

# Authentication Methods

## Overview

In our ever-changing world, technologies evolve rapidly. Consumers today use different devices and technologies, and choose to identify in many different ways. For some, mobile devices have replaced personal computers, while others choose the ease of logging in with one social identity. Whichever method they use, consumers expect an outstanding and consistent experience from the brands with which they interact. Brands still need to build trust-based relationships with their customers and connect with their consumers in the way they want, giving them a cohesive omni-channel experience, while maintaining high security standards throughout.

SAP Customer Identity offers many options for authenticating users. [Customer Identity](#) includes out-of-the-box mechanisms for site visitors to log in and create an identity on your site.

## Authentication Options

### Social Login

Offer users the ease of identifying with their social networks, saving them the hassle of remembering passwords.

### Federation

**Federation** consists of both SAML and Open ID Connect single sign-on. Create custom login and authentication options with:

- [OpenID Connect](#)
- [SAML](#)

### Phone Number Login

Offer users a way to authenticate with no password, via their mobile phones using [SMS Login - OTP](#)

### Single Sign-On - SSO

If your implementation includes several differently branded websites, you can create an [SSO experience](#), where users need only authenticate in one of those sites to be logged in to another.

## Security Measures

Enhance site security and protect customer identities by implementing the security measures offered by SAP Customer Data Cloud

### Risk-Based Authentication

Protect the identities of your site users from hacking attempts by triggering [Risk Based Authentication](#).

### CAPTCHA

Protect your site from hack attempts and automated attacks using [CAPTCHA](#).

## Additional Information