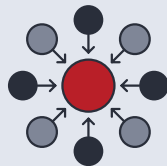# SYNACOR CLOUD ID WITH ZIMBRA

ZIMBRA COMMIT 2017

SYNACOR

SYNACOR CLOUD ID CUSTOMERS WITH ZIMBRA

Among 70+ Synacor Service Providers, customers include ISPs bundling Cloud ID and Zimbra
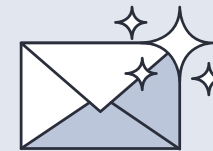

90 Million
ISP/TV Accounts Reached
(Synacor-Integrated)

8 Million
Single Sign On
End Users Login Per Month

2.8+ Trillion
Email Logins Per Month
(Synacor-Hosted)

WHY DO ISPS RUN ZIMBRA WITH CLOUD ID?

- ISP Email Address Unlocks More than Just a Mailbox

- Subscribers Must Manage Sub-Accounts with Email and other Services
- Additional Security & Privacy Protections for Login with Email Address
- Rich Customer Support Tools & Enhanced Developer Kit
- Zimbra APIs support Architectures of On-Prem + Cloud or All Cloud

CLOUD ID + ZIMBRA FOR INTERNET SERVICE PROVIDERS

Cloud ID Authentication - Basic

For subscribers who require federated authorization to access content across many sites and apps.

• Federated Login with Web SSO (Zimbra, Bill Pay, Wi-Fi, Portals, Video)
• Federated Authorization & Provisioning (Add2Bill)
• Account Registration and Child/Sub Account Management
• Customer Support User Administration & Developer Portal

Cloud ID Authentication - Advanced

For subscribers who require frictionless login at home, with connected TVs and when going mobile.

• Auto Auth Home-Based Authentication
• Apple Single Sign-On & Subscriber Accounts
• Social Login with Facebook, Google, Twitter

CLOUD ID + ZIMBRA
INTEGRATION POINTS FOR ISP BUSINESS

Web Single Sign On Authentication with Zimbra SAML

Extend Zimbra Auth Provider to implement SAML Auth Provider (SAML 2.0) integrated with Cloud ID SAML Service

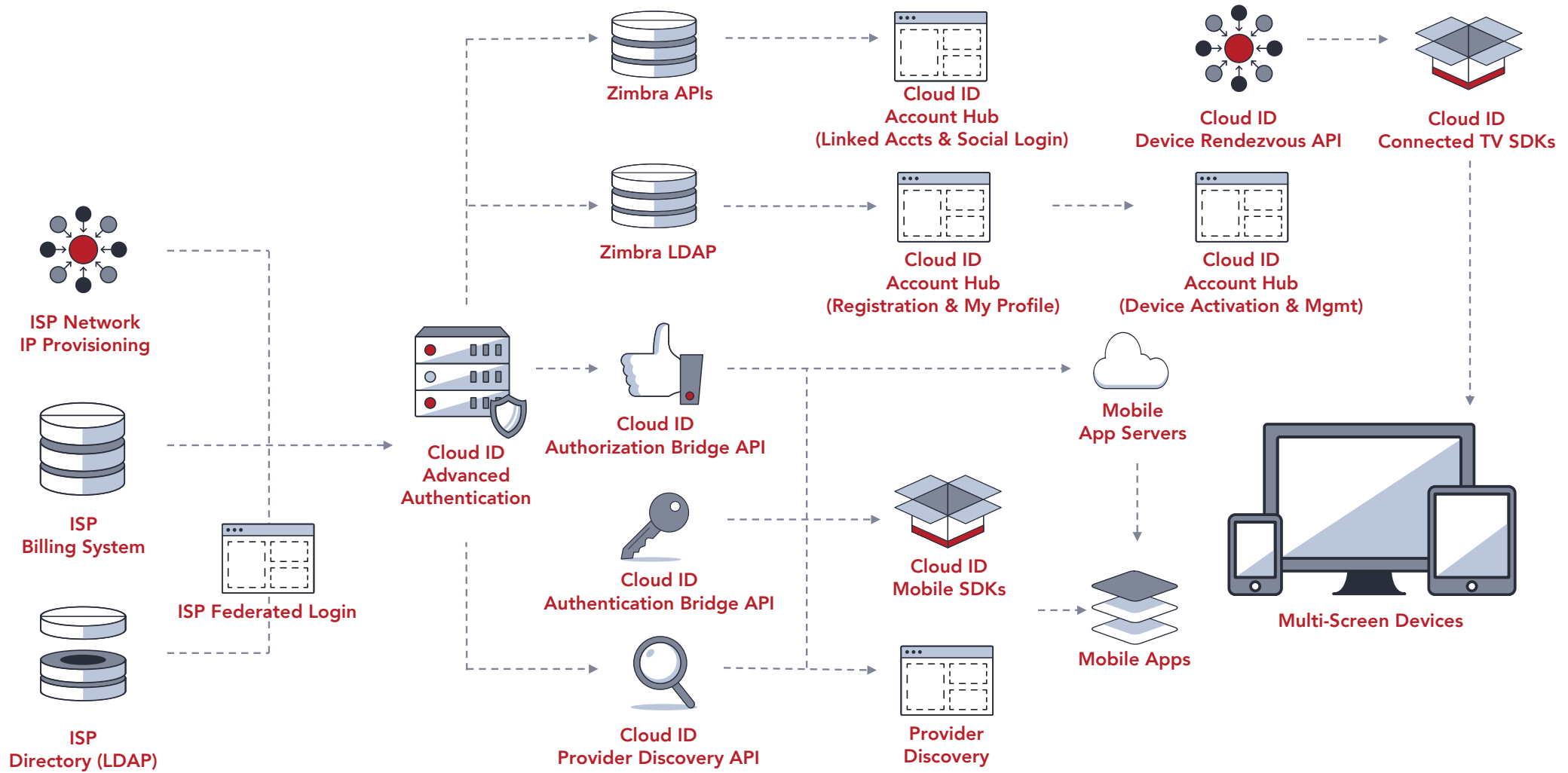Credential Authentication with Zimbra LDAP

Connect Cloud ID credential storage with the LDAP service in common with an ISP's Zimbra deployment

Account Management & Customer Support with Zimbra SCAPI

Integrate Cloud ID account hub and user manager with Zimbra SCAPI API to provision mailboxes and manage households

CLOUD ID + ZIMBRA ARCHITECTURE

ISP Network
IP Provisioning

ISP
Billing System

ISP
Directory (LDAP)

ISP Federated Login

Cloud ID
Advanced
Authentication

Zimbra APIs

Zimbra LDAP

Cloud ID
Account Hub
(Linked Accts & Social Login)

Cloud ID
Account Hub
(Registration & My Profile)

Cloud ID
Device Rendezvous API

Cloud ID
Connected TV SDKs

Cloud ID
Account Hub
(Device Activation & Mgmt)

Cloud ID
Authorization Bridge API

Cloud ID
Authentication Bridge API

Cloud ID
Provider Discovery API

Cloud ID
Mobile SDKs

Provider
Discovery

Mobile
App Servers

Mobile Apps

Multi-Screen Devices

Cloud ID + Zimbra SAML Auth Provider

CLOUD ID
WEB SINGLE SIGN ON

SYNACOR
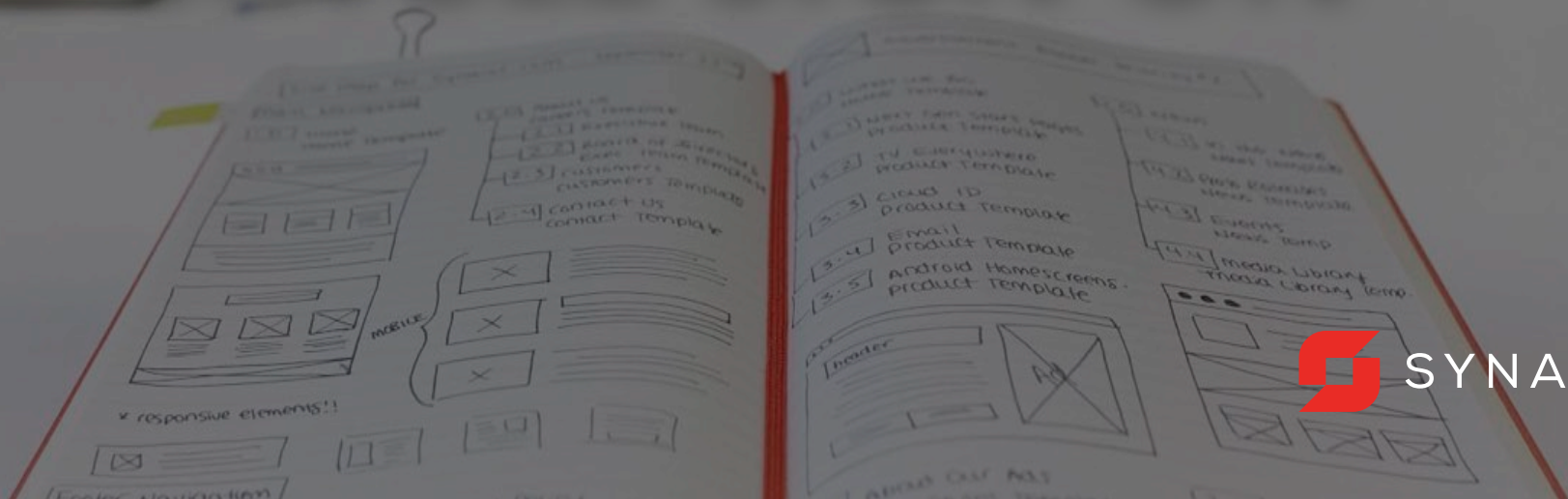
CLOUD ID FEDERATED LOGIN

Cloud ID serves a common Web & Mobile Single Sign On experience across all ISP online services, backed by Zimbra credentials in LDAP.

