

Single Sign-On with SAML

Version 7.3

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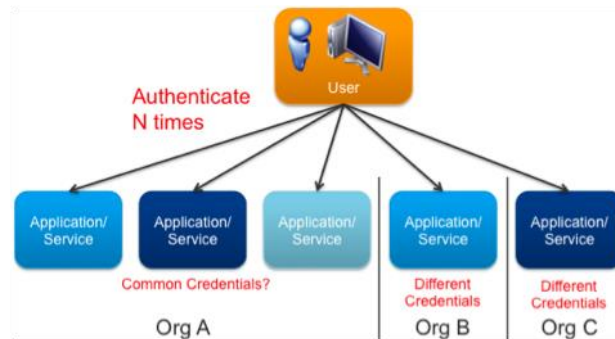
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1 Single Sign-On (SSO)

Modern companies and IT organizations have many applications, both internal and customer facing. With these many applications your users are faced with the challenge of not only managing multiple sets of credentials but are also forced to login to each and every individual application separately. This creates a bad experience for your users.

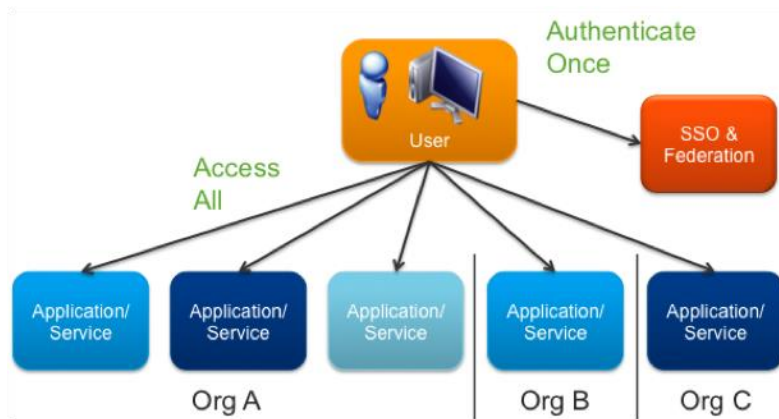


The solution is a combination of single sign-on and federation, where the credentials are unified for federation to target apps, authentication happens once, and the credentials are sent to the target apps for authorization.

This is what the original “true” meaning of SSO is.

Modern SSO Solutions: (True) SSO and Federation

SSO does not only provide your users with a single set of credentials which they can use across all SSO enabled applications, it also allows them to login just once for the whole set of applications. After they have logged in once they are no longer prompted to login, even if accessing a different application. Since the user is already authenticated by the time they reach your application, all your application has to do is apply its specific authorization rules based on the user's credentials (e.g., username, groups, roles, etc.) provided as part of the SSO process.



Federation takes SSO to the next level and enables users outside of your security domain, whether they are from a trusted partner or authenticated by a trusted 3rd party, to access your applications with their existing security credentials. With this, you can federate your SSO solution outside your organization and allow trusted 3rd parties to login once and use your applications.

Finally, the final major benefit of SSO and Federation is provisioning. You no longer must manually provision new users into your system, even if they are partners from outside the organization. The first time the user tries to access your application you use the data provided as part of the SSO process to automatically perform any required provisioning in your system and perform any necessary authorization, likely based on the user's groups or roles.

2 Info About SAML

The BrandMaker application uses *Security Assertion Markup Language (SAML)* to set up single sign-on (SSO). SAML standards define an XML-based framework for describing and exchanging security information (authentication, authorization, federation) to enable “true” SSO.

“Security Assertion Markup Language is an XML-based, open-standard data format for exchanging authentication and authorization data between parties, in particular, between an identity provider and a service provider. SAML is a product of the OASIS Security Services Technical Committee. SAML dates from 2001; the most recent major update of SAML was published in 2005, but protocol enhancements have steadily been added through additional, optional standards.

The single most important requirement that SAML addresses is web browser single sign-on (SSO). Single sign-on is common at the intranet level (using cookies, for example) but extending it beyond the intranet has been problematic and has led to the proliferation of non-interoperable proprietary technologies. [..]”

(Source: Wikipedia, https://en.wikipedia.org/wiki/Security_Assertion_Markup_Language, 18 June 2015)

2.1 Advantages of SAML

These are some of the reasons why enterprises like SAML and therefore the BrandMaker application supports SAML:

Standards-Based

SAML is based on a standard that ensures interoperability across identity providers and gives enterprises the freedom to choose a vendor.

Usability

One-click access from portals or intranets, deep linking, password elimination and automatically renewing sessions make life easier for the user.

Security

Based on strong *digital signatures* for authentication and integrity, SAML is a secure single sign-on protocol that the largest and most security conscious enterprises in the world rely on.

User passwords may never cross the firewall, since user authentication in general occurs inside of the firewall and multiple web application passwords are no longer required.

SAML provides access to web apps for users outside of the firewall. If an outside user requests access to a web application, the SP can automatically redirect the user to an authentication portal located at the identity provider. After authentication, the user is granted access to the application, while their login and password remains locked safely behind the firewall (depending on your local infrastructure setup).

Phishing Prevention

If you don't have a password for an app, you can't be tricked into entering it on a fake login page.

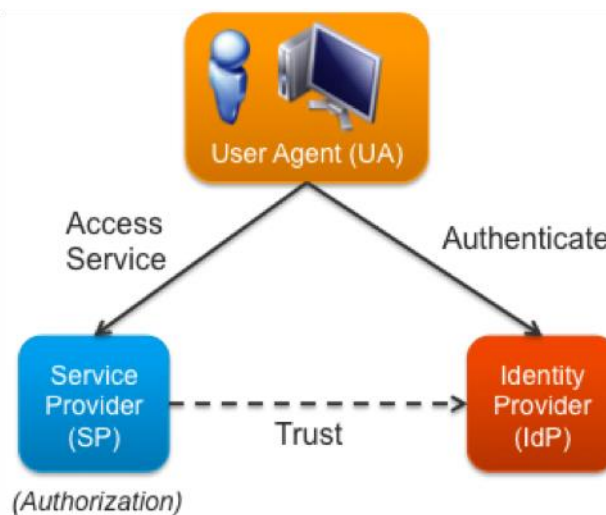
Web applications with no passwords are virtually impossible to steal, as the user must authenticate against an enterprise-class IdM first that can include strong authentication mechanisms.

IT Friendly

SAML simplifies life for IT because it centralizes authentication, provides greater visibility and makes directory integration easier.

2.2 Roles, Components and Scenarios

SAML, Security Assertion Markup Language is an OASIS standard for exchanging Authentication and Authorization user data between security domains. The idea being that users authenticate with their identity provider (IdP) in their domain (e.g., Active Directory) once, and SAML 2.0 authenticates their credentials across one or more service providers (SP) (e.g., applications, web sites or services) like the BrandMaker application, without having to log in again and again. SAML 2.0 handles the trust between the service providers (SP) and identity providers (IdP) using certificates and passes information about the users from the identity provider to the service providers as part of the SSO process.



In addition, SAML 2.0 can pass detailed information about the users as part of the SSO process, which can enable automatic provisioning of new users in your applications. Basically, if this is the first time a user accesses your application, and they have the proper authorization (e.g., roles) you can automatically provision a new account for them.

Components

The two main components of a SAML landscape are:

Service provider (SP) – like the BrandMaker application

The service provider is a system entity that provides a set of web applications with a common session management, identity management, and trust management.

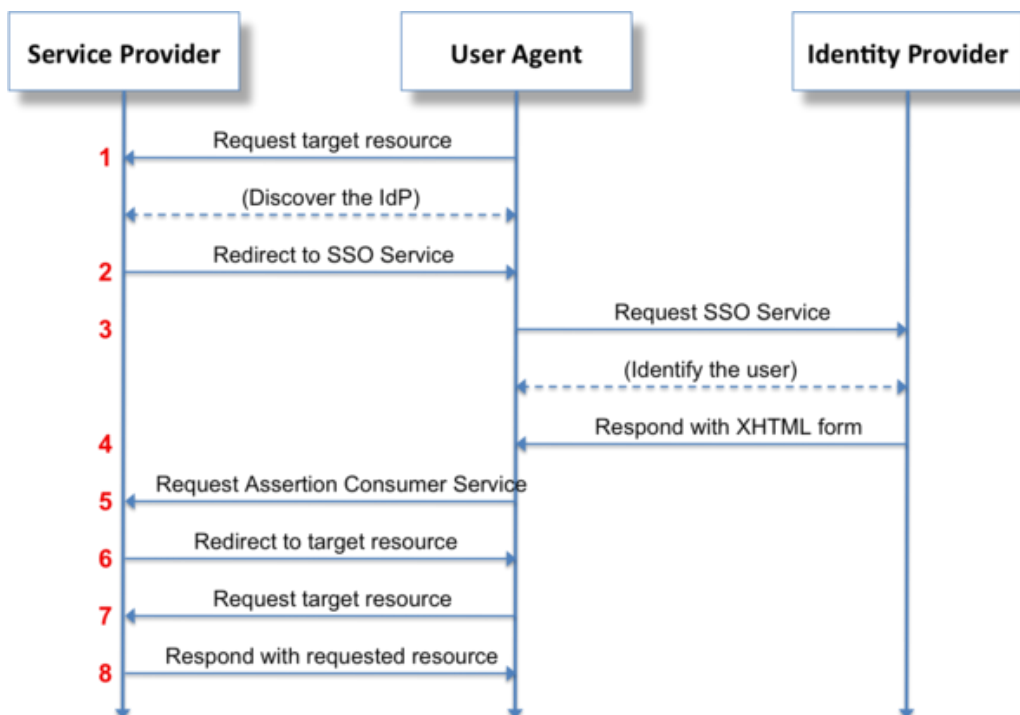
Identity provider (IdP) – like Microsoft Active Directory Federation service

The identity provider is a system entity that manages identity information for principals and provides authentication services to other trusted service providers.

In other words, the service providers outsource the job of authenticating the user to the identity provider. The identity provider maintains the list of service providers where the user is logged in and is able to pass requests on logout to those service providers. The client that is trying to access the resource must be HTTP-compliant.

2.3 User SSO Login Flow With SAML

The primary SAML use case is called Web Browser Single Sign-On (SSO). A user wielding a user agent (usually a web browser) requests a web resource protected by a SAML service provider. The service provider (like the BrandMaker application), wishing to know the identity of the requesting user, issues an authentication request to a SAML identity provider through the user agent. The resulting protocol flow is depicted in the following diagram. (Source: Wikipedia)



The user may experience three different main scenarios:

Case 1: Already logged in at the SP

In case the user has already used the browser to authenticate himself/herself at the identity provider (IdP) and was taken into the BrandMaker application, a new session is not needed at all. Without any additional interaction with or redirection to the IdP the user reaches immediately the requested page.

Case 2a: Not logged in at the SP but already authenticated against the IdP

In case the user has already used his browser to authenticate himself at the identity provider (IdP) e.g. by using another web application, he or she just must click the *One-Click Login* button. This issues a new SAML assertion and the user gets automatically logged into the BrandMaker application without any additional interaction. He or she reaches immediately the requested page.

Case 2b: Not logged in at the SP but remembered and already authenticated against the IdP

In case the user has already used his browser to authenticate himself/herself at the identity provider (IdP) e.g. by using another web application, and the user has chosen the SSO solution for the last login into the BrandMaker application, then the system remembers him. The system issues a new SAML assertion and the user gets automatically logged into the BrandMaker application without any additional interaction. The user reaches immediately the requested page.

Case 3: Not authenticated against the IdP

Independently of the status at the SP, when the user arrives at the IdP for authentication, it depends on the system possibilities if the user is recognized as a known user so that the IdP can instantly authenticate him/her. In that case the user is taken to the BrandMaker application SP without any additional interaction and reaches immediately the requested page.

3 Prerequisites & Constraints

3.1 Prerequisites

- The BrandMaker application of the current version or above with SSL certificate (HTTPS).
- Identity provider supporting SAML 1.x or 2.0 in your landscape.

Note: SAML 1.x does not support all features and security mechanisms of SAML 2.0. We recommend SAML 2.0 therefore.

3.2 Constraints

- The BrandMaker application cannot be used as identity provider.
- The BrandMaker application Web Services (API) does not support SAML.
- The BrandMaker application does not support WS-Trust Security Token Service.
- The BrandMaker application supports SP-initiated and IdP-initiated scenarios.
- The BrandMaker application introduces basic support for multiple IdPs starting with version 5.9.

3.2.1 Supported Identity Providers

As SAML is an open-standard data format, every SAML identity provider should work. BrandMaker systems use Microsoft ADFS 2.0, pingone.com, salesforce.com and Novell NetIQ.

3.3 Identity Provider Landscape

Use the following table with links to information about some identity provider solutions supporting SAML 2.0:

Solution	More information
CA Technologies	CA SiteMinder Federation Security Services Guide
Microsoft Active Directory Federation Services (AD FS)	Active Directory Federation Services - Overview Active Directory Federation Services - Troubleshooting Active Directory Federation Services - TechnNet Article Configuring ADFS 2.0 to Communicate with SAML 2.0 Configure ADFS 2.0 Integration with SharePoint 2013 on Windows Server 2008 R2
OneLogin	SAML - Secure Single Sign-On (SSO) Protocol
Ping Identity	PingFederate 7.3 Documentation PingFederate 6.1 Documentation
Salesforce.com	Enable Salesforce as an identity provider Salesforce as identity provider
SecureAuth	SecureAuth IdP
many more	...

4 Setup the BrandMaker Application as SAML Service Provider

To get single sign-on up and running using SAML, three steps have to be executed:

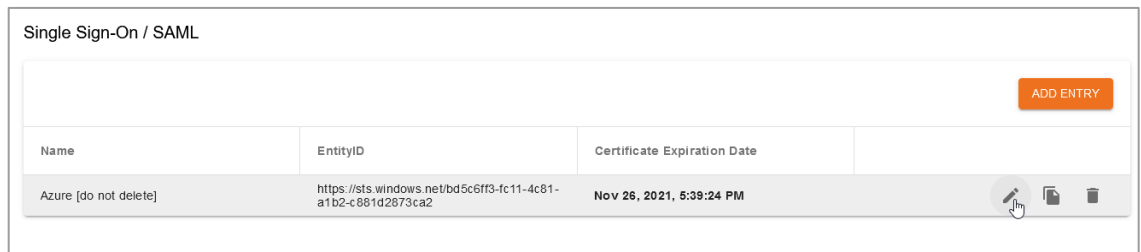
- Configure your identity provider as authentication service for the BrandMaker application, see chapter 3.3 Identity Provider Landscape, chapter 5 Example: Microsoft Active Directory Federation Service as SAML Identity Provider and chapter 6 Example: Salesforce as SAML identity provider.
- Configure identity attribute mappings between your IdP and the BrandMaker application, see chapter 4.2 Supported Attributes.
- Configure the BrandMaker application as service provider, see this chapter.




