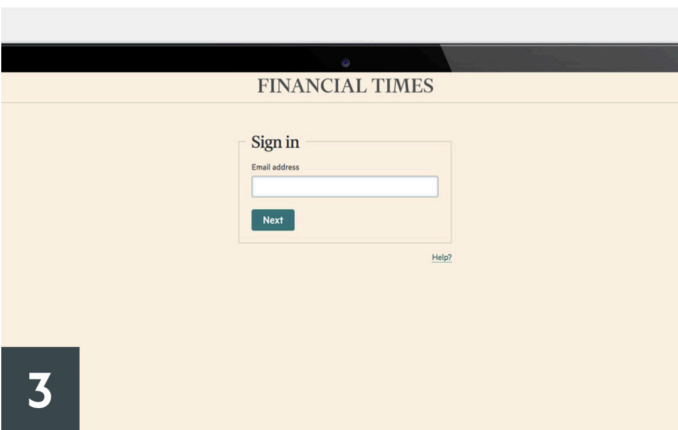
This is how Single Sign On works for customers<sup>1</sup> with an FT Group Subscription.



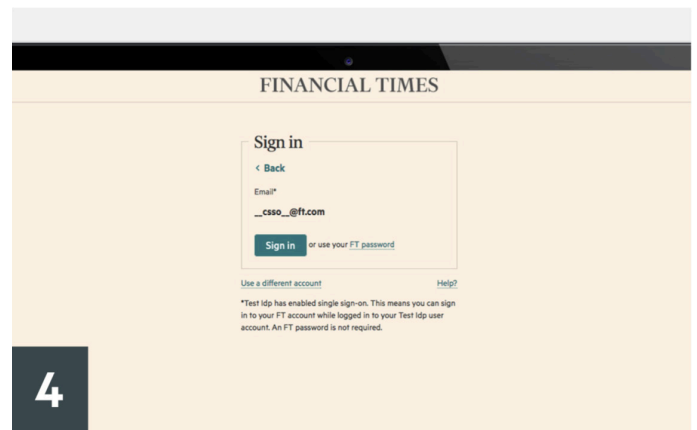
A reader is browsing outside of FT.com, e.g. Twitter, and comes across an FT article they would like to read. They will click on the link and be directed to FT.com, where they are not yet signed in.



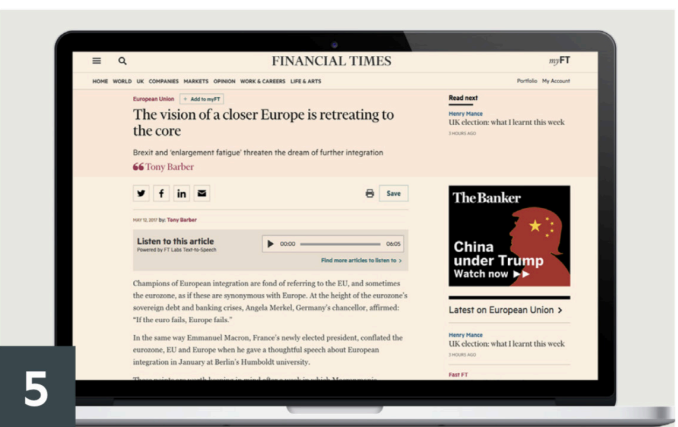
Once on FT.com, the reader will hit a barrier. To avoid this, they click 'sign in' as an existing user.



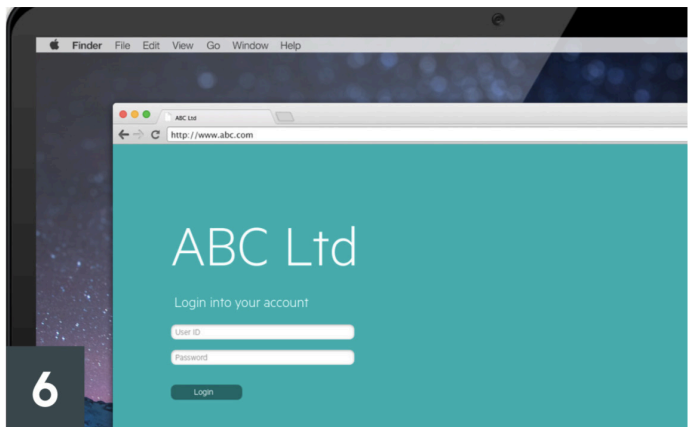
The reader is sent to the sign in page and enters their email address, that is linked to the FT account.



The reader is recognised as being able to sign in via SSO. They click 'sign in'.



If the reader has been able to sign in at step 4, they are directed back to their chosen article without having to enter a password.



If the reader has not been able to sign in at step 4, where they are not logged into their work account or their organisation's Identity Provider (IDP), they are re-directed to their organisation's IDP page. This is where they can login with their normal account credentials. It is the organisation's own page and external from the FT'.

<sup>1</sup> To use FT Single Sign On, organisations either need to belong to an Access Federation or to support WSFED (ADFS) or SAML.

## Easy, seamless access

- **Federated access.** Direct access to FT.com using employee or education network IDs when readers belong to an Access Federation – including UKAMF, OpenAthens and eduGAIN.
- **Peer-to-peer access.** Direct access FT.com using their employee enterprise IDP (organisation's ID page). To support the diverse range of enterprise identity providers, the FT uses a third-party called Auth0. For peer-to-peer integration we have experience with the following enterprise IDPs: ADFS and SAML.
- **Discovery.** FT journalism can be accessed directly from email and social media links, so readers can 'discover' relevant content more easily, through the channels that suit them best.
- **Deep-linking.** Readers can go straight to FT articles instead of being directed to the FT.com homepage, saving time and giving a more seamless reading experience.
- **Mobile access.** Readers can sign in to their FT account via SSO on their mobile and tablet devices, so they can access it on the move and find relevant content faster.
- **EzProxy compatibility.** SSO isn't dependent on your organisation's IP address, so readers are free to use a web proxy. This means readers can enjoy a seamless service while at their desks, in addition to benefiting from immediate access to FT journalism when they're out of the building, travelling and meeting clients.

## Benefits to readers

Once logged into your company network, readers will have automatic seamless access to FT.com on their desktops. In addition, while travelling or away from the office, SSO will enable instant access to all of FT's apps, including mobile apps and the ePaper.

You won't come up against login screens or passwords – and because you're in your personal FT account, you can make the most of customised features such as myFT, recommended reads and direct assistance from the FT's customer success team.

## Benefits to administrators

Administrators can spend less time administering accounts, resetting passwords and driving productivity elsewhere. SSO allows you to maximise the value of your organisation's subscription.

Additionally, it allows your organisation to benefit from low integration costs. FT SSO is available to any member of an Access Federation – and you increase security, as SSO allows you to enforce company password policies.



## About the Financial Times

Join other leading organisations benefiting from FT Single Sign On.

Email [customersuccess@ft.com](mailto:customersuccess@ft.com) or call  
**+44 (0)20 7873 4001**  
**+1 877 843 3399** (International toll free)

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