When an ISP is using Cloud ID Account Hub with Zimbra the Web Login links to Account Registration and Forgot Credentials components also served by Cloud ID.
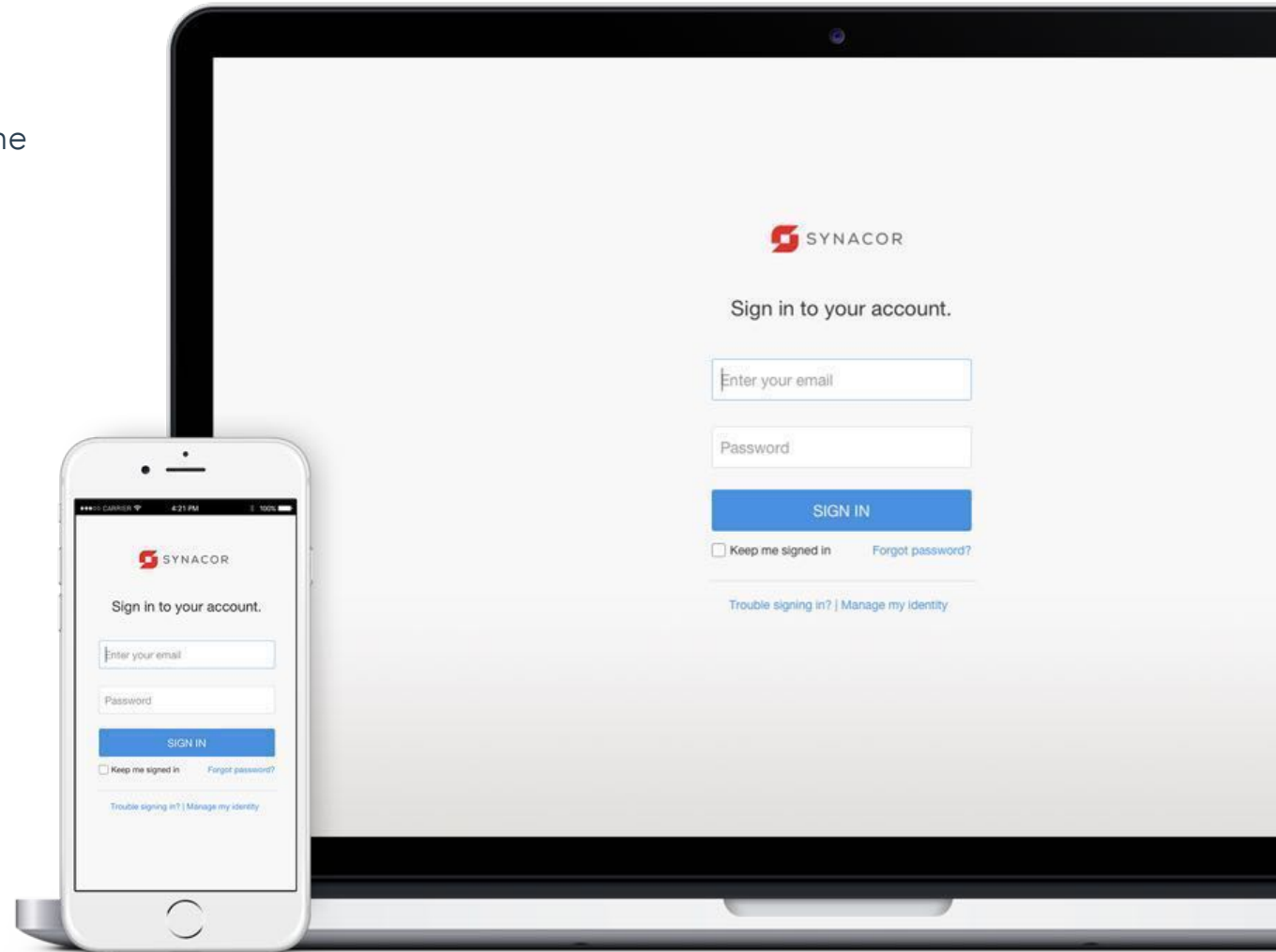
CLOUD ID ACCOUNT HUB: REGISTRATION

Cloud ID's Registration experience is where an end user creates an online ISP account e-mail address and credential pair to access all ISP value added services.

By default, end users register using an Account Number and Postal Code. However, each ISP has other required fields, some of which live in Zimbra LDAP.
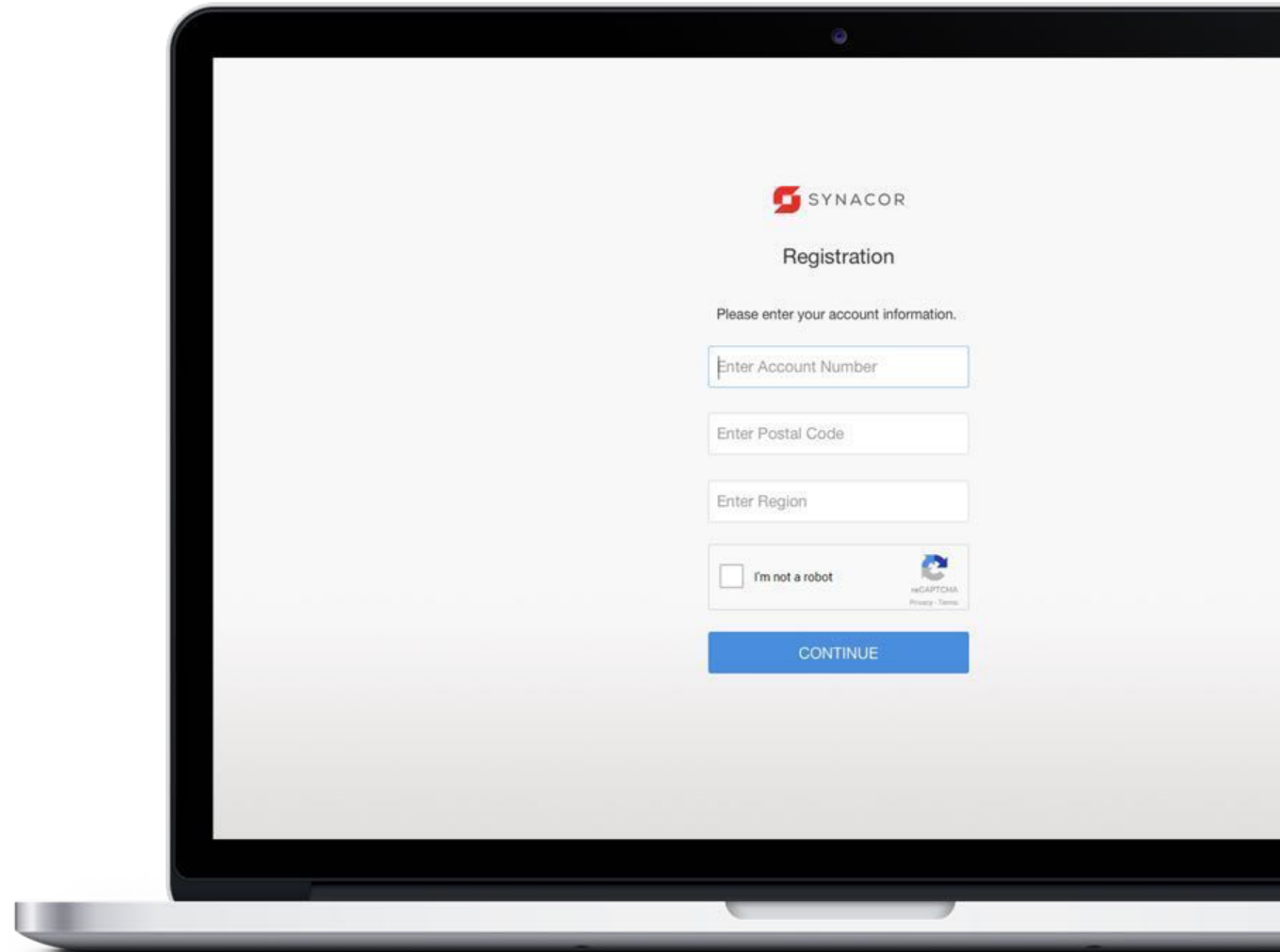
CLOUD ID ACCOUNT HUB: HOUSEHOLD MANAGEMENT