4.1 Configure the BrandMaker Application

To configure the BrandMaker application as service provider, log in with administrator rights.

4.1.1 Configuration of the Identity Providers

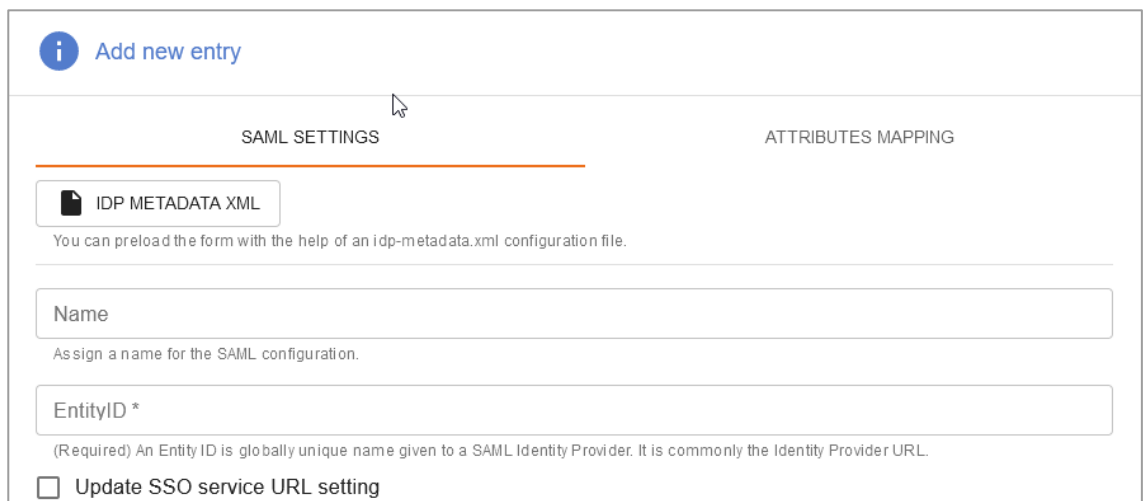
1. Click > *Administration > System Configuration > Single Sign-On / SAML*.



Name	EntityID	Certificate Expiration Date	
Azure [do not delete]	https://sts.windows.net/bd5c6ff3-fc11-4c81-a1b2-c881d2873ca2	Nov 26, 2021, 5:39:24 PM	  


In the case that there is an existing configuration you see a grid as shown above.

2. Click > *Create* to create a new configuration for an additional identity provider.



Add new entry

SAML SETTINGS ATTRIBUTES MAPPING

 IDP METADATA XML
You can preload the form with the help of an idp-metadata.xml configuration file.

Name
Assign a name for the SAML configuration.

EntityID *
(Required) An Entity ID is globally unique name given to a SAML Identity Provider. It is commonly the Identity Provider URL.

Update SSO service URL setting

Identity provider (IdP) endpoint *

(Required) The SSO endpoint that BM EN will send authentication requests to.

IdP certificate (X509) *

(Required) The Identity Provider x.509 certificate. This will be used by BM EN to establish trust by validating incoming requests and responses from the Identity Provider. Please remove start and end tags of each certificate. In addition, the certificate must not contain any line breaks.

Protocol version

SAML v2.0

SAML v1.1

(Required) The SAML protocol version. BM EN supports 2.0 and 1.1.

Binding type

POST

REDIRECT

(Required) Mappings of SAML request-response message exchanges onto standard messaging or communication protocols are called SAML protocol bindings (or just bindings). BM EN supports "POST" and "Redirect".

Service provider certificate

Signature support

(Recommended) When activating the signature support a Service Provider certificate for BM EN will be used to sign requests to the IdP, and decrypt responses from the IdP.

Service provider (SP) certificate key size *

Defines the key strength that is used to generate the SP certificate.

SP certificate validity in days *

Sets the validity of the generated certificate in days starting at the day of generation.

NameID format

Unspecified

Email address

Persistent

Transient

(Required) A NameID is used to identify the subject of a SAML authentication response.

3. Select the metadata file you exported on the IdP side to automate the partner setup or fill in the given fields resp. Select the appropriate options.

Please note that the automated population of the form field requires a meta data XML file and not a PEM or CRT file.

Note: The needed settings depend on the setup of your identity provider.

4. The configuration can get an optional name to identify it easily in the overview of the single sign-on configurations. For example the name could be "Test connection" if you want to differentiate between test and live configurations.
5. With checking the box *Update SSO service URL setting* the respective setting *Administration: SSO service URL* which is part of the settings table does not need to be changed manually (see chapter 4.1.4.2 Enable One-Click Login Button on Login Page). Please note that the setting is overwritten every time the box is checked and the form is saved.

6. After you selected and configured the required settings, press the *Save* button.

Now the BrandMaker application is configured as a service provider for SSO using SAML.

Note: In case of changes of the IdP configuration you may need to update your BrandMaker application SAML configuration as well.

4.1.1.1 Data for Identity Provider Configuration

Two links appear on the configuration page:

- *Download metadata of Service Provider*
Download link for the entire configuration data in xml format incl. the SP certificate. The metadata are automatically updated on saved changes.
- *Download certificate of Service Provider*
Download link for the SP certificate in PEM format.
Required just for some IdP vendors.

The next step is to set up your service provider with the necessary fundamental objects followed by configuring the identity provider system to cooperate with (and trust) the BrandMaker application and to configure the user attribute mappings.

4.1.2 Configuration of Necessary Rights, Roles, and Groups

The access control to assets, Web-to-Publish documents and other related parts of the BrandMaker application is done via different mechanisms. Therefore, the user needs to have defined (module) roles and be part of specific groups. Among others they are shown in Figure 1: BrandMaker application access controls.

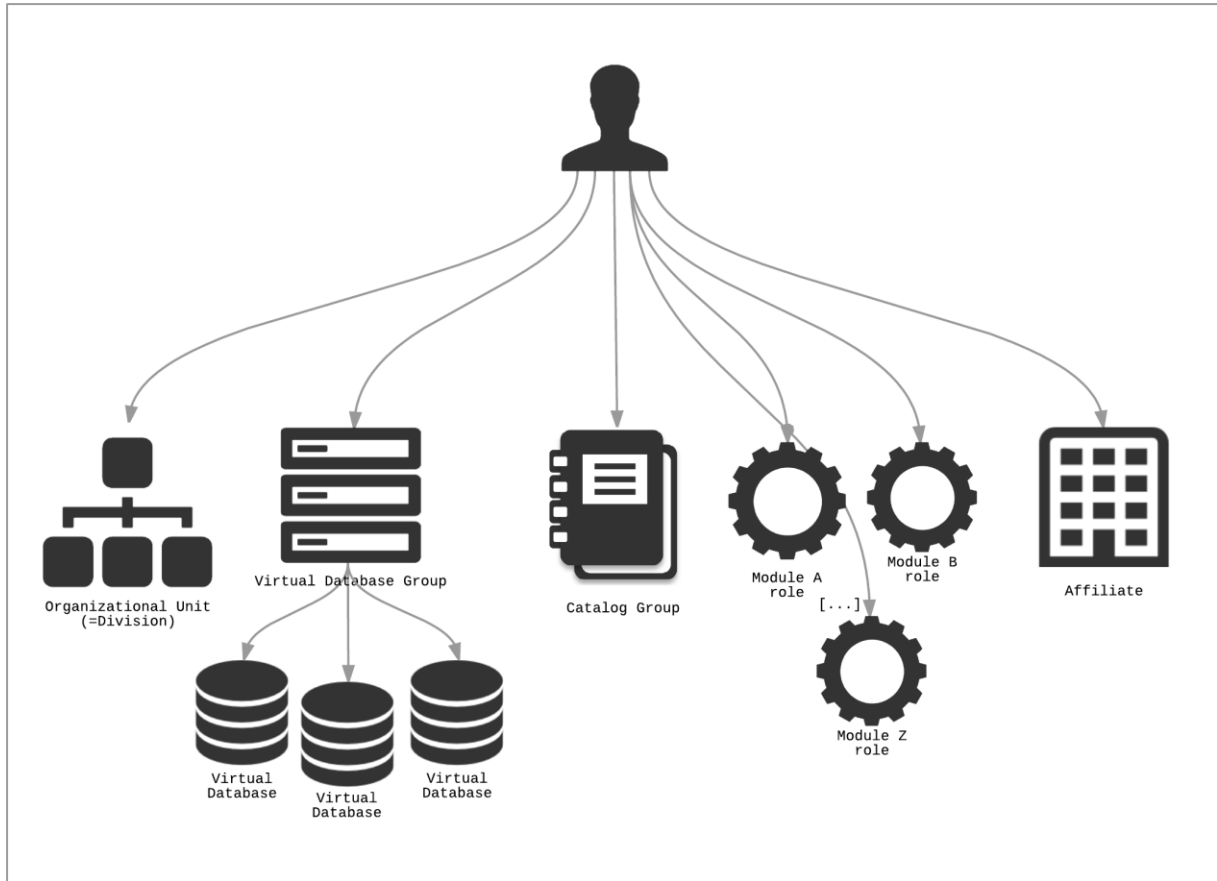


Figure 1: BrandMaker application access controls

Most of these relations are indirectly established via Single Sign-On (SSO) Groups and controlled by the *SAML_SSO_GROUP* parameter but some can be set directly with specific parameters. For the complete list of supported parameters please refer to chapter 4.2 Supported Attributes.

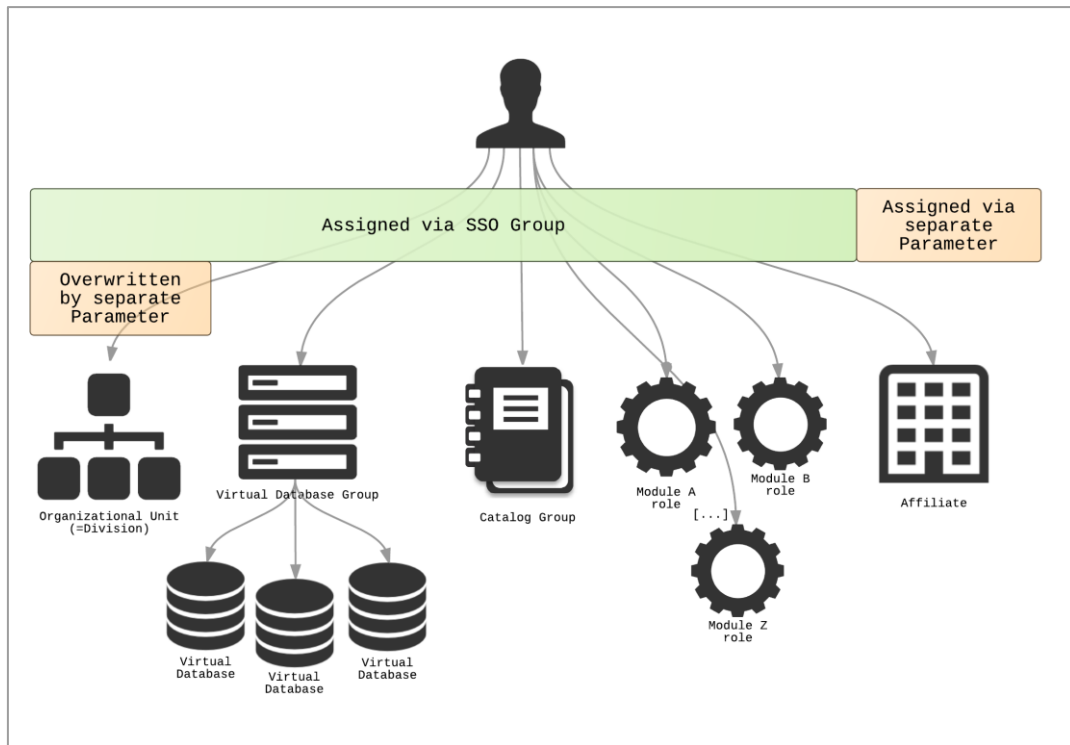


Figure 2: Single Sign-On parameters controlling the BrandMaker application access controls

Note: For detailed instructions about how to maintain SSO groups please refer to chapter 2.4 of the general *Administration Manual*.

Users who have no valid group name information are either rejected or logged in using a configurable default SSO group. That behavior can be adjusted by the setting *Administration: SSO group match*.

To be correct here users are actually not “assigned” to SSO groups inside the BrandMaker application. These groups act more like some kind of template for the other linked objects, like roles, virtual database groups, organizational units or catalog groups. Whenever you change a SSO group, it does not directly affect any existing user.

Next to this there are two crucial parameters that control the persistence of users in the BrandMaker application - *SAML_CREATE_USER* and *SAML_UPDATE_USER*.

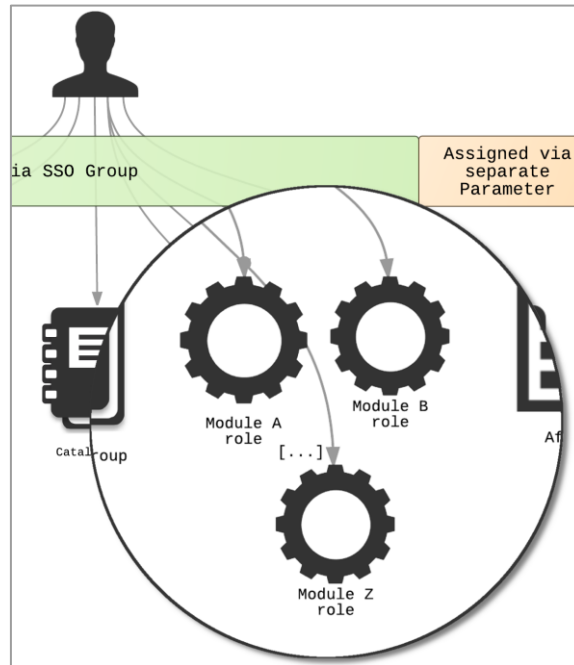
If the parameter *SAML_CREATE_USER* is set to true, it is checked if the user account already exists, means if a login name matches the value of *SAML_USERNAME*. If the user account does not exist yet, it is checked if all mandatory information is given and in that case the user account is created automatically. If the user account exists, all given parameters are updated.

