



POPULAR SOLUTIONS FOR SSO

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Are you looking for a popular SSO solution for your B2B SaaS? Look no further! checkout the list of popular SSO solutions available in the market.

For many SaaS startups, the ultimate goal is to sell their product to large enterprises. However, these companies often have very specific requirements that can prove to be challenging. One such requirement is single sign-on (SSO), which can be a complex and time-consuming task for SaaS startups that are not well-prepared.

SaaS products are typically designed to work with usernames and passwords, but integrating with identity providers (IdPs) like Okta, Google, or Active Directory requires a much deeper level of understanding. Unfortunately, the specifications for authentication and authorization can be open to interpretation, making the implementation of SSO difficult, slow, and risky.

For small or mid-sized businesses with limited engineering resources, the process of building SSO integrations can be a major drain on time and productivity. It can take weeks, if not months, to implement SSO for an enterprise client, and even then, there is no guarantee that the solution will work for all customers.

Implementing SSO correctly and consistently is unexpectedly challenging, and can become a major roadblock to acquiring enterprise clients. But fear not, there are alternative approaches that can be just as effective. By leveraging the latest technology and tools, SaaS startups can provide a seamless and secure experience for their enterprise clients, without sacrificing time or resources.

So, if you're a SaaS startup looking to sell to large enterprises, it's important to be prepared for the challenges of SSO. But with the right approach and mindset, you can overcome these challenges and provide a superior product to your customers.

Here are top 10 potential solutions that could help you implement B2B SSO without having to develop it in-house.

AUTH0

Auth0 is a highly popular choice among Single Sign-On (SSO) providers for both B2B and B2C authentication needs. Established in 2012, Auth0 has maintained a strong focus on providing a developer-friendly solution. As a result, it has gained significant recognition in the market as a preferred SSO provider.

Auth0 has been acquired by OKTA. One of Auth0's standout features is its multitenancy functionality, which addresses B2B authentication challenges. This feature enables customers to create organizations for their business customers, and through various APIs, customers can integrate full-fledged team management capabilities.

Pricing

Free Account doesn't support B2B authentication. Price start from \$130/mo

Pros:

1. Provides a developer-friendly solution
2. Offers enough flexibility to meet B2B requirements
3. Easy to implement into applications
4. The managed login page is highly effective

Cons:

1. Complex pricing structure with some customers complaining about hidden charges and significant cost increases
2. Building team management UI can be time-consuming for startups
3. Does not offer an IT admin portal, requiring customers to build their own SSO configuration IT admin portal for their users.

WORKOS

WorkOS is a cloud-based platform that offers a set of tools and APIs for developers to build enterprise-grade features such as single sign-on, audit logs, and directory synchronization into their applications. WorkOS is designed to simplify the process of building B2B software and to help developers build more quickly and securely by providing a set of pre-built tools and APIs that can be easily integrated into their applications.

The platform offers a range of tools that can help businesses manage their users' identities and access permissions across multiple applications, while also providing audit logs that can be used to track user activity and monitor security.

Pricing

WorkOS pricing is start from \$125 without branding customization, IT Admin portal and Support. Contact their sales for Pricing details.

Pros:

- 1.Offers a developer-friendly solution
- 2.Easy to integrate into applications
- 3.Provides a robust IT Admin portal that enables customers' customers to configure their workforce identity.

Cons:

- 1.Pricing is too high, they have enterprise focus, for simple branding customization need to contact their sales.
- 2.Building team management UI can be time-consuming for startups.
- 3.Only supports email domain-based team mapping, with no option to explicitly add team members to an organization.

SSOJET

SSOJet is designed and built for Modern fast-moving SaaS, by design it is suitable for B2B Tech startups that serve mid to large-scale enterprises.

SSOJet is an all-in-one solution for user management for your B2B SaaS that reduces onboarding time and makes it easy for new team members to get up and running. It provides modern user management for B2B SaaS with simple integration, less code, and no headaches. It is a customer identity solution designed to make customer onboarding and authentication as seamless as possible.

Pricing

Pricing Start from \$99 for 2 SSO connection with all features and no limit of MAUs. Pay As you Go for each SSO connection.

Pros:

- 1.Provides a modern B2B authentication solution that is ideal for fast-moving B2B SaaS companies.
- 2.Comes with a built-in team management widget, managed login page, and IT admin portal.
- 3.Offers super-fast implementation compared to other B2B authentication providers.
- 4.Offers budget-friendly and transparent pricing.
- 5.Developer-first solution with good documentation.

Cons:

- 1.A relatively new solution.
- 2.Has limited support for programming languages.
- 3.May have some minor issues with customizing the components.

FRONTEGG

Frontegg is a cloud-based platform that provides a set of tools and APIs designed to help software companies build and manage their SaaS applications more efficiently. The platform was founded in 2019 by a team of experienced entrepreneurs and technology experts with a focus on providing developers with the tools they need to build scalable, secure, and user-friendly SaaS applications.