Account Hub ISP Household Management is where end users to add more online users with Zimbra e-mail addresses to their household, manage parental controls, other user management tasks and monitor device activity.
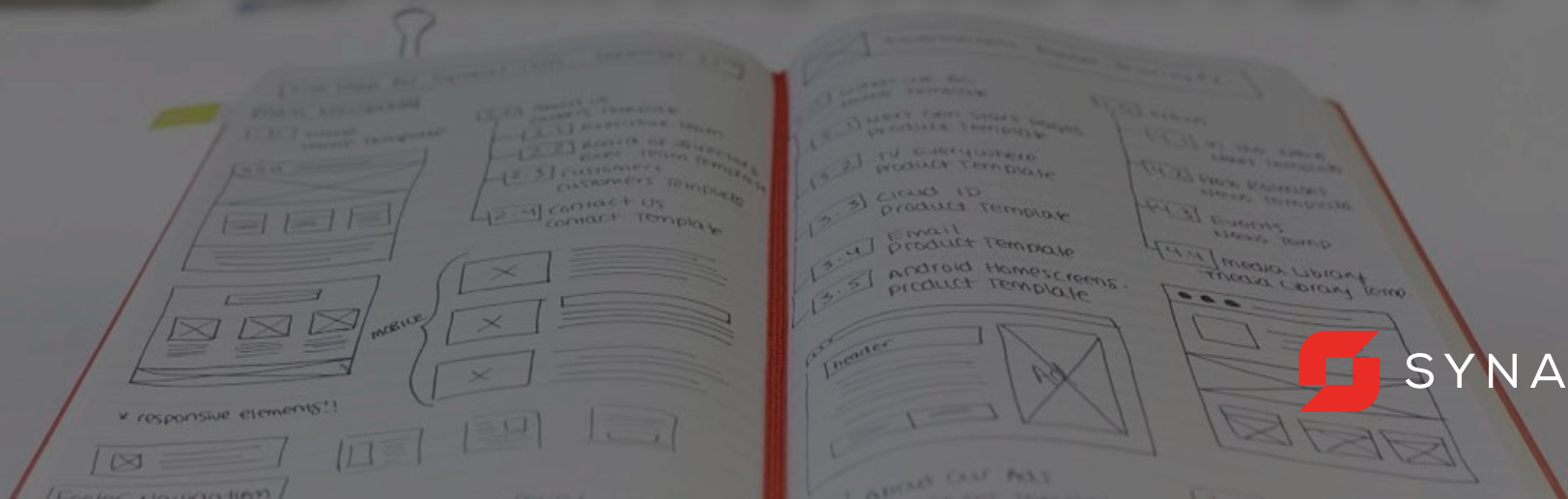
CLOUD ID ACCOUNT HUB: EDIT USERS/CHANGE PASSWORD
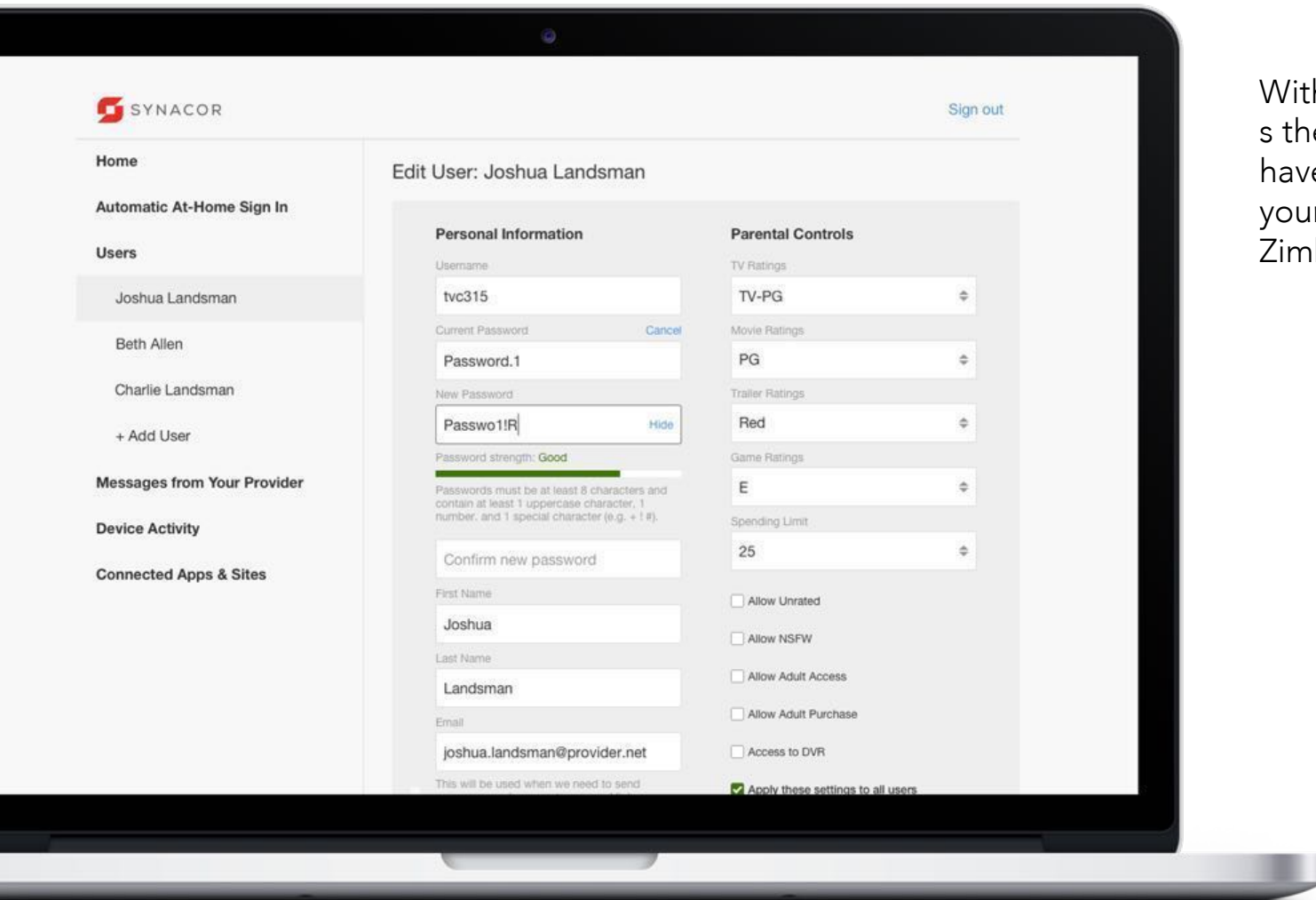
Within the Household Management tool, s the ISP subscriber heads of household have the ability to Add/Remove Users to your subscription account, including their Zimbra mailbox.