SAML_UPDATE_USER on the other hand just updates an existing user account and the process fails in the case of a missing *SAML_CREATE_USER* for non-existent user accounts; so *SAML_CREATE_USER* includes *SAML_UPDATE_USER*. This can be useful if you want to avoid the generation of new user accounts via SAML.

Note: For detailed instructions about how to maintain SSO groups please refer to chapter 2.4 of the general *Administration Manual*.

4.1.2.1 Roles

Module roles are indirectly assigned to the user via SSO groups. You cannot set them directly via SAML.



Note: For detailed instructions about how to maintain module roles please refer to chapter 3.4 of the general *Administration Manual*.

Please note that for the BrandMaker application, one user can only have one role assignment per module. If multiple groups are defined for one user, they are processed sequentially, beginning with the first, then the second etc. in their sequence of the `SAML_SSO_GROUP` parameter. For each group the defined roles are assigned to the user. If another role was assigned for the same module previously, the assignment is overwritten by the most recent assignment in the parameter sequence. A complete example of how this process looks like can be found in Figure 3: Complete processing example for multiple SSO groups.

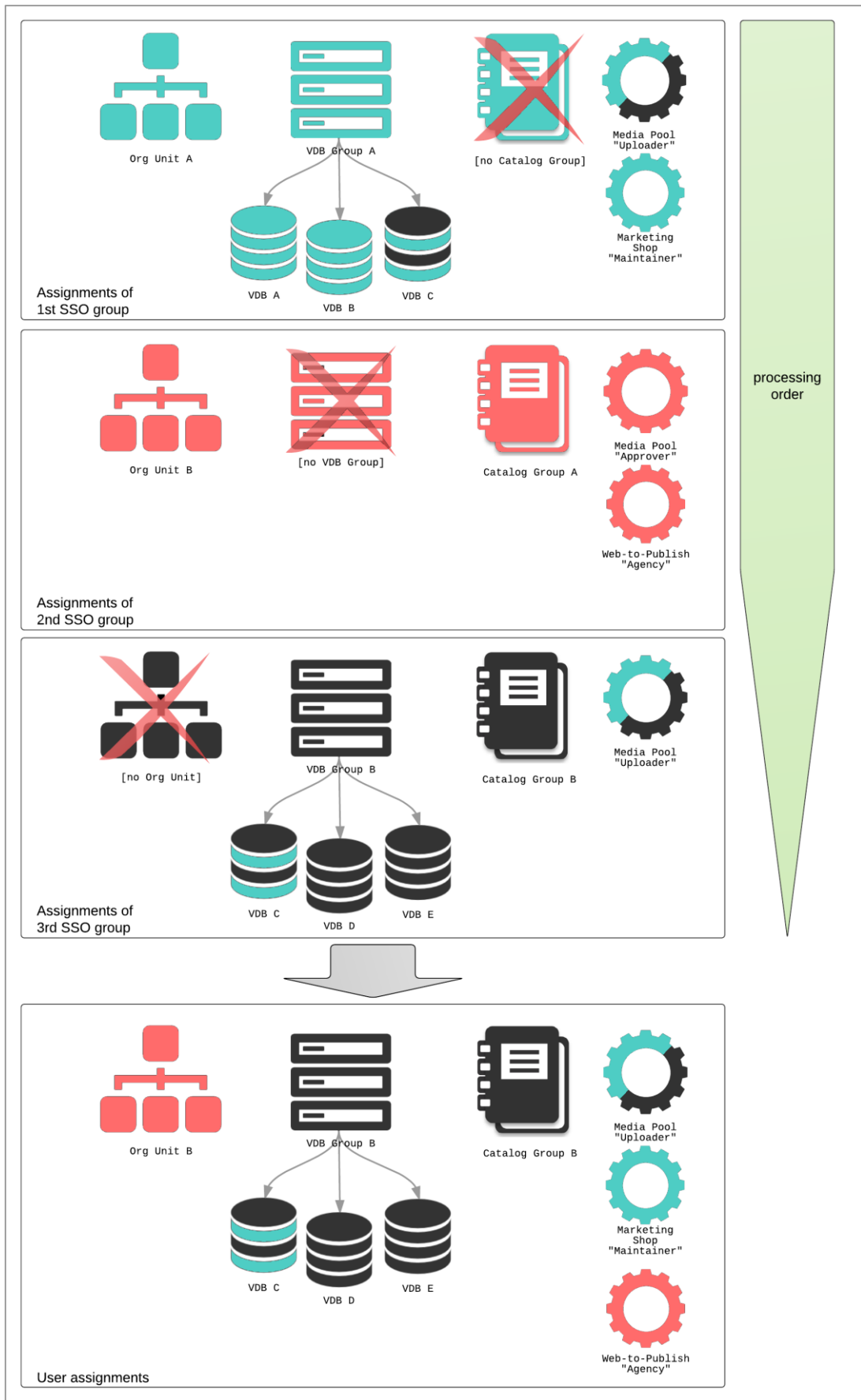
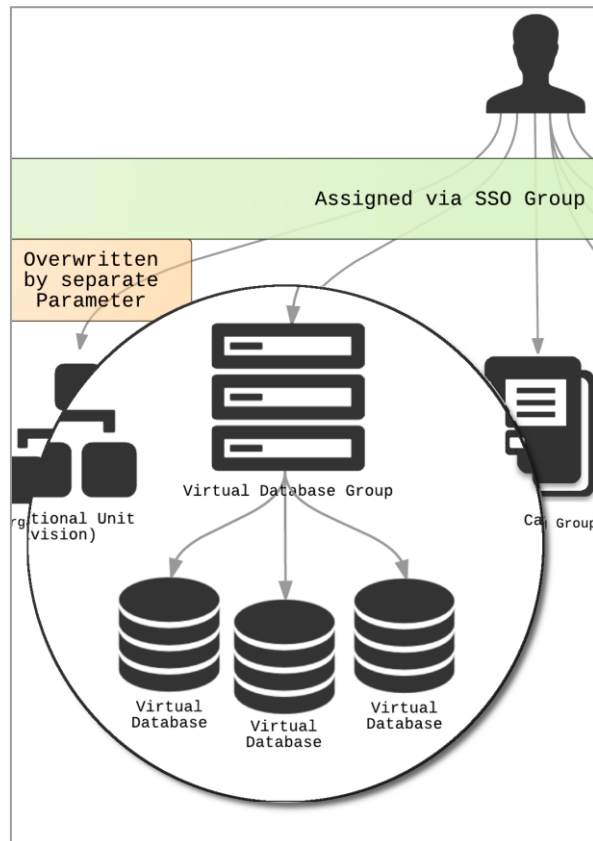


Figure 3: Complete processing example for multiple SSO groups

4.1.2.2 Virtual Databases

Virtual Databases are assigned with the help of Virtual Database groups.



Note: For detailed instructions about how to maintain module roles please refer to chapter 3.1 and 3.2 of the general *Administration Manual*.

Please note that for the BrandMaker application, one user can only have one VDB group. VDB groups are assigned indirectly via `SAML_SSO_GROUP` parameter and the processing is equal to the one for the module roles. For each group the defined VDB group is assigned to the user. If another VDB group was assigned previously, the assignment is overwritten by the most recent assignment in the parameter sequence. Please check Figure 3: Complete processing example for multiple SSO groups again.

With the setting *Administration: VDB group auto-generation* you find one specialty. When this setting is activated the system automatically generates new VDB groups based on given VDBs (via `SAML_SSO_GROUP` → VDB groups) as shown in in the following figure.

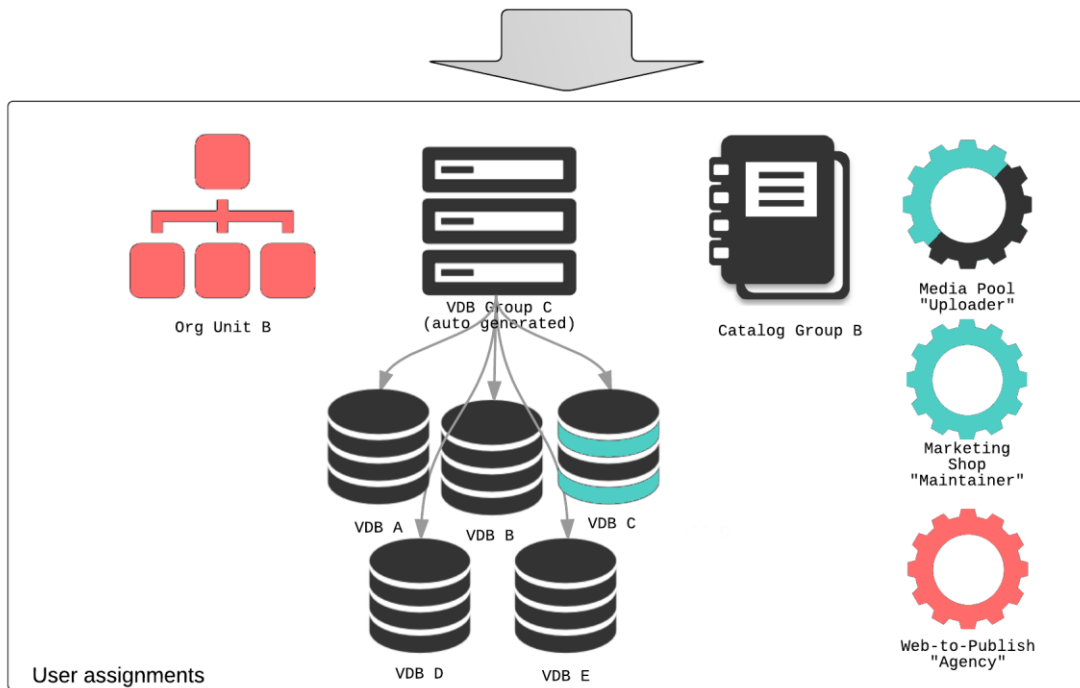
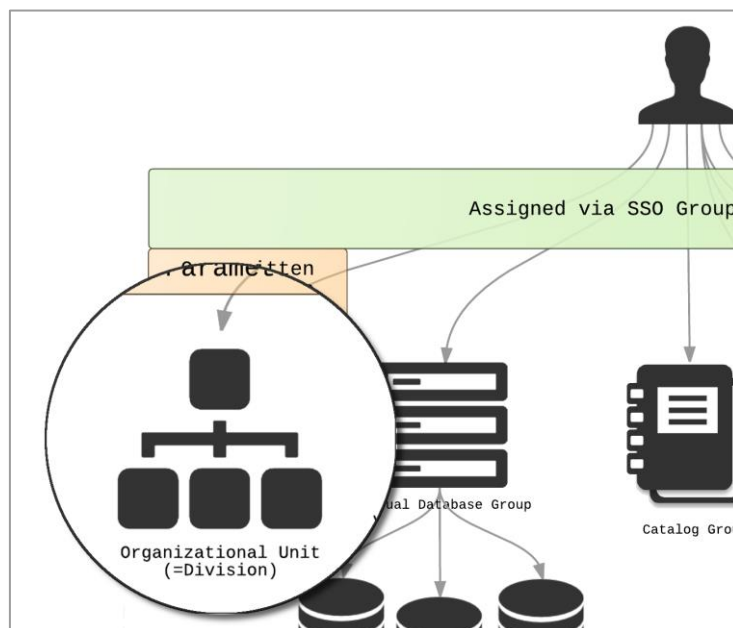


Figure 4: Auto-generated VDB group

But before the generation the system checks whether a VDB group exists holding exactly the wanted set of all the VDBs. In this case it is assigned to the user.

4.1.2.3 Organizational Unit

Note: *Division* is the old identifier for *organizational unit* and for backwards compatibility still used in some places.



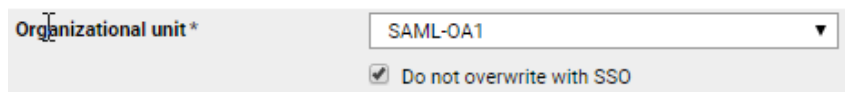
Every user has to have exactly one organizational unit. It can either be assigned with the help of the given SSO groups or directly in the `SAML_OVERRIDE_ORGUNIT` parameter whereby the separate

parameter outweighs the mapping in the SSO group.

As for the VDB group, the assignment is overwritten by the most recent assignment in the parameter sequence. Please check Figure 3: Complete processing example for multiple SSO groups for reference again.

If an organizational unit name is given that does not exist yet, then the organizational unit is created automatically. The attribute *SSO-Key* of the organizational unit is relevant for the identification.

You can protect the organizational unit assignment for existing users from being overwritten by following logins. This needs to be done in the user administration as shown in the next figure. Please be aware that this protection is limited to organizational units.

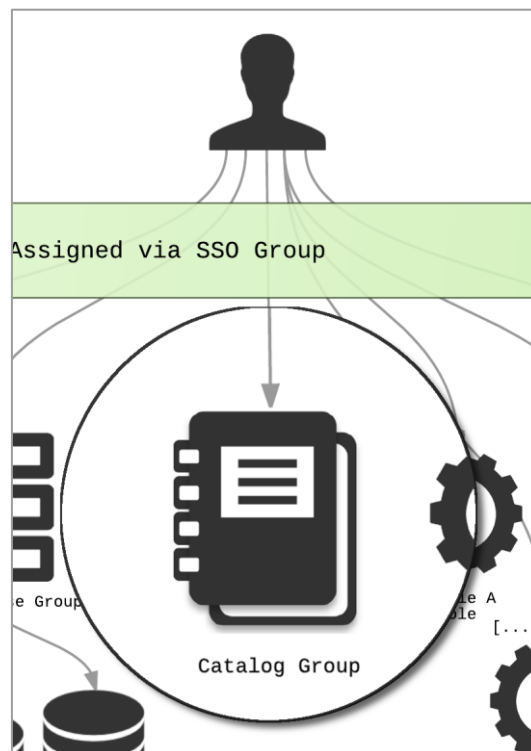


Organizational unit * SAML-OA1
 Do not overwrite with SSO

Note: For detailed instructions about how to maintain organizational units please refer to chapter 3.3 of the general *Administration Manual*.

