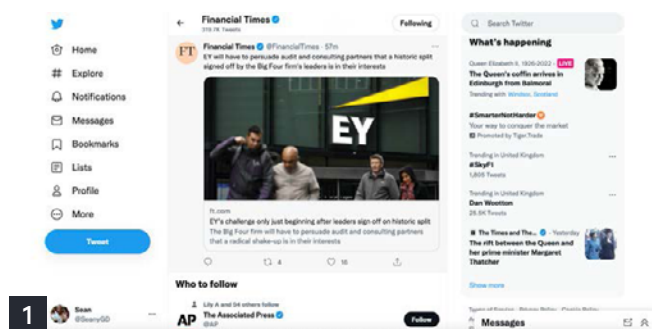


FT SINGLE SIGN-ON: Fast, frictionless access to FT.com

The steps below outline the user journey for organisations that have deployed FT Single Sign-On (SSO).



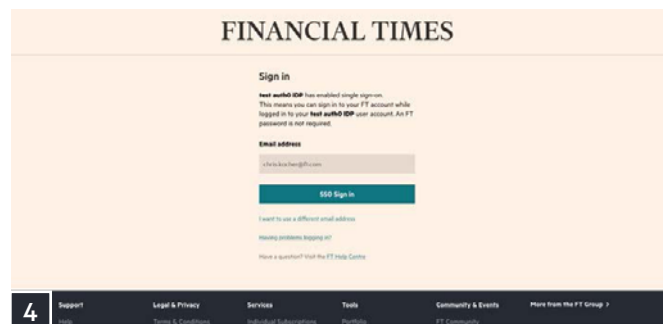
1 A reader from your organisation sees an FT article outside of FT.com that they would like to read (e.g. on Twitter). They click the link and are directed to FT.com where they're not currently logged in.



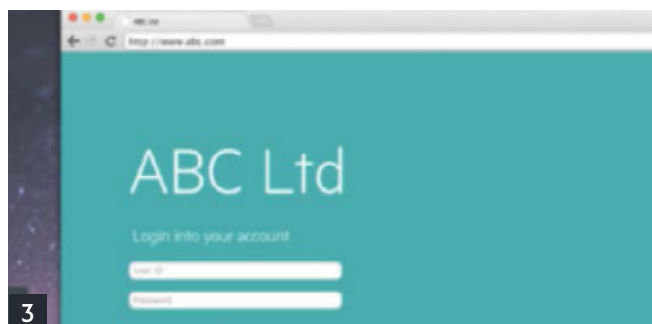
2 The reader hits the subscription barrier on FT.com but clicks on 'Sign in'.



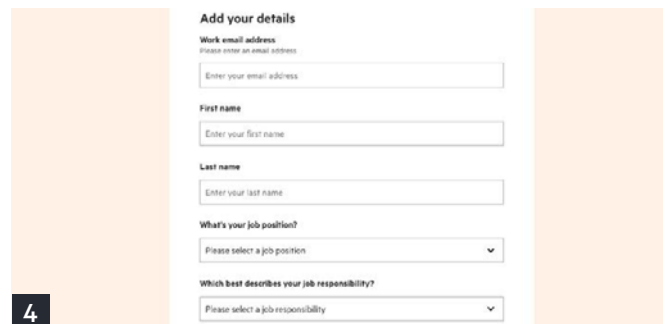
3 The reader is directed to the sign in page and enters their email address.



4 The reader is recognised as being able to sign in through SSO. At this point if they're already logged in to the organisation's Identity Provider (IDP) and have an existing FT.com account, they are signed in and directed to their chosen article.



5 If the reader is not logged in to the organisation's IDP at step 4, they are redirected to the organisation's IDP page. This is where they can log in with their normal work/school account credentials.



6 If someone doesn't have an existing FT.com account, at this point they'll be asked to complete a one-time registration form. Once this has been completed the reader will receive confirmation that their account has been set up. They'll no longer require an FT password to log in.