Cloud ID + Zimbra SCAPI

CLOUD ID
USER ADMINISTRATION

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CLOUD ID ADMINISTRATION & DEVELOPER PORTAL SELF-SERVICE

My.Synacor Developer Portal is where providers using Zimbra and Cloud ID register for platform services, configure their service, monitor system performance and administer end user accounts.
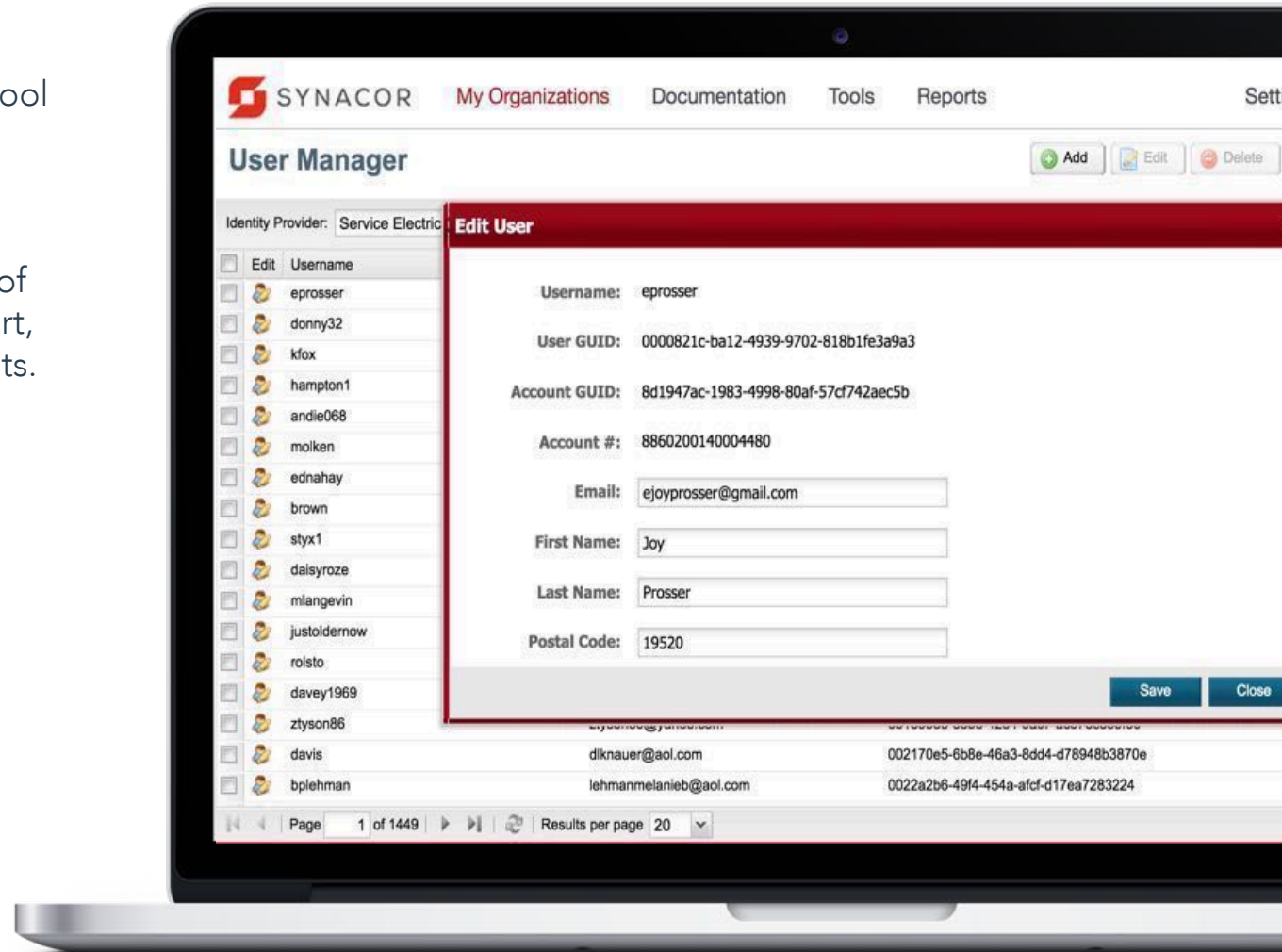
- Customer Support User Administration
- Identity Integration Guides & Specifications
- API Security Token Generation
- Configuration Management & SDK Download
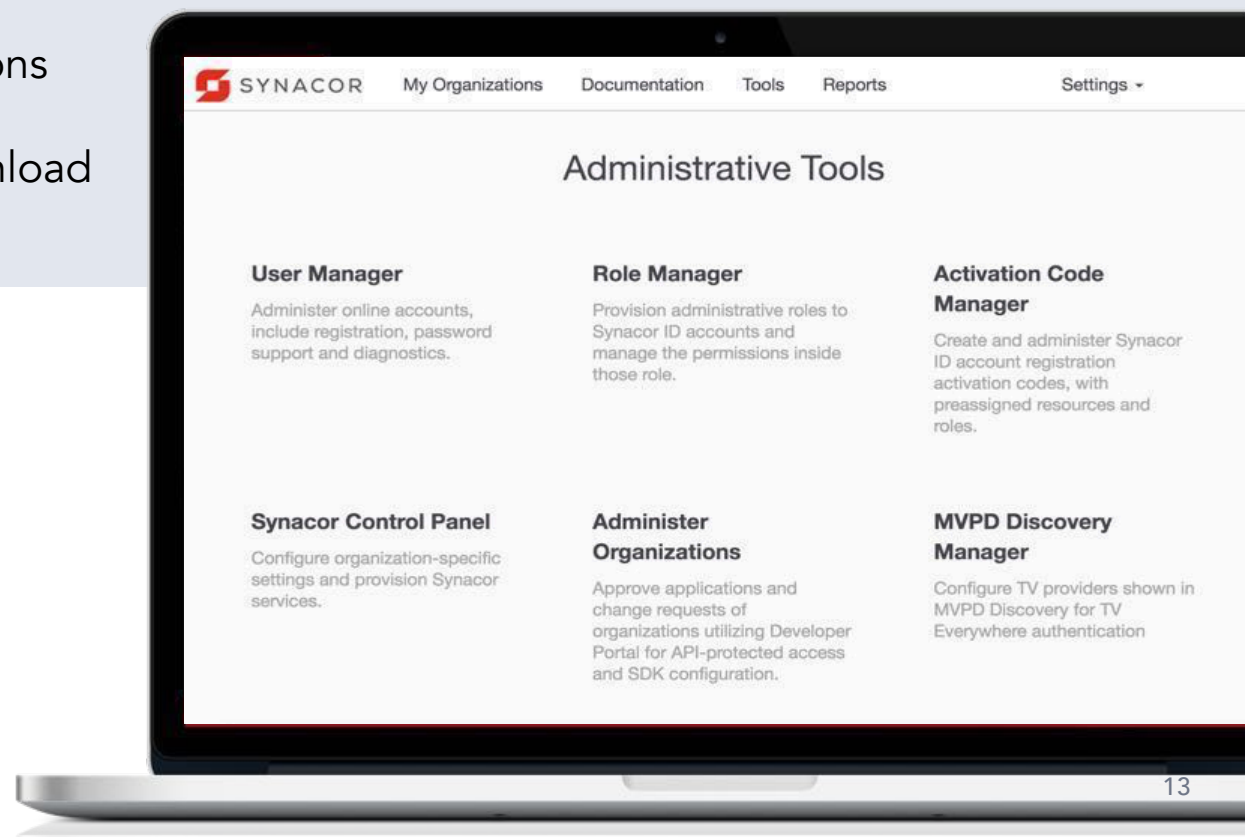
CLOUD ID USER MANAGER FOR CUSTOMER SUPPORT

User Manager is the ISP's customer support tool to administer the end user Zimbra e-mail address accounts, and related services.

User Manager allows full cycle management of any subscriber account, from creation, support, modification and removal of an email accounts.