4.1.2.4 Catalog Groups

Catalog groups are used only by the BrandMaker Marketing Shop module to restrict access to specific articles and catalogs.



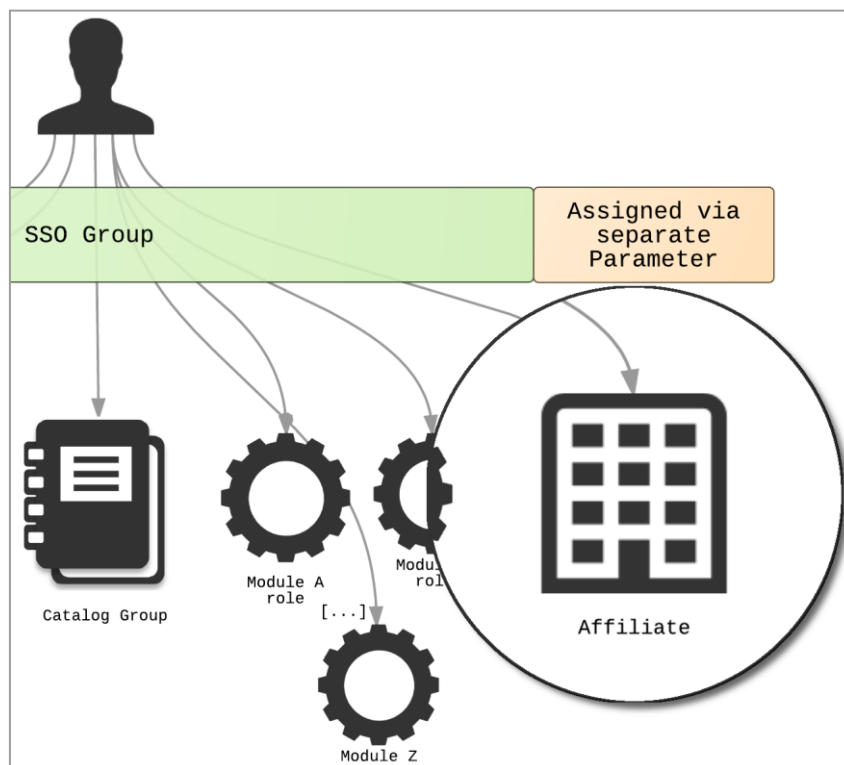
Note: For detailed instructions about how to maintain Catalog Groups please refer to chapter 9.1 of the general *Marketing Shop Administration Manual*.

4.1.2.5 Affiliates

Note: *BLZ* is the old identifier for (selected) affiliate and for backwards compatibility still used in some places.

You can only assign affiliates directly via *SAML_AFFILIATEID* parameter. It can be a single value or multiple values separated by commas.

If the user already has a (selected) affiliate set, which is not in that given list, the assignment is going to be dropped. If the list contains only one affiliate id, this id is chosen for both attributes, *selected* and *alternative*.



During the processing each value from the list is evaluated against the regular expression defined in *Administration: Affiliate ID validation* and dropped in the case of a mismatch.

4.1.3 Sorting of SSO groups

An administrator can define the prioritization of SSO groups when logging in via SSO. For this purpose, the ID of the group is now displayed behind each SSO group name under *> Administration > User & Groups > Single-Sign-On Groups*. The administrator can enter these IDs as a comma-separated list in the new system setting *SSO group order*.

Single Sign-On Groups

The setting *Administration: SSO group order* can be found in > *Administration > System Configuration > System Settings*.

Enter a comma-separated list of SSO group IDs. Once an ID is entered, SSO groups are prioritized according to the IDs when logging in via SSO. The SSO group ID that is on the first position is taken as first, the SSO group ID on the last position is applied as the last one to the user.

If the system setting is empty, the functionality is disabled.

4.1.4 System Configuration and Tweaks for User Guidance

4.1.4.1 Automatic Redirection of all Users to the IdP

In the case you want to support single sign-on as the only way to access the system you can redirect every user automatically from the login page the identity provider.

You can activate this with the setting *Administration: SSO service*. Additionally, you have the possibility to restrict this redirection to specific IP addresses via *Administration: SSO service IP addresses*.

Note: There's no way to manually log into the system now – even not for the BrandMaker support team. In the case you need help, you have to (temporarily) disable this behavior again.

4.1.4.2 Enable One-Click Login Button on Login Page

Two additional settings need to be done, to display the *One-Click Login* button on the login page to allow SP initiated SAML assertions to one IdP:

1. Click > *Administration > System Configuration > System Settings*.
2. Edit the following settings:

- *Administration: SSO button SSO*: Set it to *activated*.
Turn the login form on the login page on or off. The login form consists of the fields User name and Password, as well as the button Login.
- *Administration: SSO service URL*: Enter the URL of the authentication service.
Set URL to:
`https://yourcompany.brandmaker.com/secure/saml.do?issuer=[configuration name / entityId]`

Note: The setting *Administration: SSO service URL* can be set automatically with saving the SAML configuration (see chapter 4.1.1 Configuration of the Identity Providers, step 5).

The *One-Click Login* button is enabled for the chosen IdP.

4.1.4.3 **Special Treatment of Particular User Information**

With the following settings you can influence the particular behavior in different ways. Please check the respective setting descriptions in the BrandMaker application.

- *Administration: SSO email update mode*
Select the update mode for the email address if SSO is used to update the user data:
Do not update - The email address is not updated.
Fill empty - The email address is updated if no address is entered.
Overwrite - The email address is always updated.
- *Administration: SSO email verification*
Turn email verification on or off. If verification is turned on, the user has to confirm the submitted email address.
- *Administration: SSO email address syntax check*
Turn the syntax check for email addresses on or off for login via SSO.

4.1.4.4 **Module-Specific Role Assignment (Override Functionality)**

With the possibility to override single module roles which were set by *SAML_SSO_GROUP* (and corresponding by the Single-Sign-on Groups in the system) BrandMaker offers a second way of assigning module roles via SAML.

One way is the assignment of the attribute *SAML_SSO_GROUP* which hands over one role for the entire system, which then can be configured via *> Administration > Users & Groups > Single Sign-On Groups*. For every Single Sign-On Group the set of module roles can be configured.

The second way is the module specific assignment of roles. This makes it possible to assign a separate role combinatorics for each user and to perform these completely outside the BrandMaker system. So, the roles that are configured in a Single Sign-On Group which is set via *SAML_SSO_GROUP* can be overridden by the following attributes:

- Media Pool: `SAML_OVERRIDE_MEDIAPOL_ROLE`
- Web-to-Publish: `SAML_OVERRIDE_W2P_ROLE`

- Administration: SAML_OVERRIDE_ADMIN_ROLE
- Smart Access: SAML_OVERRIDE_SMARTACCESS_ROLE
- Marketing Shop: SAML_OVERRIDE_SHOP_ROLE
- Marketing PIM: SAML_OVERRIDE_PIM_ROLE
- Job Manager: SAML_OVERRIDE_JOBMANAGER_ROLE
- Brand Management Portal: SAML_OVERRIDE_PORTAL_ROLE
- Event Manager: SAML_OVERRIDE_EVENTMGR_ROLE
- Review Manager: SAML_OVERRIDE_REVIEWMGR_ROLE
- DMC: SAML_OVERRIDE_DMC_ROLE
- SEW: SAML_OVERRIDE_SEW_ROLE
- Reporting Center: SAML_OVERRIDE_REPORTINGCTR_ROLE
- Language Center: SAML_OVERRIDE_LC_ROLE

Marketing Planner requires group-role-pairs to control the access to the module's functionalities. It is possible to assign more than of these pairs. Therefore, the attribute *SAML_ADD_MAPS_ROLE* allows adding group-role-pairs to the ones which were set by *SAML_SSO_GROUP* without overriding existing ones. Whereas, the attribute *SAML_OVERRIDE_MAPS_ROLE* overrides existing group-role-pairs with the ones set by this attribute.

The two Marketing Planner attributes should be in the following format:

```
[Group01] - [Role01]; [Group02] - [Role02]; [Group03] - [Role03]...
```

Moreover, the following attributes allow overriding access control variables which are also set by *SAML_SSO_GROUP*:

- SAML_OVERRIDE_VDBGROUP
- SAML_OVERRIDE_ORGUNIT
- SAML_OVERRIDE_CATALOGGROUP
- SAML_OVERRIDE_LOGIN_AS_USER

In case module role which is set via the attribute *SAML_SSO_GROUP* and the corresponding Single Sign-On Group should be removed the overriding attribute needs to have [%NULL%] as value.

4.1.4.5 Generic User Attributes

You can set generic user attributes. The names of the attributes can be chosen freely and they can be set via SSO via SAML and are so a part of the user object in the application.

Other modules, such as Marketing Shop, can then consume these attributes for their workflows. It is completely in the hands of the system administrator which attributes are created.

Marketing Shop can use an attribute for the cost center of a customer during an order process. To map the SAML attribute and the cost center in Marketing Shop it is necessary to set the setting *Marketing Shop: Unique name of cost center at the generic user attributes* (or with its technical name: *COST_CENTER_ATTRIBUTE_NAME*) according to the value that is sent via SAML.

These generic attributes require to new SAML attributes:

SAML_ADD_GENERIC_ATTRIBUTES can be used to add attributes to already existing ones.

```
{"Cost_center":"0013021","Billability":"False"}
```

Whereas *SAML_GENERIC_ATTRIBUTES* can be used to completely override the existing generic attributes of a user.

```
{"Cost_center":"0013021","Billability":"False"}
```

Note: The name of a generic attribute can be chosen freely and is case sensitive.

4.2 Supported Attributes

Below all attributes are enlisted that are supported by the BrandMaker application.

Note: To identify BrandMaker application users, the BrandMaker SAML endpoint requires custom attributes to be included in the SAML assertion of the IdP.
The mandatory attributes are marked with (*)!

BrandMaker application users derive their rights and roles from the configured SSO groups, therefore it is important to carefully setup and name the groups and organizational units.

It is important that on both sides, the BrandMaker application and the IdP, the attributes have the exact name. Otherwise the values cannot be mapped successfully.

Note: In case the attribute names on the IdP cannot be changed or IT administrators would create an attribute with redundant data, it is possible that the attribute names are mapped with the ones of the BrandMaker application (see chapter 4.3 Mapping of Custom Attribute Names). BrandMaker consultants can help to identify a good and working structure and can help to configure the BrandMaker application SSO groups and roles.

Note: The attribute mapping configuration at IdP side cannot be done by a BrandMaker consultant on his own. A good understanding how to configure the user authentication system as an IdP using SAML is needed as well – as the configuration steps are vendor specific. Therefore, we recommend an IT administrator is setting up the configuration and the user attribute mapping.

Please keep in mind that all attribute names are case sensitive. This also holds true for the most attribute values especially Boolean values.

Attribute name (case sensitive)	Type	Value (case sensitive)	Max. chars	Description
<i>SAML_USERNAME*</i>	Literal	IdP mapping	vchar255	Login name of the user.
<i>SAML_FIRST_NAME</i>	Literal	IdP mapping	vchar255	First name of the user.
<i>SAML_LAST_NAME</i>	Literal	IdP mapping	vchar255	Last name of the user.
<i>SAML_CREATE_USER*</i>	Boolean	true, false	vchar255	true: User created if mandatory values provided. false: User not created. See chapter 4.1.2 for details.
<i>SAML_UPDATE_USER*</i>	Boolean	true, false	-	true: User updated if existing. false: User not updated if <i>SAML_CREATE_USER</i> not set or false. See chapter 4.1.2 for details.
<i>SAML_SSO_GROUP*</i>	Literal	IdP mapping	vchar255	Defines Single Sign-On Groups that are used to assign the roles, virtual databases, organizational unit and other related objects to the user. This assignment can be changed as often as necessary—for existing or new users. Multiple SSO-groups can be provided at once. Note: Be aware that the order of the given SSO groups matters.
<i>SAML_SUPPLIER</i>	Literal	IdP mapping	vchar255	Name of the supplier which needs to be filled with values that are existing as supplier companies in Shop.
<i>SAML_FUNCTION</i>	Literal	IdP mapping	vchar255	Defines user's function which is part of the user profile.
<i>SAML_AFFILIATEID</i>	Literal	IdP mapping	vchar255	Affiliate ID. Multiple affiliate IDs separated by “,” are supported. Note: In the case of multiple affiliate IDs, none of them is set as the active affiliate. The user has to choose it from <i>My data</i> configuration page afterwards.

Attribute name (case sensitive)	Type	Value (case sensitive)	Max. chars	Description
<i>SAML_TYPE</i>	Literal	IdP mapping	vchar255	Type field refers to custom objects of the custom structure "USER_TYPE"
<i>SAML_EMAIL*</i>	Literal	IdP mapping	vchar255	The email address of the user.
<i>SAML_USER_LANGUAGE</i>	Literal	IdP mapping	vchar255	Code of the language in which the application GUI must be displayed. Example: DE
<i>SAML_GENDER</i>	Literal	IdP mapping	vchar255	Gender of the user (m/f or Male/Female)
<i>SAML_STREET</i>	Literal	IdP mapping	vchar255	Street of user's address. Note: The address information is set for all three address types (postal, delivery, invoice) at once.
<i>SAML_STREET_NUMBER</i>	Literal	IdP mapping	vchar255	Street number of user's address. Use an underscore char (" _ ") if blanks are necessary. Other characters might get removed or trimmed by the system.
<i>SAML_ZIP</i>	Literal	IdP mapping	vchar255	ZIP code of user's address. Alphanumeric values are possible.
<i>SAML_CITY</i>	Literal	IdP mapping	vchar255	City of user's address.
<i>SAML_ADDRESS_STATE</i>	Literal	IdP mapping	vchar255	State of user's address
<i>SAML_COUNTRY</i>	Literal	IdP mapping	vchar255	Country of user's address.
<i>SAML_OPT_ADDRESS1</i>	Literal	IdP mapping	vchar255	Optional address information
<i>SAML_OPT_ADDRESS2</i>	Literal	IdP mapping	vchar255	Optional address information
<i>SAML_COMPANY</i>	Literal	IdP mapping	vchar255	Name of user's company.
<i>SAML_WORK_PHONE</i>	Literal	IdP mapping	vchar255	Business phone number of the user.
<i>SAML_HOME_PHONE</i>	Literal	IdP mapping	vchar255	Private phone number of the user.
<i>SAML_USER_LABELS</i>	Literal	IdP mapping	vchar255 per label	Label for grouping of users (label1, label2, label3, ...)
<i>SAML_MOBILE_PHONE</i>	Literal	IdP mapping	vchar255	Mobile phone number of the user.

