Key benefits

- **Breached password detection** — Protect your users and services from password leaks.
- **Bot detection** — Comes into play prior to login to identify bad actors before a suspicious login event occurs.
- **Brute force protection** — Defends against velocity attacks in which multiple attempts have been made to access accounts.
- **Suspicious IP throttling** — Enabled by default for all connections, allowing for the creation of a list of trusted IP addresses from which your users can always access your resources.
- **Multi-factor authentication** — A usable and friction-free multi-factor authentication experience.
- **Single sign-on** — Securely and easily implement single sign-on for your customers, partners and employees.
- **Universal login** — Standard-based login infrastructure with centralized feature management for websites and native apps.
- **Passwordless** — Allow users to login without the need to remember a password.
- **Machine to machine** — Simplify communication between APIs and trusted services.
- **Federation** — Create secure connections between your business partner users and your application.

Product overview

Auth0 provides authentication and authorization as a service for custom applications securely at scale, with the ability to customize, extend, and build new features. Auth0 is both built and run solely on AWS, and we have thousands of mutual customers. Our highly secure and compliant platform delivers a powerful identity framework, with the flexibility today’s cloud first customers require. Our mutual customers achieve more with Auth0.

Product features

**Scale and peaks**
Auth0 has proven scalability, having enabled high volume applications to thrive in the B2C and B2B space with customers like Dow Jones, Atlassian, and Jersey Mike’s. Auth0 is battle-hardened to handle event-driven ‘peaks’ which occur when a large number of users need to login to an application at one time. Auth0 has helped customers address peak-loads for holiday sales, product launches, daily deals, and access to stream the Super Bowl.

**B2B Federation**
Auth0 provides a truly frictionless enterprise experience that is scalable for multiple customers at one time, saving weeks and even months of development time with minimal effort. If your customer is a B2B SaaS provider, or your customer is exploring ways to allow their customers to authenticate via their own enterprise credentials, Auth0 can help. Customers like Tableau, Teradata, and Nvidia use Auth0 for their B2B apps, allowing them to focus on innovation and save up to 30% in engineering time.

**Machine to machine and device flow**
APIs and machines need to be authenticated too. Auth0 customers can Secure AWS API Gateway End-points and use Device Flow to enable authentication for everything from Smart TVs to gas pumps. The flexibility and ease in managing both users and machines in one platform provides increased consumption.

**Private cloud deployment in AWS**
For customers who require more control over their environment, and providing increased performance, stability and availability, Auth0 offers a Private Cloud Deployment. This assures customers with data sovereignty requirements that their data will not leave the region, all with the backup and restore capabilities expected.
How it works

Auth0 provides authentication and authorization as a service. We give developers and enterprises the building blocks they need to secure their applications without having to become security experts. You can connect any application (written in any language or on any stack) to Auth0 and define the identity providers you want to use.

Differentiators

**Similar Solutions**
- Speed to Market
- Developer Centric
- Hybrid Use-Case Support (B2C & B2B)

**Related AWS Products & Services**
- Support for hybrid use-case (B2C & B2B)
- Extensibility (integrations with 3rd party services and providers)
- ISV Accelerate and AWS Marketplace listing
What our customers are saying

"Customers want to know that their data is going to be protected and secured, and identity is a critical part of that. Having confidence that the systems that hold their very personal information…is really critical. That’s why we like to use Auth0."

- John McKim, VP Product & Technology, A Cloud Guru

Additional Resources

- Auth0 Home
- Auth0 Customers
- Auth0 Documentation
- Auth0 on AWS

Solution available in AWS Marketplace