CLOUD ID CUSTOMER SUPPORT AGENT ON-BOARDING
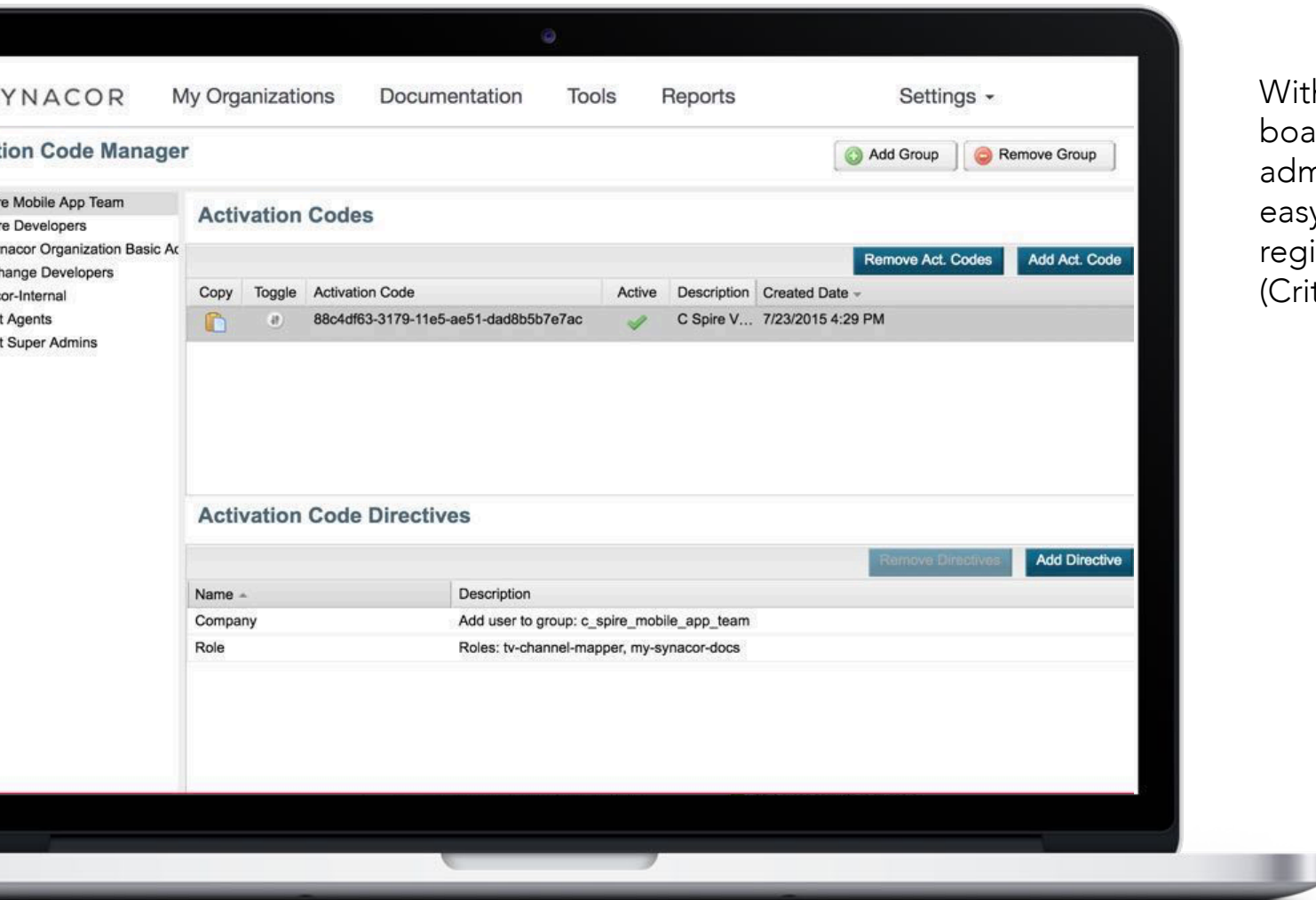
Within Zimbra on Cloud ID, ISPs can on-board their customer service agents who administer end user e-mail accounts, with easy admin user activation code-based registration, and pre-assigned roles. (Critical for high-turned staff departments.)
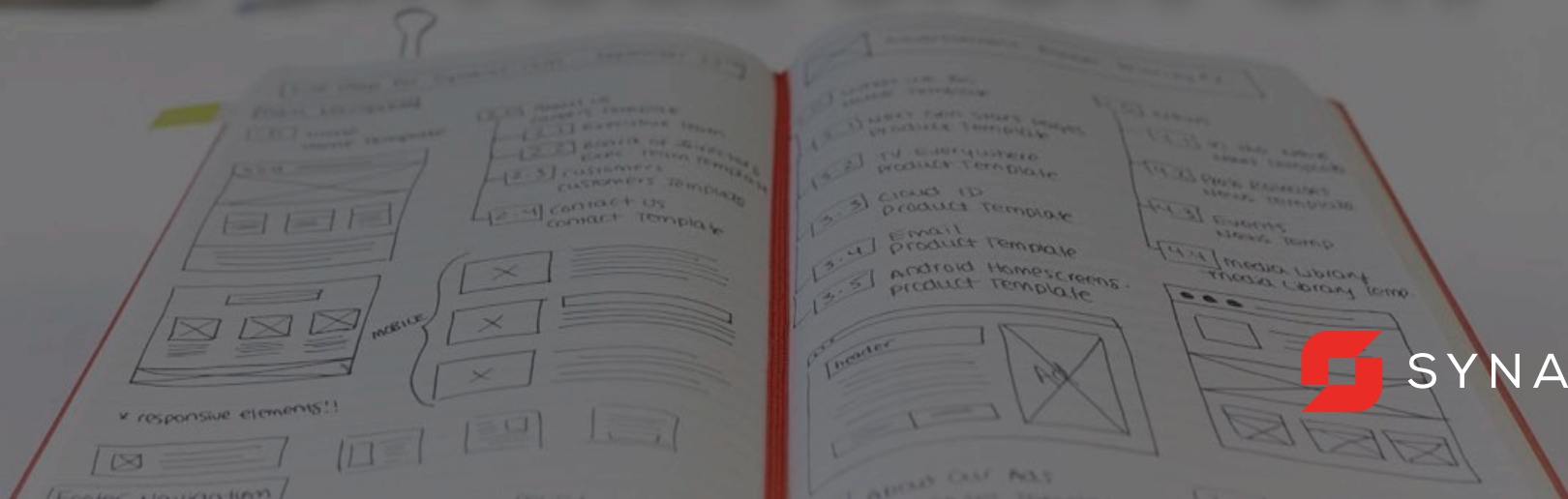
CLOUD ID PERMISSIONS & ROLE-BASED ACCESS CONTROL

Role Management empowers Synacor and our VARs to custom-define new admin roles and permission bundles per ISP business, to meet unique processes and organizational pattern of customer support teams as they administer mailboxes in Zimbra.
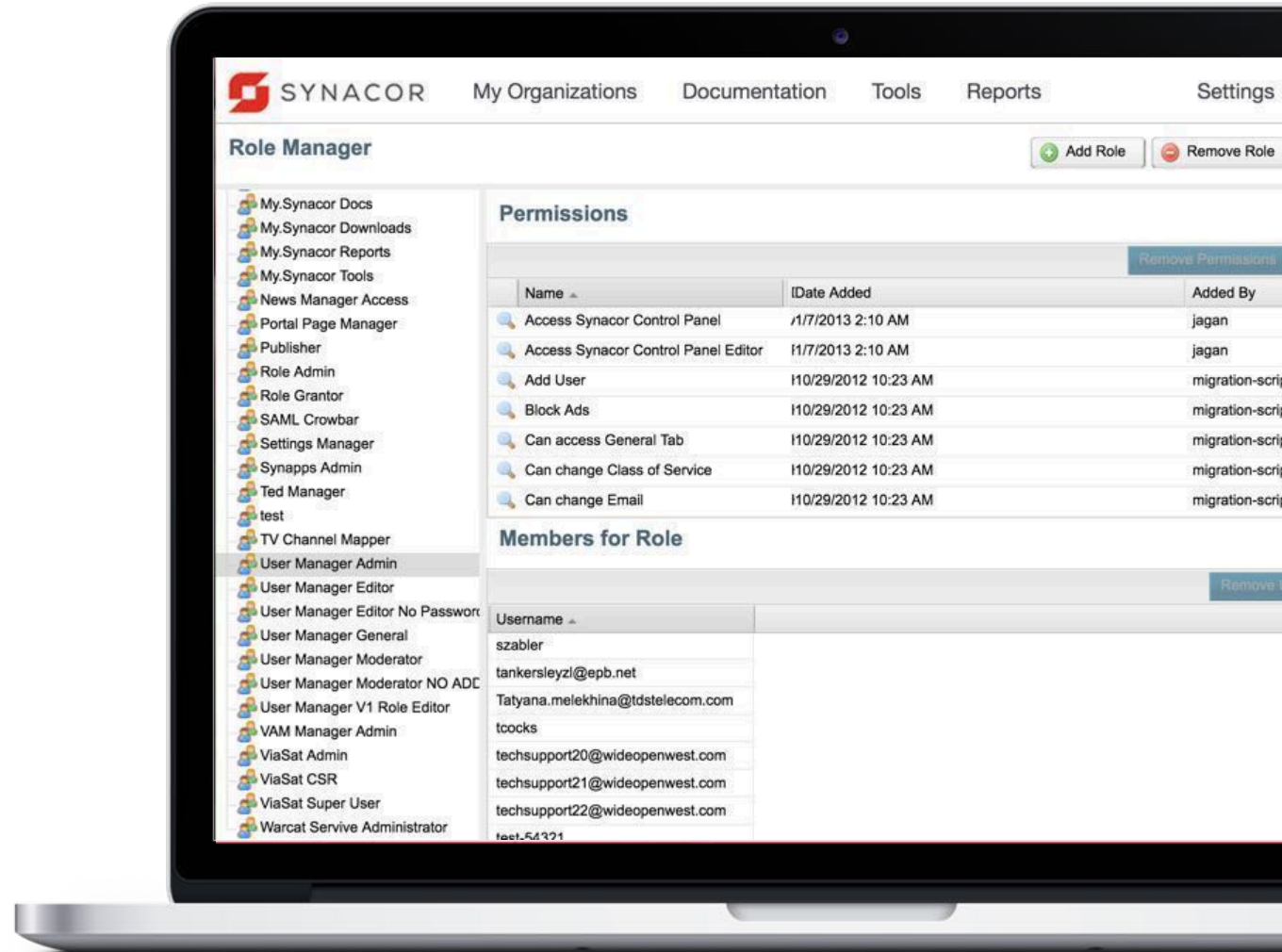
Cloud ID + Zimbra Credentials in LDAP