Attribute name (case sensitive)	Type	Value (case sensitive)	Max. chars	Description
<i>SAML_ALTERNATE_EMAIL</i>	Literal	IdP mapping	vchar255	Alternative/second email address of the user.
<i>SAML_TITLE</i>	Literal	IdP mapping	vchar255	Title of the user (Prof., Dr., etc.)
<i>SAML_FAX</i>	Literal	IdP mapping	vchar255	Fax number of the user.
<i>SAML_STARTURL</i>	Literal	IdP mapping	vchar255	Can be used for special URL parameters, e.g. a different start page. startURL=/shop/dologin.do Note: This start point has the highest priority and overwrites any deep links that users are about to visit.
<i>SAML_PREFERRED_UNIT_OF_LENGTH</i>	Literal	IdP mapping	vchar30	Possible values: mm, cm, inch
<i>SAML_SELECTED_AFFILIATEID</i>	Literal	IdP mapping	vchar255	Selected AffiliateID in UserSettings.do
<i>SAML_USER_TIME_ZONE</i>	Literal	IdP mapping	vchar100	Preferred time zone of the user, for example "Asia/Novosibirsk"
<i>SAML_USER_REGION_ID</i>	Literal	IdP mapping	vchar2	Preferred region id of the user, for example "US", "DE"
<i>SAML_OVERRIDE_ORGUNIT</i>	Literal	IdP mapping	vchar255	Defines Organizational Unit (Division) to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_VDBGROUP</i>	Literal	IdP mapping	vchar255	Defines VDB Group to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_CATALOGGROUP</i>	Literal	IdP mapping	vchar255	Defines Catalog Group to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_LOGIN_AS_USER</i>	Boolean	true, false	-	true: Admins can log in as this user false: Admins cannot log in as this user Note: This overwrites any mapping from the provided SSO groups.

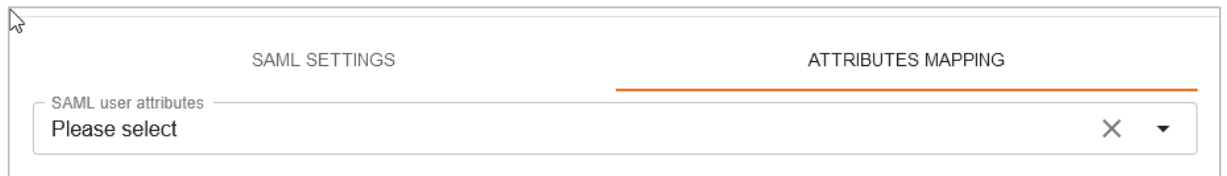
Attribute name (case sensitive)	Type	Value (case sensitive)	Max. chars	Description
<i>SAML_OVERRIDE_MEDIAPOL_ROLE</i>	Literal	IdP mapping	vchar255	Defines Media Pool role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_W2P_ROLE</i>	Literal	IdP mapping	vchar255	Defines Web-to-Publish role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_ADMIN_ROLE</i>	Literal	IdP mapping	vchar255	Defines Administration role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_SMARTACCESS_ROLE</i>	Literal	IdP mapping	vchar255	Defines Smart Access role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_SHOP_ROLE</i>	Literal	IdP mapping	vchar255	Defines Marketing Shop role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_PIM_ROLE</i>	Literal	IdP mapping	vchar255	Defines Marketing PIM role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_JOBMANAGER_ROLE</i>	Literal	IdP mapping	vchar255	Defines Job Manager role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_PORTAL_ROLE</i>	Literal	IdP mapping	vchar255	Defines Brand Management Portal role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.

Attribute name (case sensitive)	Type	Value (case sensitive)	Max. chars	Description
<i>SAML_ADD_MAPS_ROLE</i>	Literal	IdP mapping	vchar255	Adds a Marketing Planner group-role-pair to the role set to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_MAPS_ROLE</i>	Literal	IdP mapping	vchar255	Overrides Marketing Planner group-role-pairs to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_EVENTMGR_ROLE</i>	Literal	IdP mapping	vchar255	Defines Event Manager role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_REVIEWMGR_ROLE</i>	Literal	IdP mapping	vchar255	Defines Review Manager role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_DMC_ROLE</i>	Literal	IdP mapping	vchar255	Defines DMC role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_SEW_ROLE</i>	Literal	IdP mapping	vchar255	Defines SEW role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_REPORTING_CTR_ROLE</i>	Literal	IdP mapping	vchar255	Defines Reporting Center role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.
<i>SAML_OVERRIDE_LC_ROLE</i>	Literal	IdP mapping	vchar255	Defines Language Center role to which the user is assigned. Note: This overwrites any mapping from the provided SSO groups.

4.3 Mapping of Custom Attribute Names

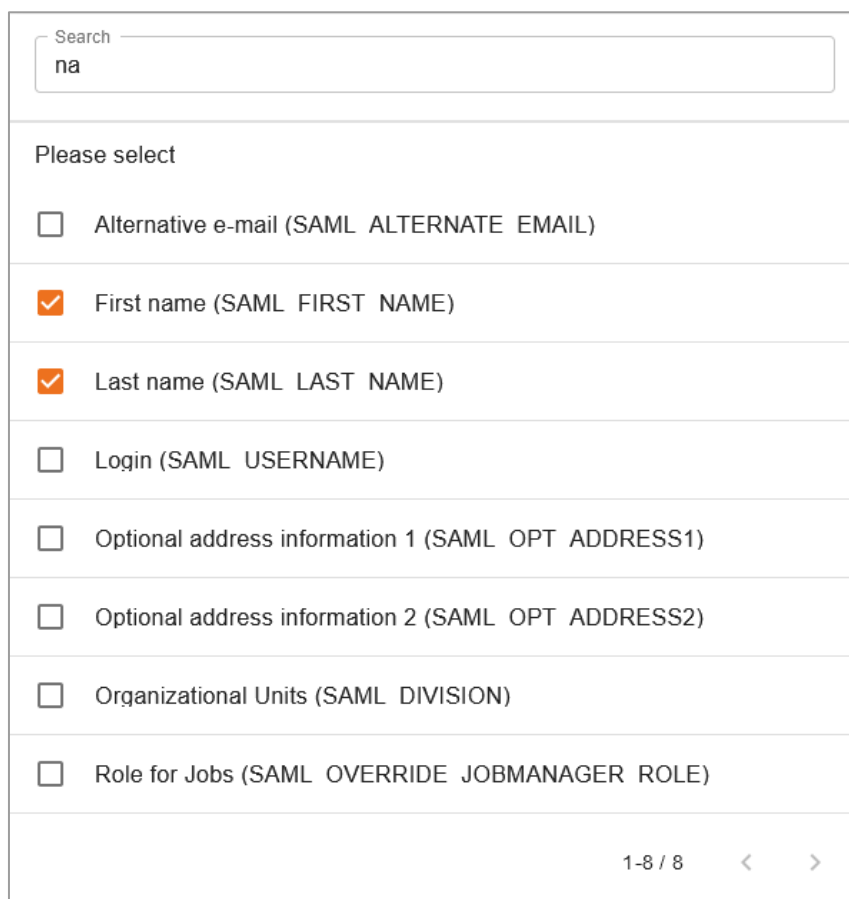
In case it is not possible to change the attribute names on the side of the IdP, it is possible to map the names of the BrandMaker application with the ones of the IdP. Therefore there is a separate tab in the configuration of a Single Sign-On configuration.

1. Click > *Administration* > *System Configuration* > *Single Sign-On / SAML*, chose the configuration you would like to change.



The screenshot shows a configuration window with two tabs: 'SAML SETTINGS' and 'ATTRIBUTES MAPPING'. The 'ATTRIBUTES MAPPING' tab is active and highlighted with an orange underline. Below the tabs, there is a search field labeled 'SAML user attributes' with the text 'Please select' and a dropdown arrow. A close button (X) is also visible.

2. Switch the tab to *Attributes Mapping* on top of the configuration screen.
3. If there are no mappings defined, click in the checkbox and the search filter for the available BrandMaker application attributes is opened.
4. By typing in the search field attributes can be found easily:



The screenshot shows a search results interface. At the top, there is a search input field containing the text 'na'. Below the search field, there is a list of attributes with checkboxes. The first attribute is 'Please select'. The second attribute is 'Alternative e-mail (SAML ALTERNATE EMAIL)' with an unchecked checkbox. The third attribute is 'First name (SAML FIRST NAME)' with a checked checkbox. The fourth attribute is 'Last name (SAML LAST NAME)' with a checked checkbox. The fifth attribute is 'Login (SAML USERNAME)' with an unchecked checkbox. The sixth attribute is 'Optional address information 1 (SAML OPT ADDRESS1)' with an unchecked checkbox. The seventh attribute is 'Optional address information 2 (SAML OPT ADDRESS2)' with an unchecked checkbox. The eighth attribute is 'Organizational Units (SAML DIVISION)' with an unchecked checkbox. The ninth attribute is 'Role for Jobs (SAML OVERRIDE JOBMANAGER ROLE)' with an unchecked checkbox. At the bottom right, there is a pagination indicator '1-8 / 8' and navigation arrows.

SAML SETTINGS

ATTRIBUTES MAPPING

SAML user attributes
E-mail (SAML_EMAIL), First name (SAML_FIRST_NAME), Last name (SAML_LAST_NAME) X ▾

E-mail (SAML_EMAIL)
SAML_EMAIL
YOUR-COMPANY_EMAIL

First name (SAML_FIRST_NAME)
SAML_FIRST_NAME
YOUR-COMPANY_FIRST-NAME

Last name (SAML_LAST_NAME)
SAML_LAST_NAME
YOUR-COMPANY_LAST-NAME

5. After selecting one or many attributes they are shown on the mapping page. For each attribute the name on the side of the IdP can be entered. In the following screen this is shown by exemplary names like *YOUR-COMPANY_FIRST-NAME*.

4.4 Technical Setup Remarks

In case of technical issues while set up SAML, please check the length of the *SAML_SSO_GROUP* attribute. It has a limit of vchar255. Exceeding this limit by the SAML identity provider leads to an error.

Next to this all boolean values must be lower case to work correctly. Please ensure your IdP respects this.

4.4.1 Security

There are (at least) two different things to consider when talking about SAML security:

- Securing the transport (incl. SAML requests) via HTTPS (SSL/TLS) which is mandatory in the BrandMaker hosting environment.
- Using digital signatures to sign the SAML assertions to ensure trust between the IdP and SP
 - This can be easily achieved via certificate exchange and appropriate configuration on both sides.

4.5 Current Implementation Limits

Besides others the SAML implementation does not support “Home Realm Discovery” (HRD) and Single Logout at the moment.

5 Example: Microsoft Active Directory Federation Service as SAML Identity Provider

This chapter describes briefly how to configure MS ADFS as identity provider for the BrandMaker SSO.

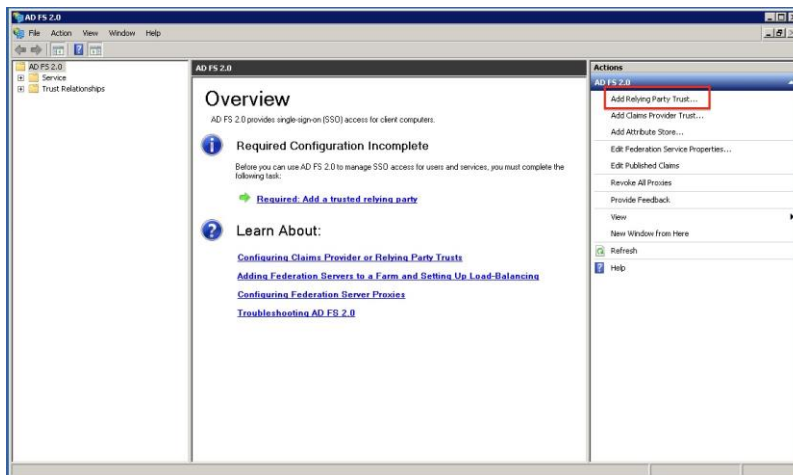
Attention: BrandMaker does not support the IdP setup in detail.

The prerequisites are:

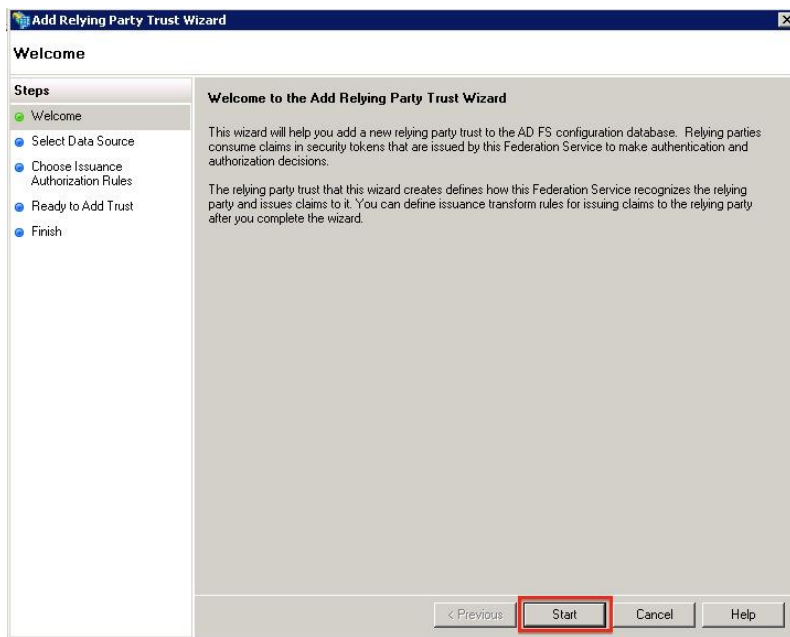
- Microsoft Active Directory Federation Service 2.0
- The BrandMaker application must be accessible via HTTPS.
This is necessary because ADFS accepts only HTTPS-URLs for SAML endpoints.

