

Prescription Benefit Facilitator (PBF): Revolutionizing Identity Management with Azure AD Integration

ORGANIZATION

Our client, a family and pharmacist-owned prescription benefit facilitator, is redefining industry standards by offering an innovative, clinically focused model paired with unparalleled service. Built on a foundation of transparency and a pass-through arrangement, their mission is to align with customers' goals by reducing inappropriate drug utilization, improving health outcomes, and guaranteeing savings.

For over a decade, this forward-thinking company has challenged the status quo of traditional prescription benefit managers (PBMs), eliminating inefficiencies and focusing on member health, safety, and satisfaction. With a commitment to operational excellence, they've consistently streamlined processes for customers and partners alike.

CHALLENGE

Our client embarked on a groundbreaking, multi-phase digital transformation initiative designed to modernize their operations and enhance user experiences.

- **Phase I** focused on implementing a state-of-the-art **API Management Solution** on Azure, aligned with their long-term API strategy. This phase addressed both immediate operational requirements and anticipated future scalability.
- **Phase II** revolved around integrating **Azure Active Directory (Azure AD)** with the API Management Solution and configuring a dedicated **B2C Active Directory** for external users. This enabled seamless social media login and enhanced the customer experience.

However, the client faced a critical hurdle—they lacked in-house **Azure AD expertise**. They sought a **trusted technology partner** to provide technical leadership and empower their team with robust recommendations. Their mission was to deploy a **secure, standardized identity and access management solution** that would ensure seamless authentication for both cloud-based and on-premises applications while upholding stringent security standards.

By partnering with **XTIVIA**, the client successfully implemented Azure AD, achieving their vision for a secure, scalable, and future-ready identity solution.

TECHNICAL SOLUTION

XTIVIA collaborated with the client, a leading Prescription Benefit Facilitator (PBF), to develop a modern, cloud-native API Management Solution powered by Azure. This innovative system redefined the way the client managed customer identities while emphasizing security and scalability.

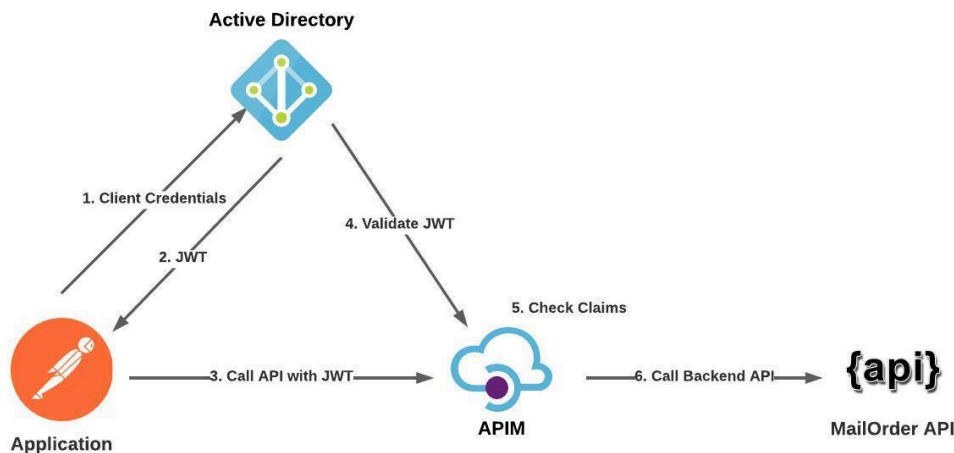
Recognizing the complexity of integrating external identities, XTIVIA designed a comprehensive solution that:

- Unified member identities into a single platform.
- Simplified secure access to cloud and on-premises services.
- Empowered the client's technical teams with advanced automation and tools for efficient management.

Strategic Implementation Highlights:

- **Azure AD Tenant Setup:** Built and configured Azure AD tenants, including B2C tenants, to manage both internal and external identities.
- **Secure API Authentication:** Registered applications with OAuth 2.0 and OpenID Connect standards, customizing JWT tokens for secure API access.
- **RBAC Implementation:** Introduced Role-Based Access Control (RBAC) to provide granular access control.
- **Automation for CI/CD:** Delivered an automated pipeline to manage Azure AD changes across environments, ensuring streamlined deployments of roles, scopes, and API permissions.
- **API Gateway Integration:** Enhanced the API Management Solution to leverage the new identity model with seamless JWT token verification and security policies.
- **Knowledge Enablement:** Created detailed training materials and documentation, empowering the client’s technical teams to manage and expand the solution independently.

Client Credentials Flow



Key Features Delivered:

- Seamless Integration with on-premises LDAP systems for consistent identity management.
- Scalable solution to accommodate future business growth.
- Accelerated deployment timeline, with Azure AD integration completed within one week.

BUSINESS RESULT

The client achieved transformative results with XTIVIA’s innovative solution:

1. Centralized API Security Management:

- Streamlined management of API security through a unified platform.
- Simplified granting of roles and scopes to partners, enhancing operational efficiency.

2. Enhanced User Experiences:

- Provided secure, seamless access to APIs and applications.

Enabled social media login options, improving user convenience.

3. Automation and Agility:

- CI/CD automation reduced manual effort and ensured consistent deployment of configurations across environments.
- Accelerated response to business changes with robust DevOps pipelines.

4. Cost Optimization:

- Reduced operational expenses by automating identity and API management processes.
- Minimized resource-intensive manual interventions.

5. Future-Ready Infrastructure:

- Scalable solution built to adapt to evolving business needs.
- Strong security foundation aligned with industry standards.

By partnering with XTIVIA, the client unlocked the full potential of Azure AD and API Management, enabling a secure, innovative, and scalable digital ecosystem. This success demonstrates XTIVIA's commitment to delivering **cutting-edge solutions** that empower businesses to thrive in the digital age.

KEYWORDS

Azure, API, Cloud, Azure AD, Azure Active Directory, Azure AD B2C, OAuth2, API Security

SOFTWARE

Azure Cloud, Azure AD, Azure AD B2C

ABOUT XTIVIA

At XTIVIA, we've been providing IT solutions and consulting services for over 30 years. We offer a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Our team of experts is dedicated to each discipline, ensuring that our clients receive the best possible service. We've partnered with industry leaders such as Atlassian, IBM, Microsoft, Oracle, and more to bring our clients the latest solutions. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. Contact us today to learn more about our services. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. www.xtivia.com