CLOUD ID
APPLE SINGLE SIGN ON

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ISP SUBSCRIBERS WANT
SYNACOR DELIVERS WITH APPLE SSO

Seamless

Single Sign On across apps on an Apple device

Multiple Devices

Single Sign On across Apple TV, iPhone and iPad

Secure

iCloud Keychain storage of end user sessions

Personalized

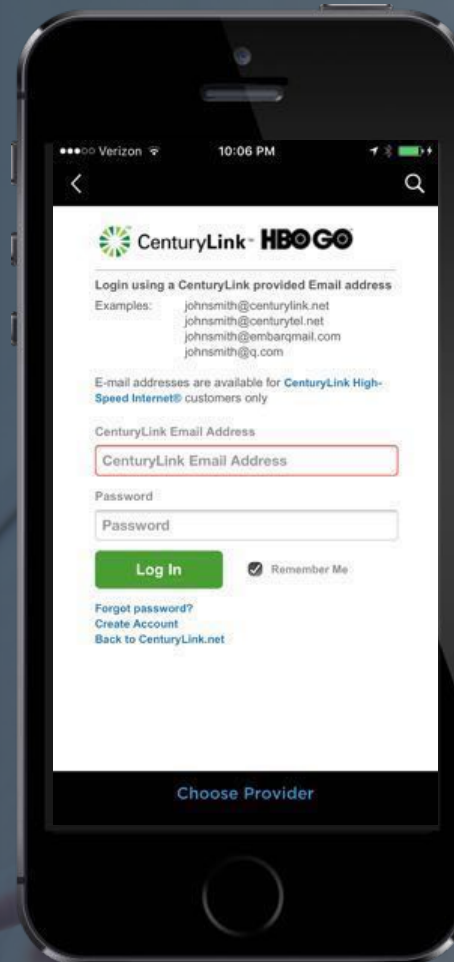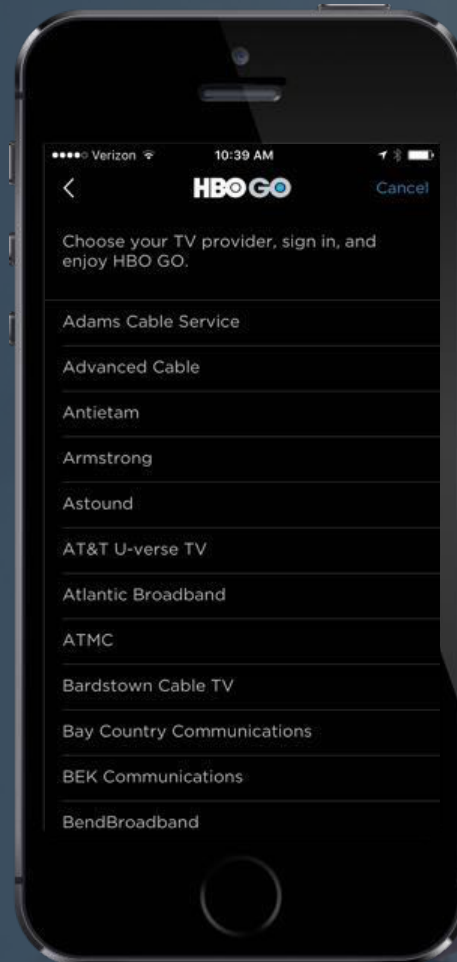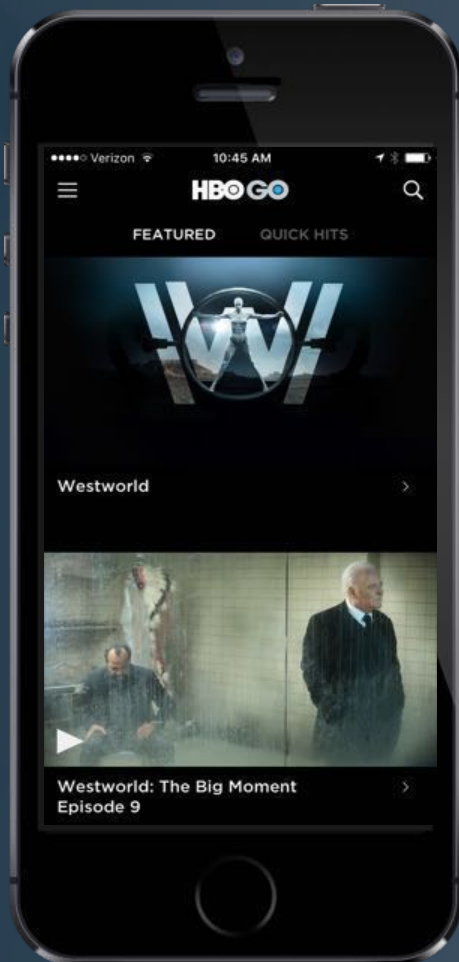App Store discovery with end user Entitlements

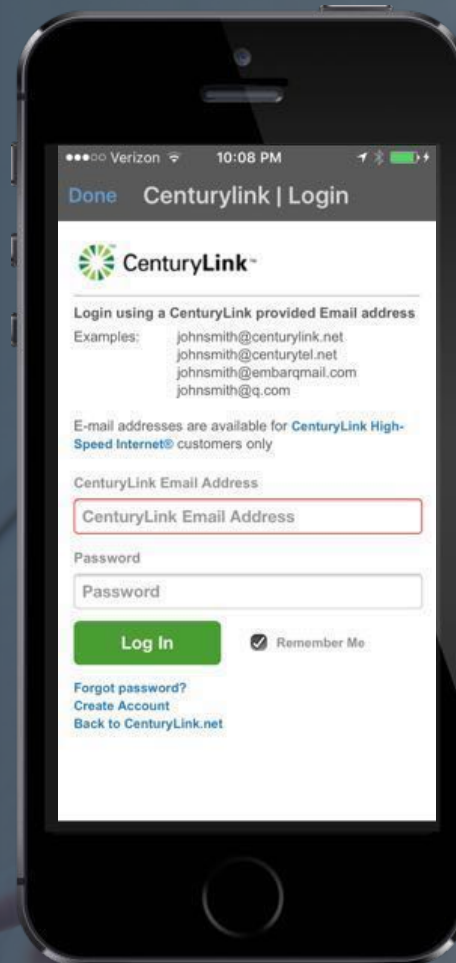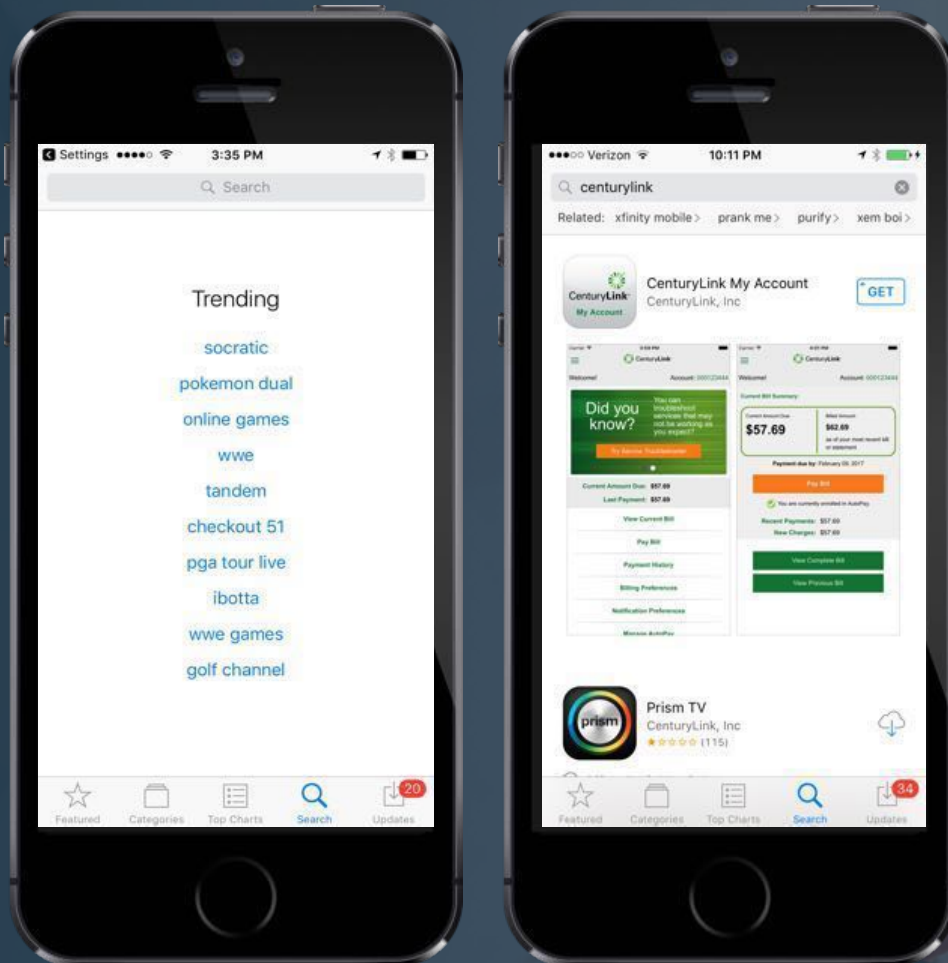# ZIMBRA ISP USER ON APPLE BEFORE APPLE SSO

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ISP / TV subscribers must re-enter their password in each mobile app with value added services.