5.1 Configure ADFS: Setup Relay Party

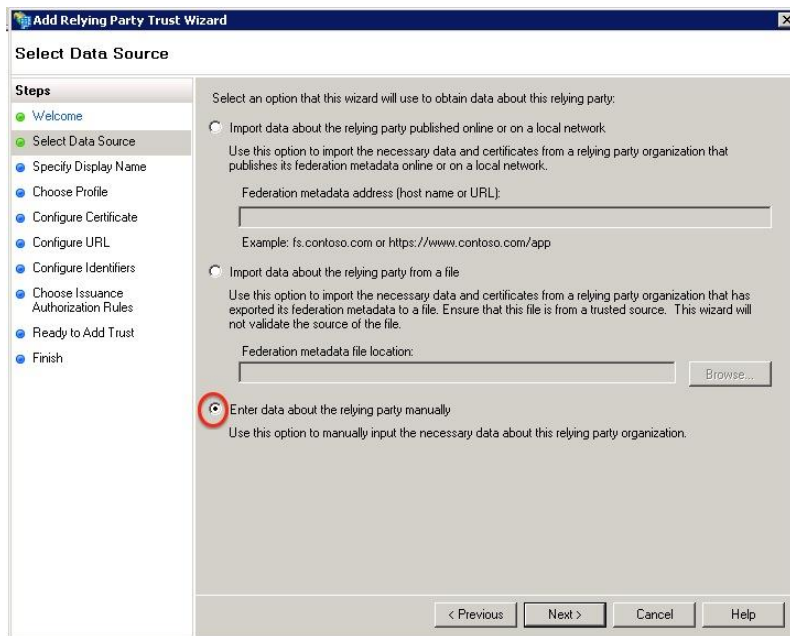
1. Open the AD FS 2.0 Management Console and select *Add Relying Party Trust* to start the Add Relying Party Trust Wizard.



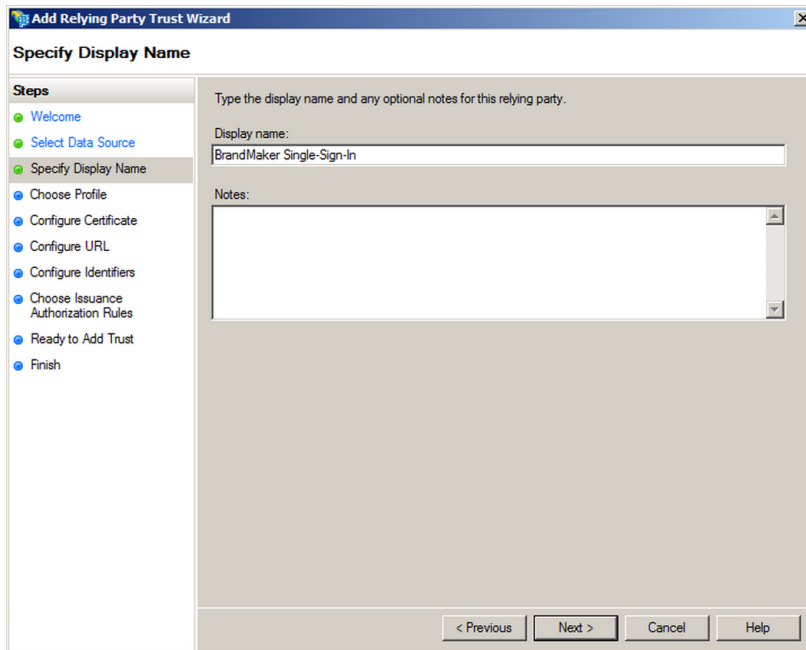
2. Click *Start*.



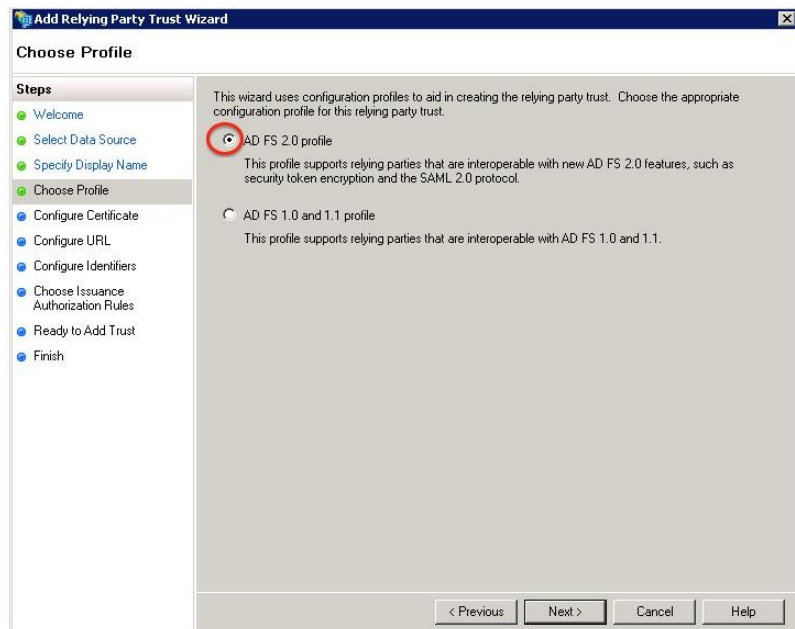
3. Select *Enter date about the relying party manually* and click *Next*.



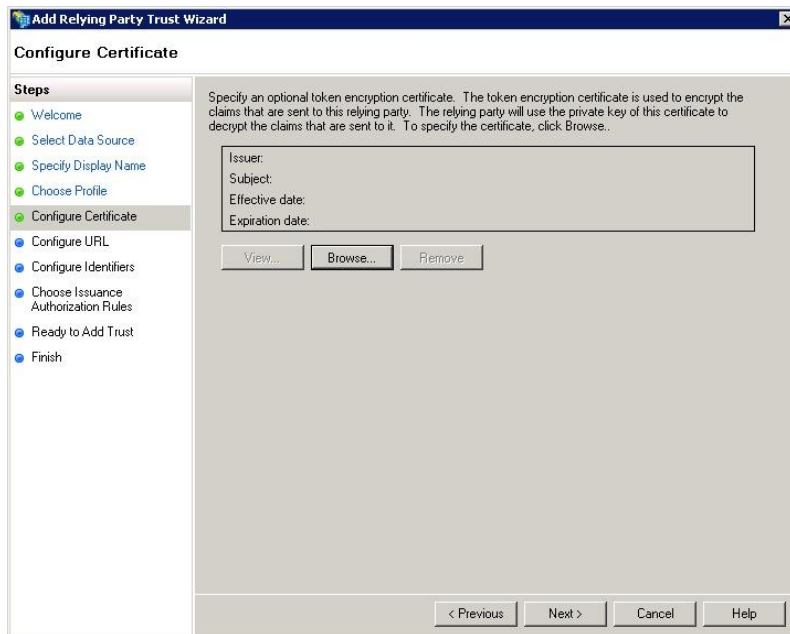
- Specify a display name of your choice and click *Next*.



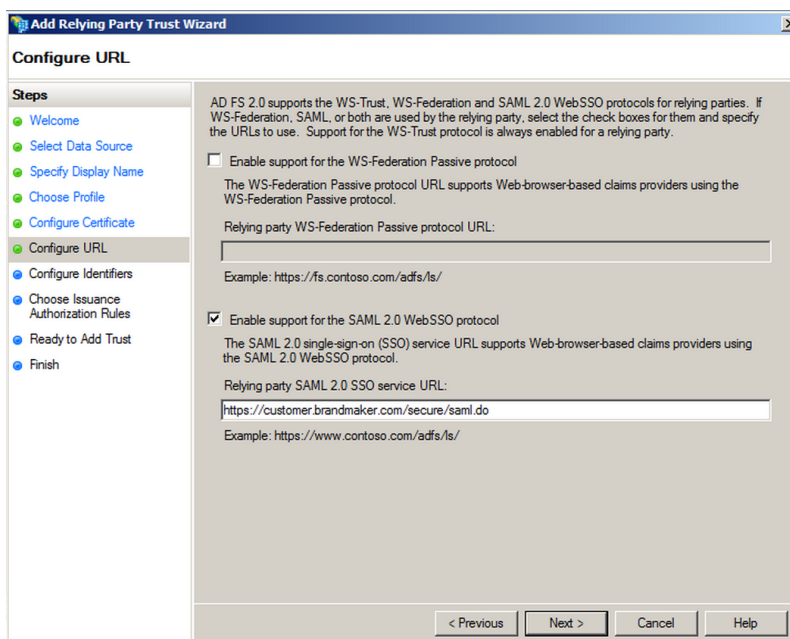
- Select *AD FS 2.0 profile* and click *Next*.



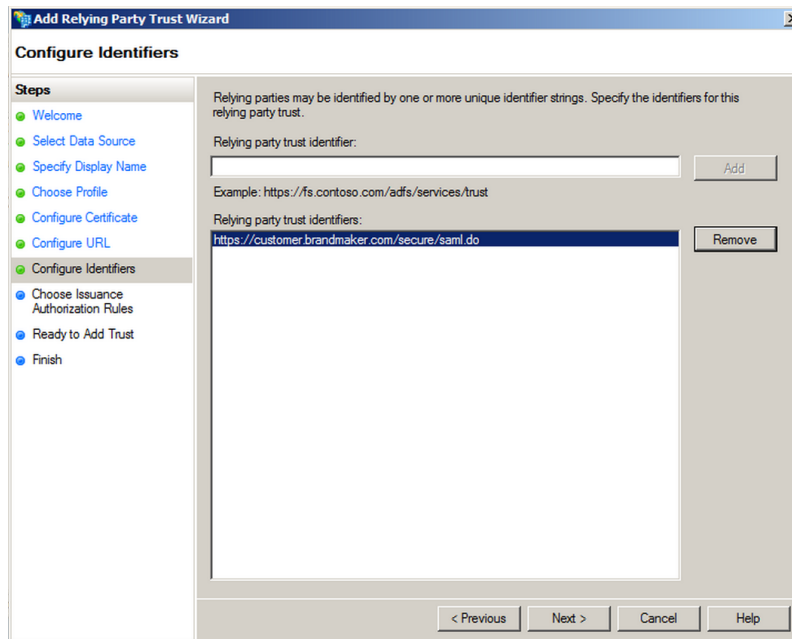
- In this step you can import the certificate of the BrandMaker application; use the provided certificate from the *Download certificate of Service Provider* (see chapter 4.1.2 Configuration of Necessary Rights, Roles, and Groups):



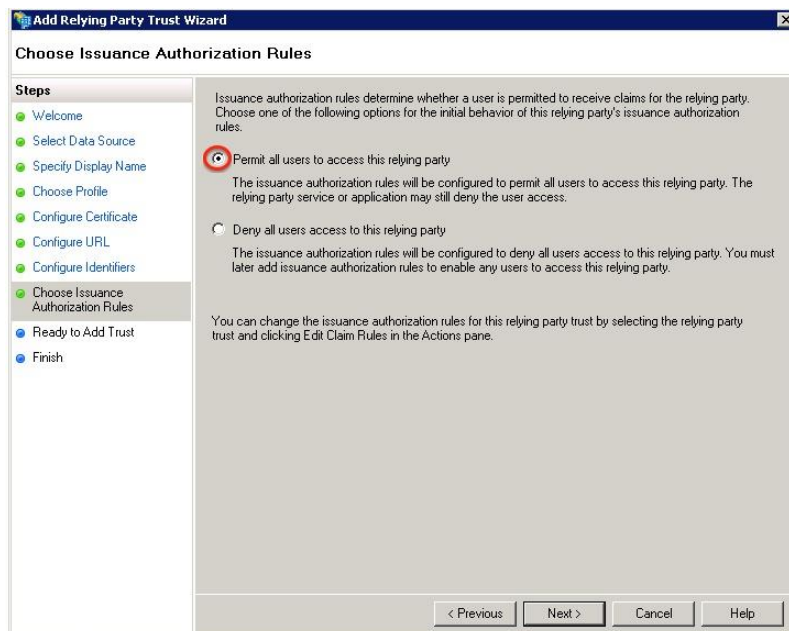
- Select *Enable support for the SAML 2.0 WebSSO protocol* and configure the URL to the SAML endpoint as *Relying party SAML 2.0 SSO service URL*. This URL has the format `https://<baseUrl>/secure/saml.do`. So if your system is running at `https://yourcompany.brandmaker.com/` the URL is `https://yourcompany.brandmaker.com/secure/saml.do`.
- Click *Next*.



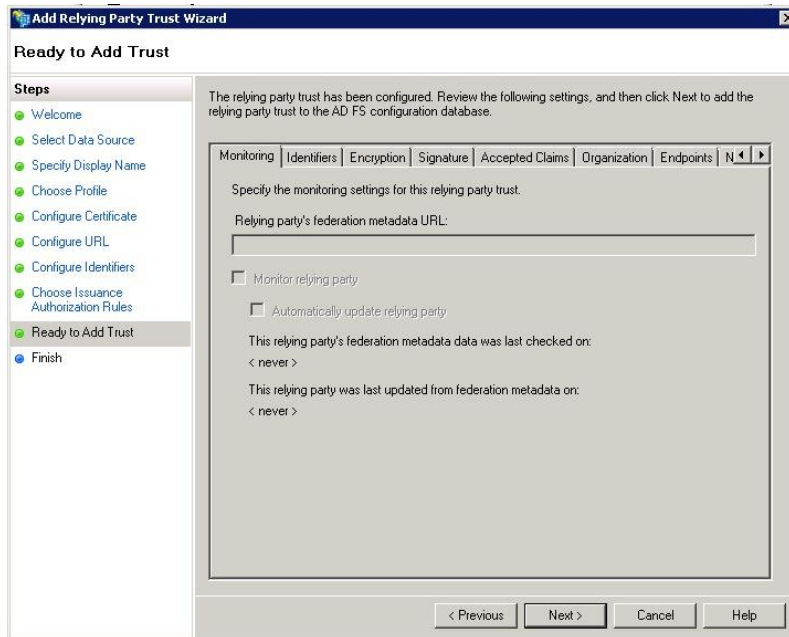
9. Enter the same URL as *Relying party trust identifier* and click *Add* to add it to the list. Click *Next*.



