# SSOJet Unveils Industry-First Universal API, Revolutionizing Enterprise Identity Management

SAN FRANCISCO, CA, UNITED STATES, April 1, 2025 /EINPresswire.com/ -- SSOJet today announced the launch of its groundbreaking Universal API for identity provider connections, eliminating one of the most persistent technical challenges faced by modern enterprises. This revolutionary platform allows companies to integrate once with SSOJet and instantly connect with all major identity providers (IdPs) without the ongoing burden of maintaining multiple integrations.

Enterprise Identity Integration: A Growing Crisis

The announcement comes as enterprises across industries report mounting frustration with fragmented identity systems. A recent survey of



SSOJet Logo



Without using SSOJet

500 CIOs revealed that 78% consider identity integration maintenance a "significant drain" on engineering resources, with the average enterprise dedicating over 240 hours annually to managing these connections—resources diverted away from innovation and strategic initiatives.

As remote work becomes permanent and security threats escalate, enterprise IT teams face unprecedented pressure to support diverse identity systems while maintaining stringent security standards. The traditional approach of building custom connections to each identity provider has created an unsustainable technical debt crisis.

The Universal API Revolution

SSOJet's Universal API represents a paradigm shift in enterprise identity management, addressing critical pain points that have plagued organizations for years:

1. Integration Complexity Eliminated: The platform's single integration point connects to all major identity providers including Microsoft Entra ID, Okta, Google Workspace, OneLogin, Ping Identity, ForgeRock, and dozens more. This transformative approach reduces integration time from months to days and eliminates the need for specialized identity expertise on engineering teams.



With SSOJet
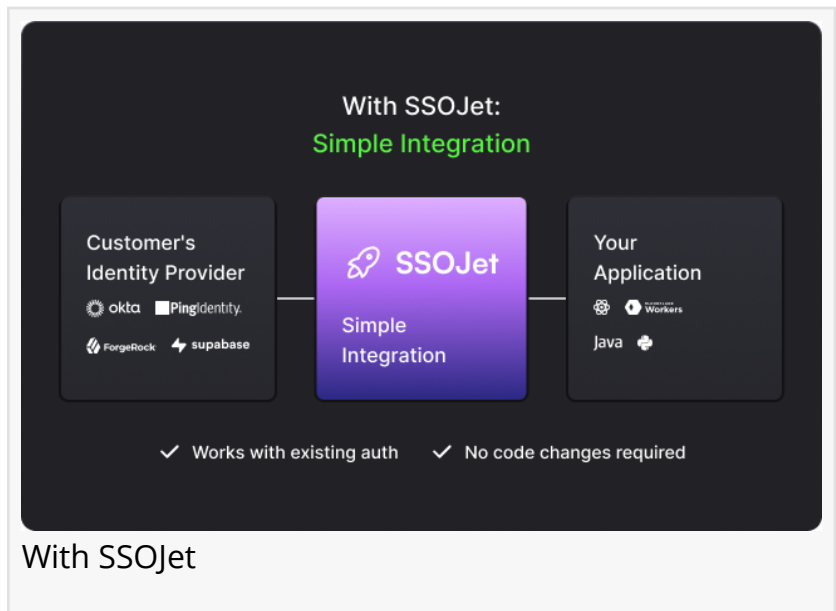
2. Full SCIM Protocol Support: SSOJet's Universal API includes comprehensive support for the System for Cross-domain Identity Management (SCIM) protocol across all connected providers. This enables automatic user provisioning, de-provisioning, and attribute synchronization—critical requirements for enterprise compliance and security that previously required custom implementation for each provider.

3. Future-Proof Technology: Perhaps most significantly, SSOJet's Universal API shields organizations from the constant evolution of identity protocols. The platform automatically adapts to API changes, protocol updates, and new requirements without customer intervention, effectively future-proofing identity infrastructure against industry changes.

This capability addresses one of the most resource-intensive aspects of identity management—the need to continuously monitor and update integrations as providers evolve their systems. SSOJet estimates this feature alone saves enterprise customers an average of 120 engineering hours per year.

Identity Integration: A Hidden Innovation Barrier

Market research indicates the complex landscape of enterprise identity has become a significant barrier to digital transformation. Among organizations surveyed:

- 67% delayed launching enterprise features due to identity integration challenges
- 82% maintained legacy systems longer than desired because of identity connection complexity
- 58% reported security incidents related to improperly maintained identity integrations
- 91% considered identity integration a "necessary evil" that diverted resources from core

innovation

SSOJet's Universal API directly addresses these challenges by transforming identity connection from a complex, resource-intensive process to a simple configuration exercise.

## Availability and Implementation

Unlike traditional identity solutions that require months of planning and implementation, SSOJet's Universal API is designed for rapid deployment. The platform features:

- Single Integration Point: One implementation connects to all major identity providers
- Full SCIM Protocol Support: Comprehensive user synchronization across all connected systems
- Future-Proof Architecture: Automatic handling of protocol updates, API changes, and new identity provider additions
- Enterprise-Grade Compliance: Built-in security controls meeting the most stringent regulatory requirements
- Zero Maintenance Overhead: Elimination of ongoing engineering resources typically required for identity management
- Comprehensive Documentation: Step-by-step implementation guides for all major frameworks and languages
- White-Glove Onboarding: Dedicated implementation support for enterprise customers

The platform represents a fundamental shift in how enterprises approach identity management, moving from resource-intensive custom integrations to a simplified "connect once, access all" model.

## Identity Management for the AI Era

As artificial intelligence transforms enterprise workflows, secure identity management becomes even more critical. SSOJet's Universal API includes purpose-built features for AI applications, ensuring secure authentication across autonomous systems while maintaining complete audit trails and access controls.

This capability addresses growing concerns around AI system access to sensitive enterprise data, providing security teams with granular control over which systems can access specific resources.

## Strategic Industry Implications

Industry analysts note that SSOJet's approach could fundamentally reshape the identity management landscape. By abstracting away the complexity of identity protocols, the Universal API enables organizations to implement sophisticated identity strategies without specialized

expertise.

SSOJet's Universal API is available immediately for enterprises and B2B SaaS providers. For more information, visit [https://ssojet.com/sso-for-b2b-saas/](https://ssojet.com/sso-for-b2b-saas/).

About SSOJet

SSOJet provides turnkey SSO integration solutions that eliminate complex engineering requirements while supporting all major identity providers. Headquartered in San Francisco and serving global customers, SSOJet's mission is to make enterprise-grade identity infrastructure accessible to organizations of all sizes.

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