MOBILE APP LOGIN ON IPHONE BEFORE – 3RD APP (WATCH ESPN)
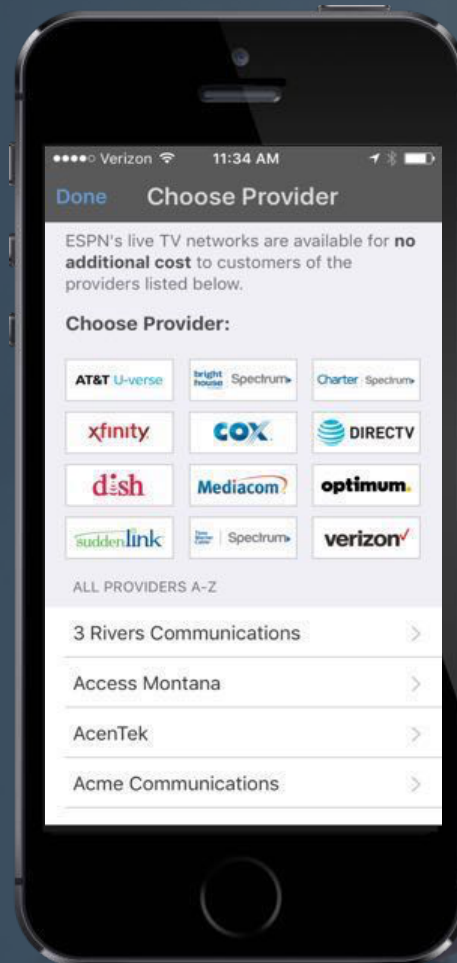
…and again enter their passwords in each similar app.

MOBILE APPS ON IPHONE BEFORE – APP STORE SEARCH

Searching for ISP & TV apps in the App Store has been cumbersome since you must search for the name of each app, once by one.
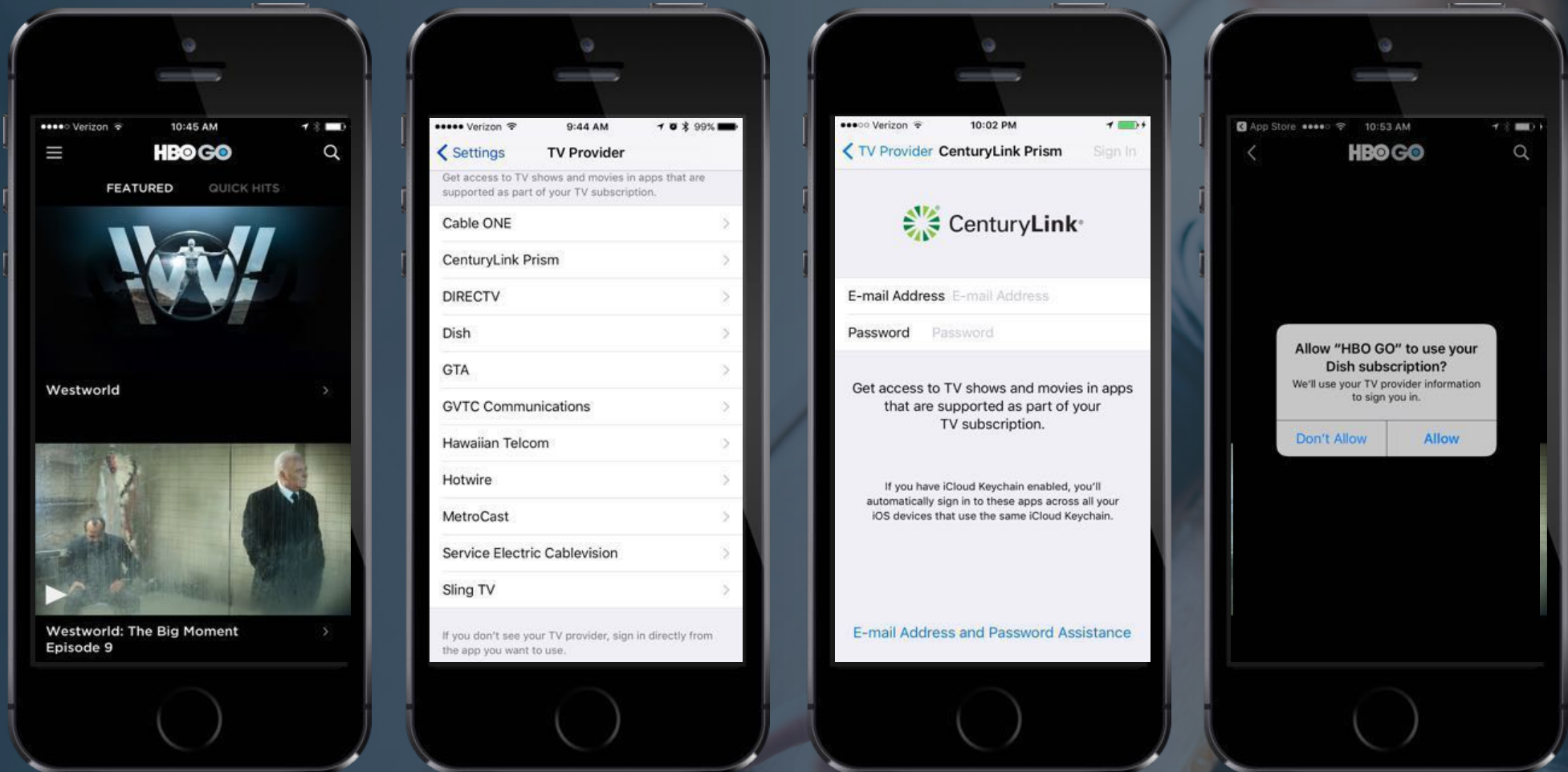
ZIMBRA ISP USER + CLOUD ID WITH APPLE SSO

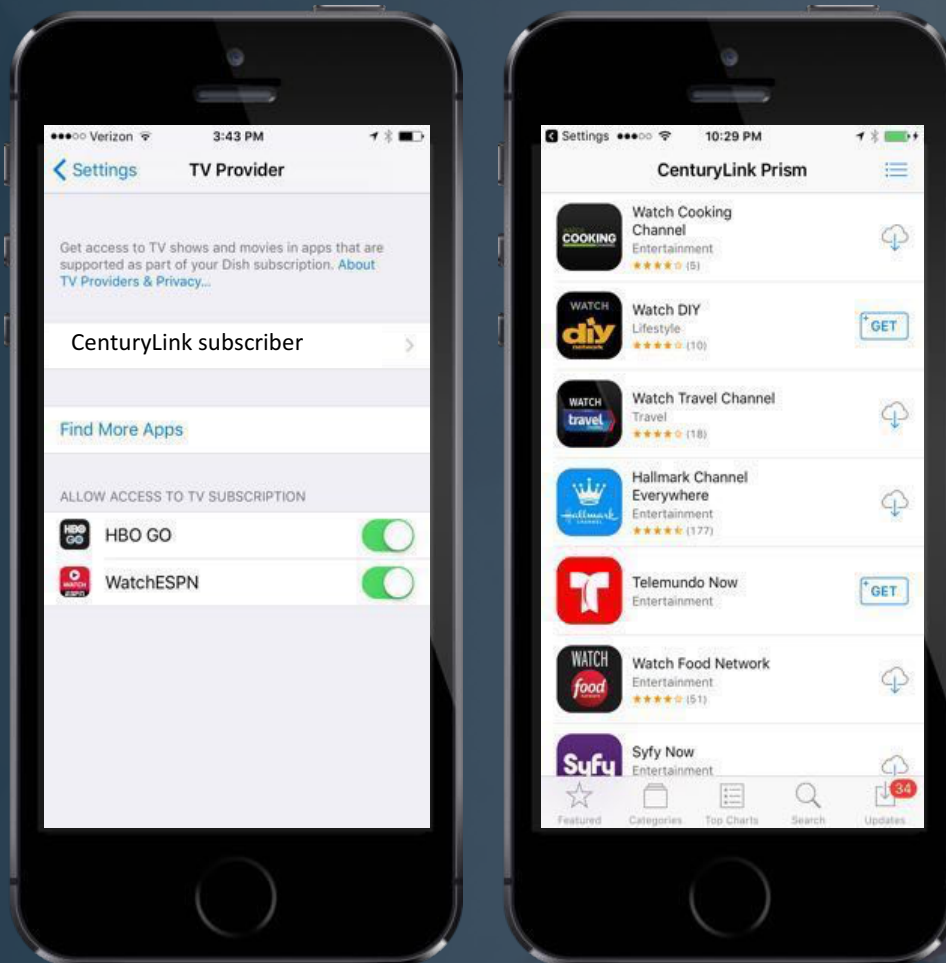# MOBILE APP LOGIN ON IPHONE WITH APPLE SSO – 1ST APP (HBO GO)

With Apple SSO, subscribers need only enter their password once.