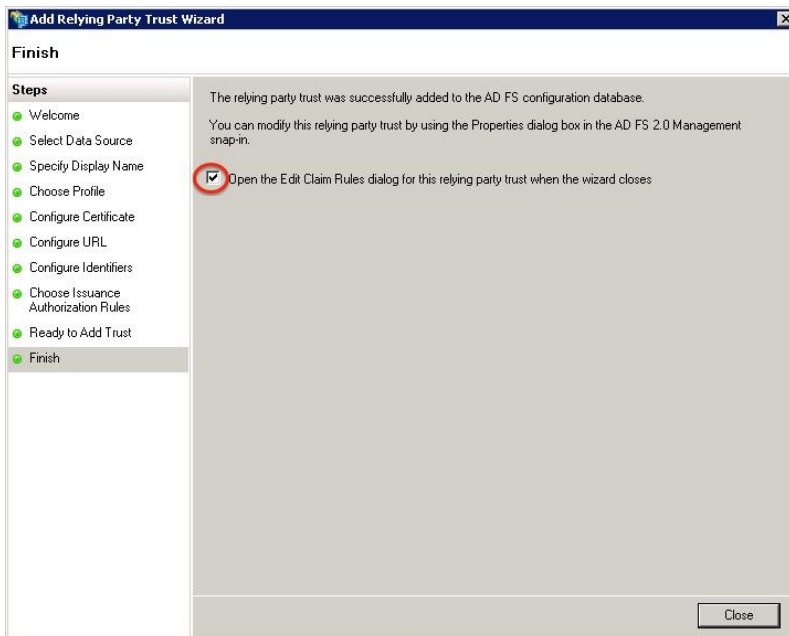
10. Select *Permit all users to access the relying party* and click *Next*.
This configuration defines that ADFS returns any authenticated user to the BrandMaker application.



11. Just click *Next* on the next page.



12. Tick Open the *Edit Claim Rules* dialog and click *Close*.

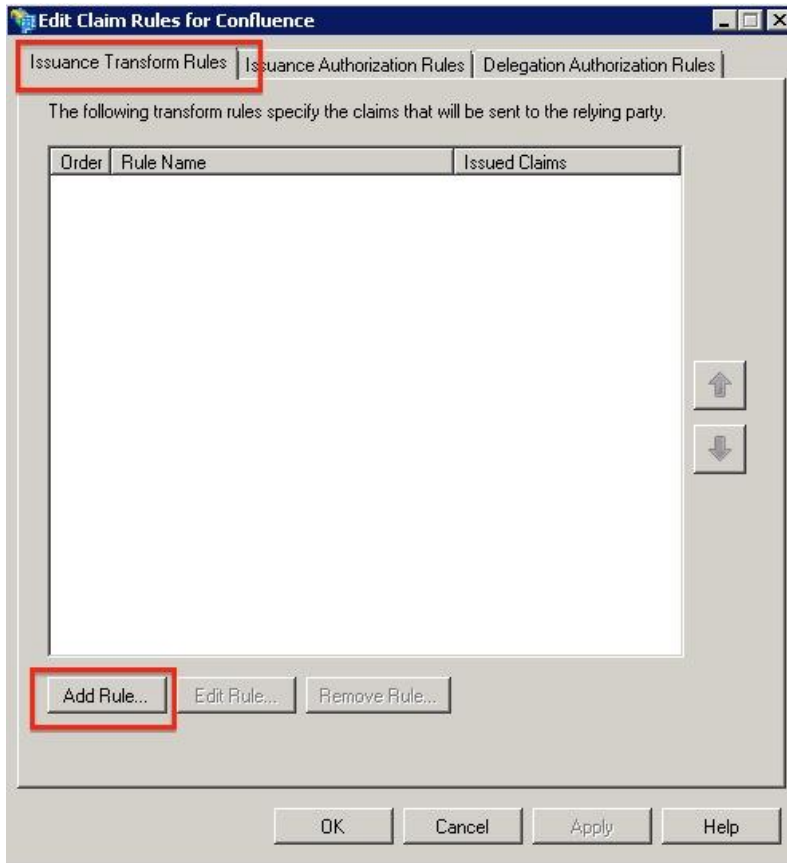


The window *Edit Claim Rules* opens. Proceed in chapter 5.2 Configure ADFS: Setup Claim Rules.

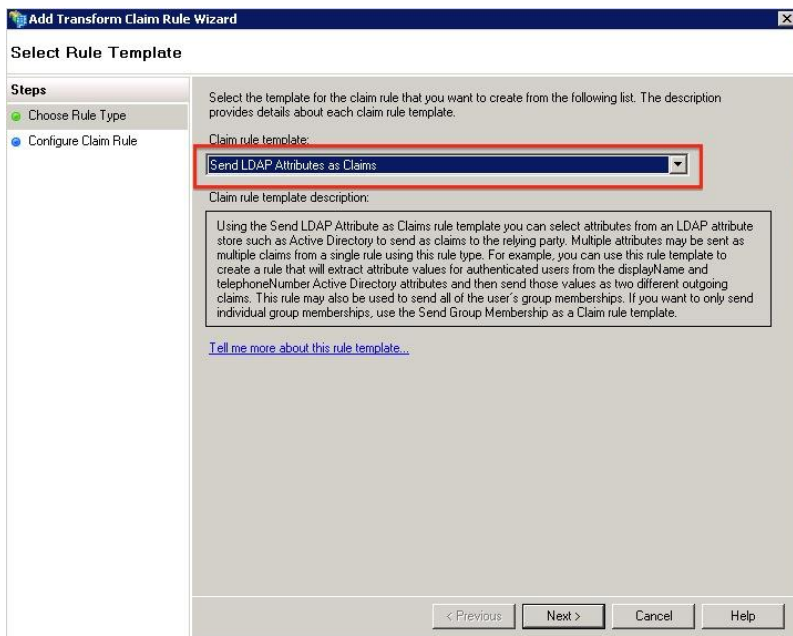
5.2 Configure ADFS: Setup Claim Rules

The *Edit Claim Rules Window* is opened.

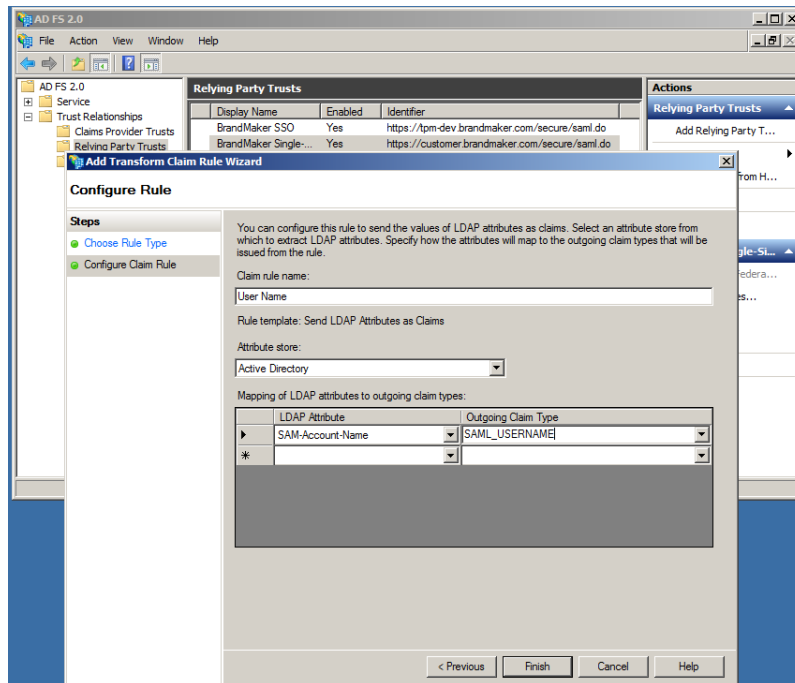
1. In the first tab, click *Add Rule*.



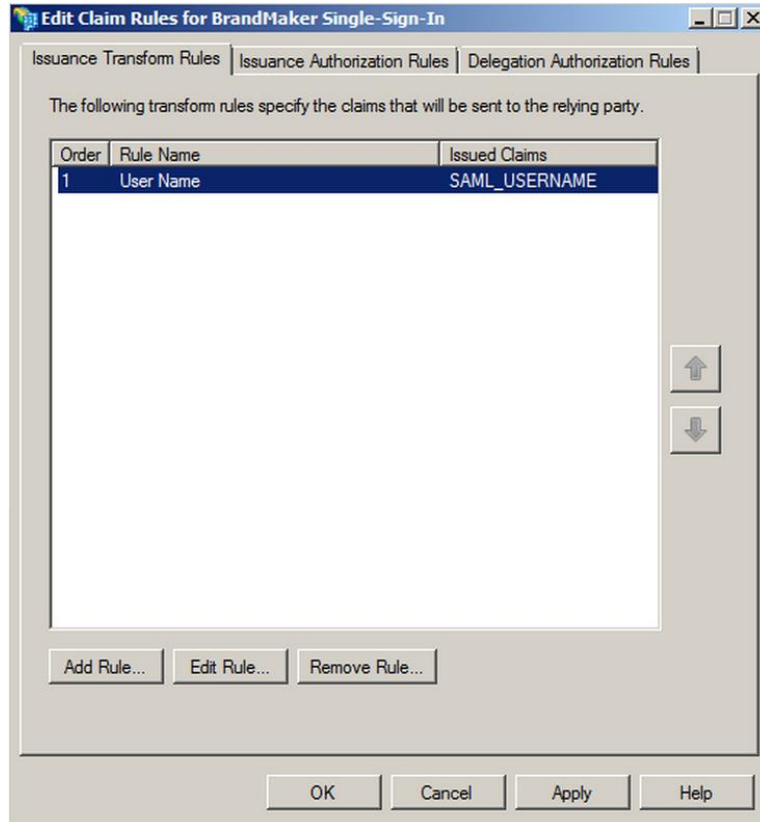
2. Select *Send LDAP Attributes as Claims* and click *Next*.



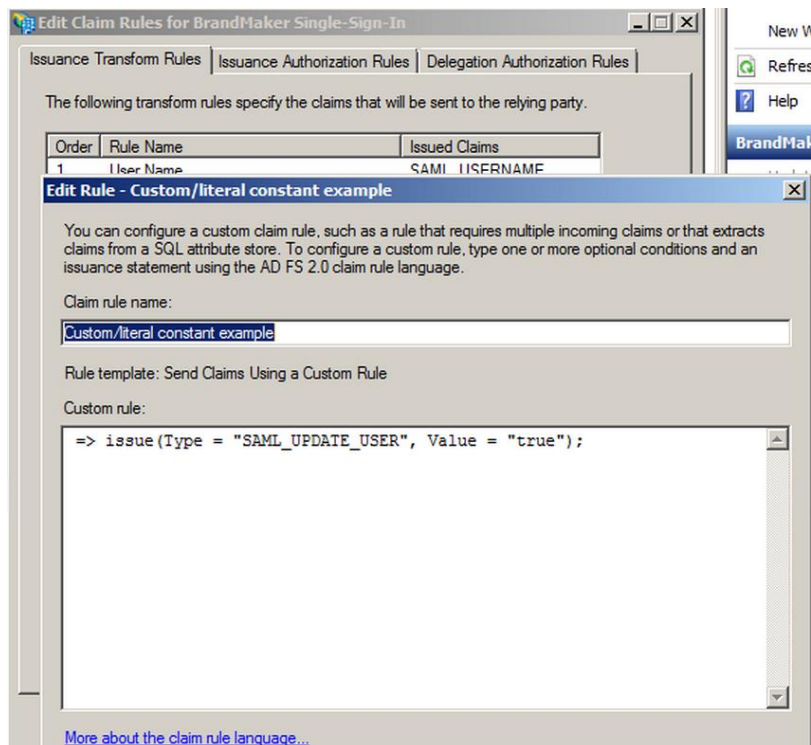
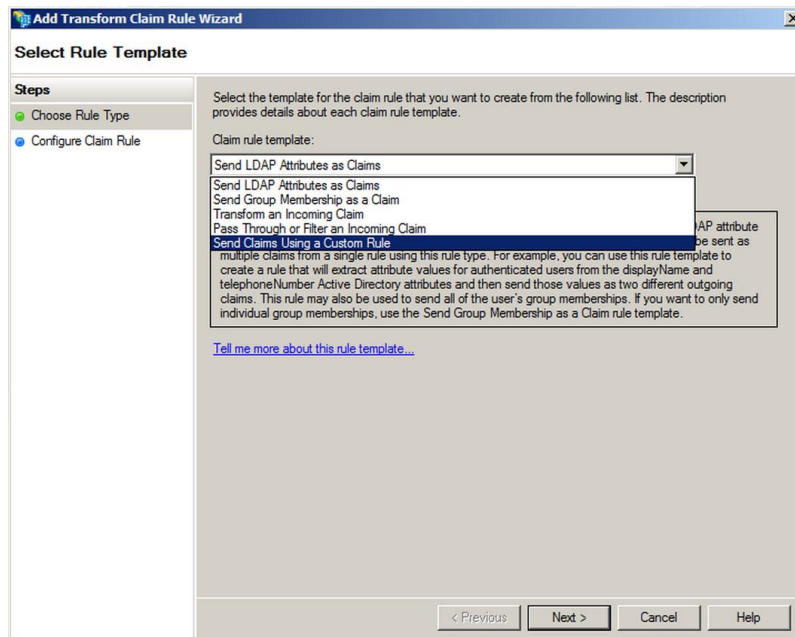
3. Enter a name of your choice for the rule. Select *Active Directory* as Attribute store. Here you map the attributes from your Active Directory to BrandMaker application attributes (see chapter 4.2 Supported Attributes). Click *Finish*.



