



Brandwatch

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Single Sign On (SSO)

About SSO

We understand the importance of security. We're committed to keeping your data and our systems safe and secure through every means possible, from multi-level permissions structures to storing our data in super secure data centres.

It's also why we offer the option of SSO (single sign-on) for our Enterprise clients who need another layer of security and control.

The benefits

Single sign-on allows you complete control over the authentication and authorisation of users who access the Brandwatch platform.

We offer the option between two SSO (single sign-on) mechanisms, SAML and JWT, that means Brandwatch will only grant access to users that you have authenticated.

As well as added security and control, SSO also has other benefits:

- **Ability to enforce your own security measures, such as forced password resets**
- **Ease of use and reduction of time spent entering multiple login details**
- **Reducing password fatigue from multiple username and password combinations**

JWT

JWT (JSON Web Token) is a newer, open standard SSO mechanism backed by technology companies such as Google and Facebook.

It's an easy to set up SSO solution most suited to those wishing to use SSO for ease of use benefits (by removing the need for multiple sets of logins) and who aren't already using SAML.

SAML

SAML (Security Assertion Markup Language) is a well established, industry standard XML-based SSO mechanism.

It is generally considered one of the most tested and secure methods of SSO, and is especially suited to organisations who want to lock down other methods of access.

Find out more

Which one is for me? If you're unsure which method of SSO is best for your business, please feel free to get in touch to discuss your needs. Please note that SSO is available to Enterprise clients only.