MOBILE APP LOGIN ON IPHONE WITH APPLE SSO – 3RD APP (WATCH ESPN)

No more entering passwords again
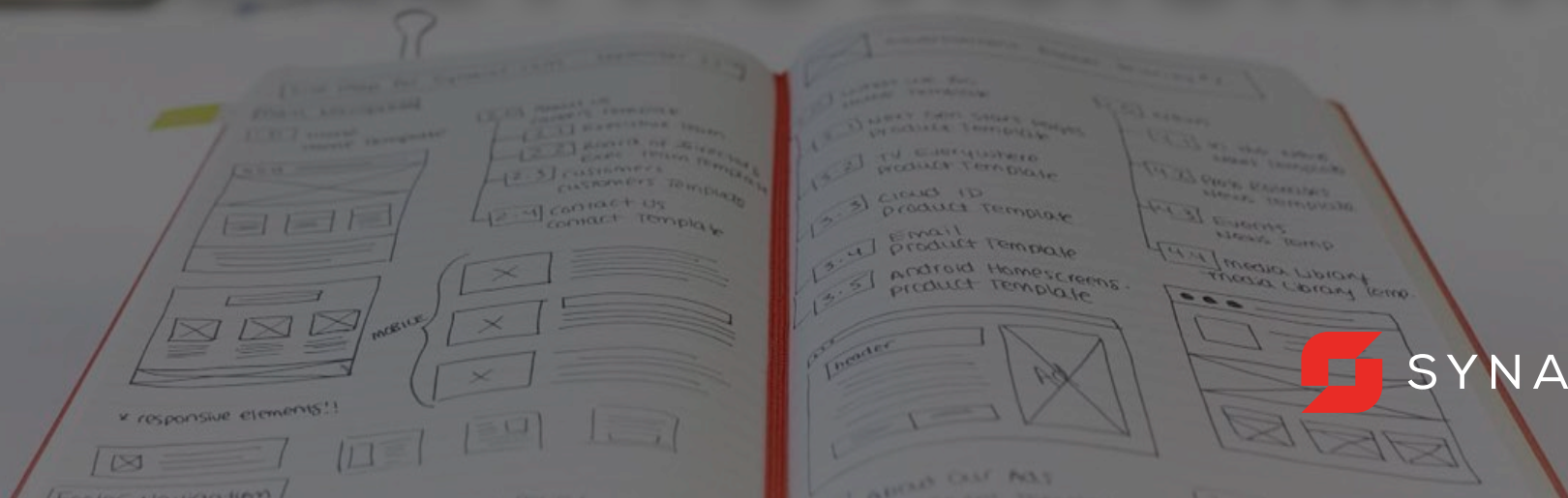and again inside each application!

MOBILE APP DISCOVERY ON IPHONE WITH APPLE SSO

Searching for TV channels in the App Store is easy with "Find More Apps" on the TV provider menu. It lists all of the eligible apps with your TV subscription.

26

Cloud ID + Zimbra SCAPI
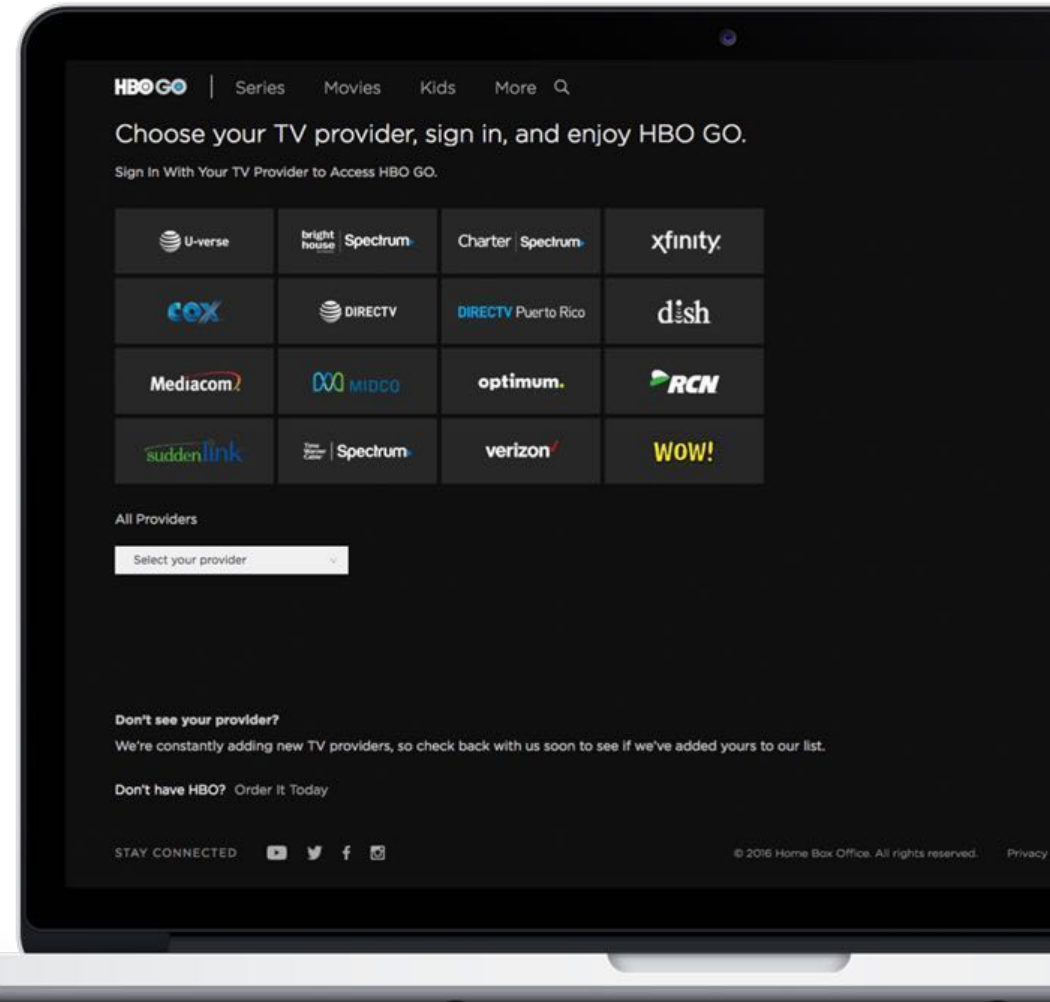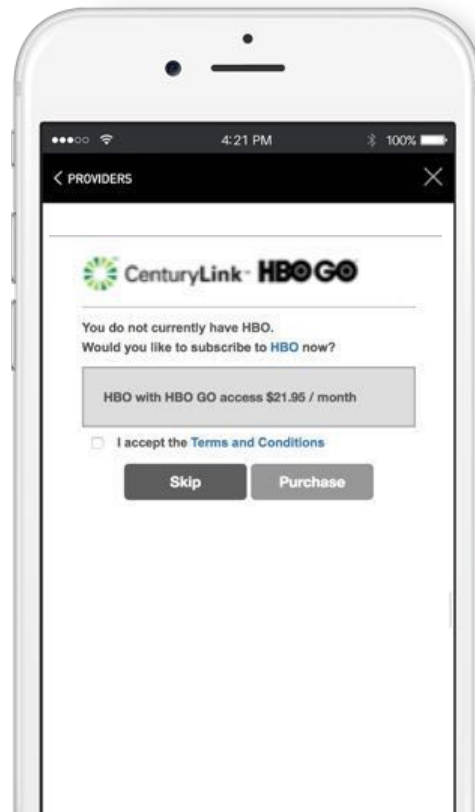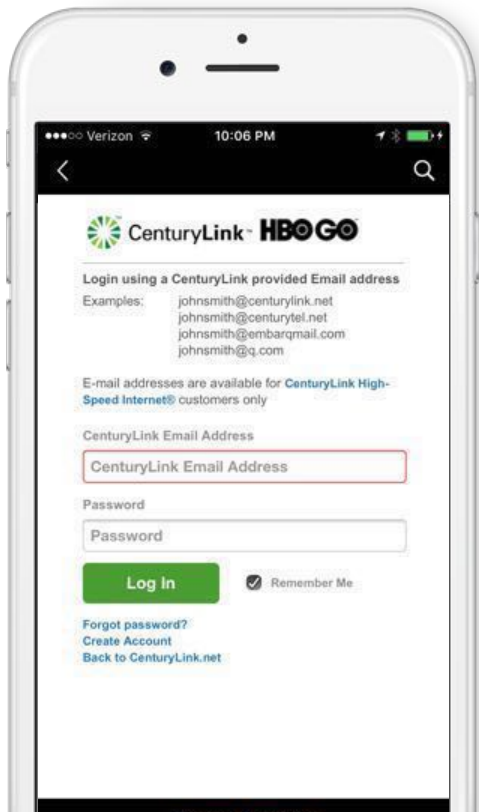# CLOUD ID ADD2BILL PROVISIONING

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CLOUD ID ADD2BILL: PREMIUM SERVICE SITE/APP

ISPs & TV providers utilize **Add2Bill** inside of their e-mail-credentialed login flows, to convert subscriber up-sells, prior to value added service authorization failures.

CLOUD ID ADD2BILL: PREMIUM SERVICE SITE/APP

CLOUD ID ADD2BILL: PREMIUM SERVICE SITE/APP

Add2Bill delivers instant gratification inside of mobile app login flows at the moment an end user is trying to access their favorite paid content or service

Zimbra + Synacor Cloud ID

ISP EMAIL ADDRESS IS YOUR DIGITAL PASSPORT