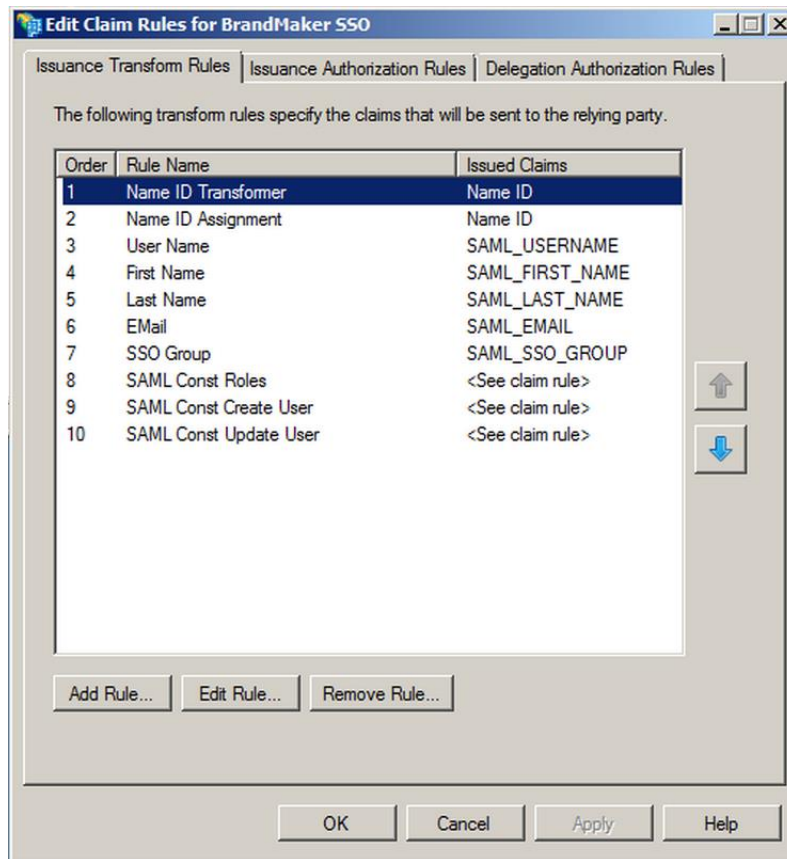
4. Click *OK* to save the settings.



In ADFS you can as well define custom rules, which help you to configure BM specific attributes which cannot be mapped from AD, e.g. *SAML_CREATE_USER* or *SAML_UPDATE_USER*.



At least for all required attributes (see chapter 4.2 Supported Attributes) a claim rule needs to exist. At the end the claim rules may look like this:

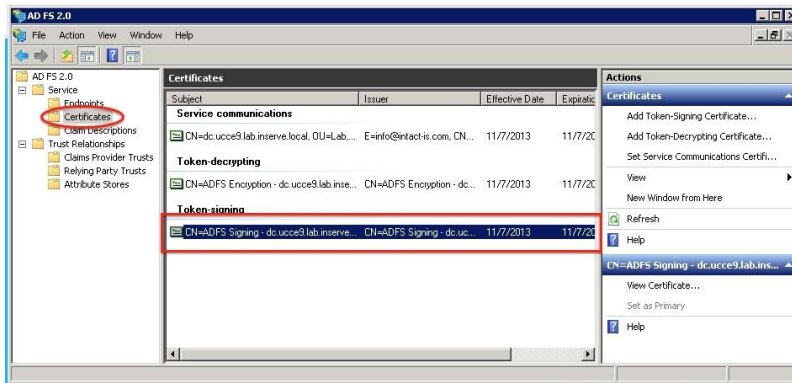


5.3 Configure ADFS: Export token signing certificate

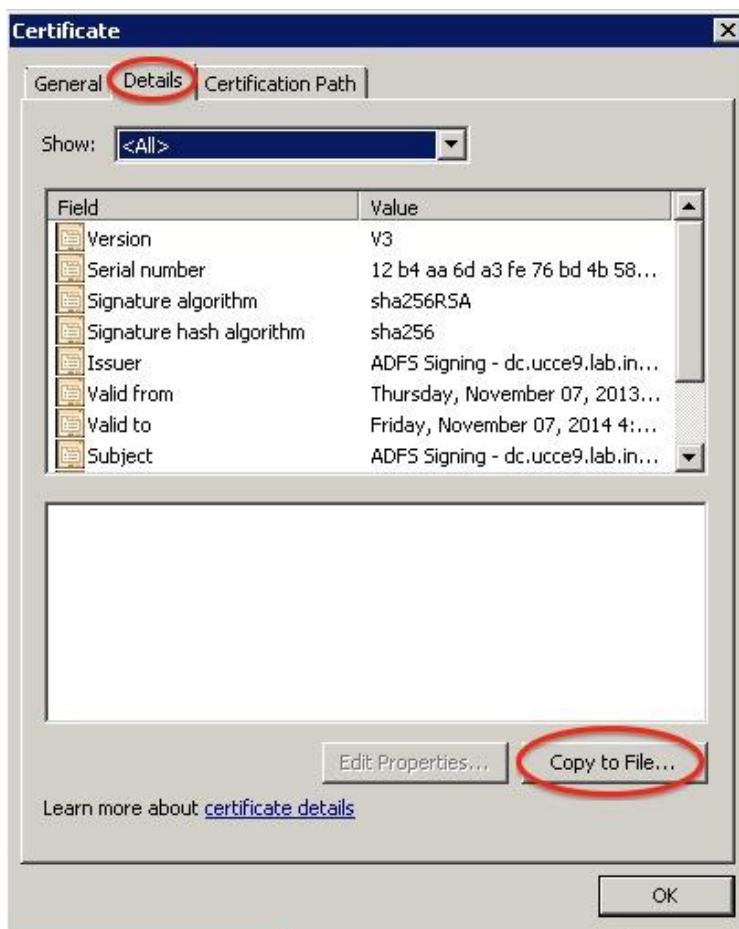
The SAML response coming from ADFS is signed to ensure that the authentication is coming from the correct identity provider. To validate this signature, the certificate must be exported from ADFS and configured in the plugin configuration.

This might already be done during the IdP setup in the BrandMaker application as described in chapter 4.1.1 Configuration of the Identity Providers.

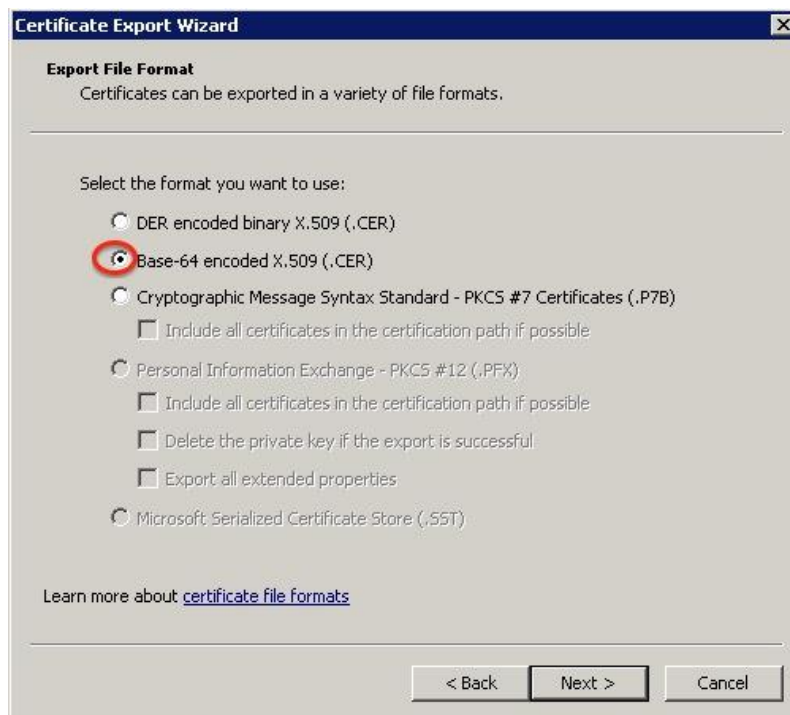
1. In the ADFS management console, click the *Certificates* folder and double-click on the Token Signing certificate.

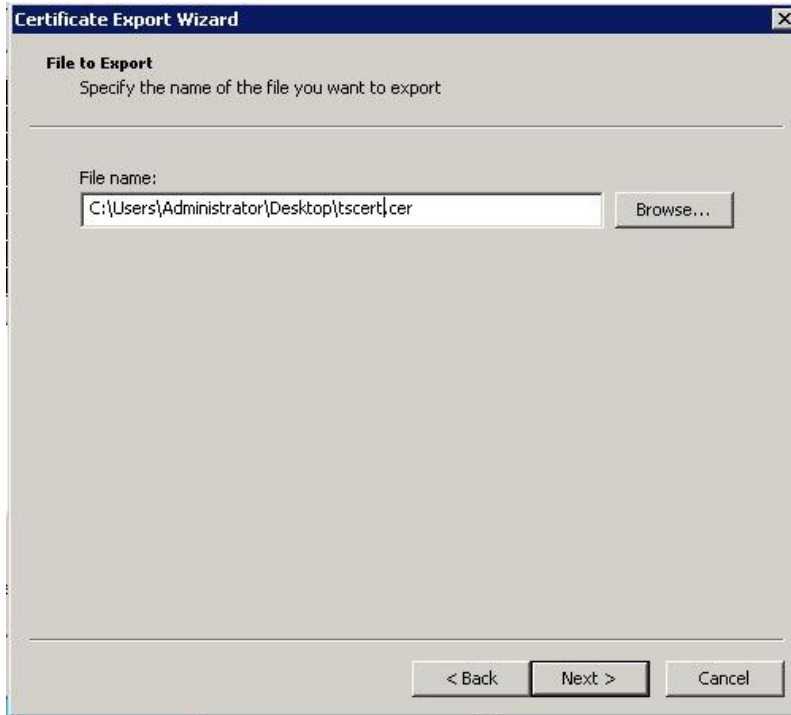


2. Click the *Details* tab and the Button *Copy to File...*



3. Export the certificate as *Base-64 encoded X.509 (.CER)*.





4. Open the exported file in a text editor and copy the content into the clipboard for the next step.



```
tscert - Notepad
File Edit Format View Help
-----BEGIN CERTIFICATE-----
MIIC8DCCAdIgaWIBAgIQERsqbaP+dr1LWCCMN9A14jANBgkqhkiG9w0BAQsFADA0
MTIwMAYDVQQDEy1BREZTIFNpZ25pbmcgLSBkYy51Y2NlO55sYWIuaw5zZXJ2ZS5s
b2NhbDAeFw0xMzExMDc3MDZaFw0xNDExMDc3MDZaMDQxMjAwMjAwMjAwMjAwMjAw
KUFERlMgU21nbm1uZyAtIGRjLnVjY2U5Lmxyi5pbN1cnZ1LmxyY2F5MjIzZS5s
BgkqhkiG9w0BAQEFAAOCAQ8AMIIBCgKCAQEA2D5I4YhtX9zmmomqNZCu4y2zny
MusmMXbd+1vv8kUHRrYGerhEVDsthPKH9UGgrByCSmkrE57HTDA90+QKD3JISX3
R97dnin9exmxvqkc3C1syv6meot+c1/MORHZ0x1C3AP7CZNeuu4Jk4lKTcYEdJst
paGofEnphCKlLocdqBf/fnhxjwjmVZ0QqSK7WH481F0E+pk/xwKAmuAI9+C9Lc+g
l+c2jfkse1GDZ1kk3kxIMGvgcR1H+8w0CYrXT+eHHVDGKlCel1zthZi6THKaK+8j
3lqsGwQCLsXZ1UTM21AFG947TGR5xidhOUcIPorfbmNJQwSEv+6w1MbcrwIDAQAB
MA0GCSqGSIb3DQEBCwUAA4IBAQB0HGHybv00khrm31yo+dxukuy57R53alwj3N3
NvH7toFwX3YP0LC1dvvy+z9Eprh830wXZ1NOoJscswYAP+cwhDn0n50KVPTPAKZZ
B3GSfCgVyrpQDBCCPS/saD1TCnyogUjSon0f7JtSdfJ6PFGvkp89vMgXGDbZqT3O
J11Fzw4RmJ2r7eLNjuxn0wvphBexVeJz85abqPfwG0zXu8PGA4ADohxI6eFspw
Uy7BpFhmPEFknLPjQjK6bJ+/wxIGiqIpKrxr3Fun96GZRd7eMaEdex2qhkqsxv0
5C0gv2Iodd13bH1Sg1T8L75BMvWI/an6oRKA8G1DPFVZev5r
-----END CERTIFICATE-----
```

5. Paste this BASE64-encoded Token Signing Certificate into the BrandMaker application SAML configuration (> Administration > System Configuration > Single Sign-On / SAML > IdP certificate (X509) field).
6. Save the form

The BrandMaker application now trusts your configured identity provider.

6 Example: Salesforce as SAML identity provider

Attention: BrandMaker does not support the IdP setup in detail.

See salesforce.com online help:

- [Enable Salesforce as an identity provider](#)
- [Salesforce as identity provider](#)

7 Additional Info and Links

For further information about SAML the following articles may be interesting:

Wikipedia:

https://en.wikipedia.org/wiki/Security_Assertion_Markup_Language

SAP Security and Identity Management:

<http://wiki.scn.sap.com/wiki/display/Security/Security+and+Identity+Management+at+SAP>

Integrating Third-Party SAML Solution Providers with AWS:

<http://docs.aws.amazon.com/IAM/latest/UserGuide/identity-providers-saml-solution-providers.html>

VMware vFabric Blog about SSO:

<http://blogs.vmware.com/vfabric/2013/03/putting-the-single-back-in-single-sign-on-sso.html>

SimpleSAMLphp Documentation:

<https://simplesamlphp.org/docs/1.5/>

ServiceNow SSO Product Documentation:

[http://wiki.servicenow.com/index.php?title=External_Authentication_\(Single_Sign-On_-_SSO\)](http://wiki.servicenow.com/index.php?title=External_Authentication_(Single_Sign-On_-_SSO))