Frontegg's customizable UI components are another key feature of the platform, allowing developers to easily create a user interface that meets their specific needs and requirements. With Frontegg, developers can choose from a range of pre-built UI components, or build their own custom components, giving them complete control over the look and feel of their application. Overall, Frontegg is a powerful platform that provides developers with the tools they need to build and manage scalable, secure, and user-friendly SaaS applications.

Pricing

\$99 Starter Package for up to 10 tenants and Growth package for up to 50 tenants for \$799/month and SSO connections are available only in the \$799 package only.

Pros:

1. Frontegg offers an admin portal for both team and profile management, including login box support.
2. The platform provides SSO connection through its admin portal.
3. Frontegg is super easy to implement.

Cons:

1. Frontegg's pricing is relatively high, with SSO connections available only in the \$799 package.
2. The platform appears to be primarily focused on enterprise-level clients.

OKTA

Although Okta's core offering is focused on providing identity solutions for workforce management, it also offers a comprehensive solution for B2B SSO integration. The B2B solution provided by Okta is tailored for large enterprises and is designed to handle complex integration scenarios.

However, it is important to note that Okta's B2B solution is not a self-serve solution and requires significant setup and configuration. The solution offers a wide range of features and capabilities to meet the needs of large organizations but may require specialized expertise to fully utilize its capabilities.

Despite its complexity, Okta's B2B solution provides a powerful set of tools for managing user access across multiple applications in a secure and streamlined manner. With features such as Multi-Factor Authentication (MFA), Adaptive Authentication, and Lifecycle Management, Okta's B2B solution offers a robust and scalable solution for organizations looking to simplify access management across their ecosystem of applications and services.

Pricing

They have moved B2C and B2B on Auth0, so pricing is the same as Auth0.

Pros:

1. Mature solution and they have expertise in Workforce, B2B SSO and CIAM

Cons:

1. Pricing is too high, they have an enterprise focus, and for simple branding, customization need to contact their sales.
2. Building team management UI can be time-consuming for startups.

PROPELAUTH

PropelAuth is a relatively new solution in the market that offers an innovative approach to B2B SSO integration. Unlike Okta, PropelAuth focuses exclusively on providing B2B SSO solutions, with a particular emphasis on delivering a streamlined and user-friendly experience for developers and end-users alike.

One of the key advantages of PropelAuth is that it is highly developer-friendly, providing APIs and SDKs that make it easy to integrate with existing applications and services. This allows developers to quickly and easily add B2B SSO functionality to their applications, reducing the time and effort required to manage user access across multiple platforms.

PropelAuth's user-friendly approach to B2B SSO integration, combined with its developer-focused APIs and self-serve model, make it a compelling solution for businesses looking to streamline their access management processes. Its ease of use and flexibility make it a great choice for organizations that require a fast, efficient, and scalable way to manage user access across multiple applications.

Pricing

Price start from \$0/mo In a FREE account they do not support SSO connections.

Pros:

1. Provides a developer-friendly solution
2. Offers enough flexibility to meet B2B requirements
3. Easy to implement into applications
4. The managed login page is highly effective

Cons:

1. New solution with some glitches.
2. Building team management UI can be time-consuming for startups
3. Does not offer an IT admin portal, requiring customers to build their own SSO configuration IT admin portal for their users.

KEYCLOCK

Keycloak is a powerful open-source identity and access management solution that is helping SaaS businesses revolutionize their user management operations. Keycloak offers a comprehensive range of features, including Single Sign-On (SSO) capabilities, that allow businesses to provide a seamless and secure user experience across multiple applications.

In addition to its SSO capabilities, Keycloak also provides advanced features such as Social Logins, Identity Brokering, and clustering. These features make it easy for businesses to manage user authentication and authorization, streamline access to multiple applications, and enhance the overall user experience.

Keycloak supports all leading protocols such as OpenID Connect, OAuth 2.0, and SAML 2.0, which makes it a flexible and adaptable solution for businesses of all sizes.

Keycloak is a comprehensive and powerful solution that provides businesses with all the tools they need to manage user access and improve the user experience. Its support for multiple protocols, advanced features, and open-source architecture make it an attractive option for businesses looking to streamline their identity and access management operations.

Pricing

Keycloak is an open-source solution, you can host and use.

Pros:

1. Comprehensive and well-organized documentation
2. Multiple themes and customization options to fit specific business needs
3. No vendor locking, providing freedom and flexibility for businesses to switch to other solutions if needed

Cons:

1. Hard to manage, upgrade and monitor
2. Scaling is the biggest problem with self-hosting
3. No expert support officially

CONCLUSION

To sum up, choosing the right SSO solution for your B2B SaaS business can make a significant impact on both your security and user experience. With so many options available, it's crucial to assess your business requirements and compare them with the features and pricing of each solution before making a decision.

An excellent SSO solution can help you save time and resources, improve security, and provide a better experience for your customers. We hope that this article has given you valuable insights and helped you make an informed decision about which SSO solution is best suited for your business needs. Don't hesitate to explore the different options available and find the one that fits your requirements the best.