How does User Management work with SSO?

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*If your organization uses **Single Sign-On (SSO)** to access Big Think+, the User Management experience will differ from non-SSO organizations in a few important ways.*

This article explains what to expect, answers common questions about the data you'll see, and includes a key caution about managing users through this feature.

What is SSO?

SSO allows your team to access Big Think+ through your organization's internal system, typically by logging in once through a centralized provider (e.g., Okta, Azure, Google Workspace). This streamlines access and automatically provisions user accounts without requiring invitations or manual account creation.

What does User Management look like for SSO organizations?

For organizations using SSO:

- **Users are added automatically** the first time they log in through your company's authentication system.
- You'll still see users listed in the **User Management** dashboard, but some data fields may look different from what you're used to.

Why are some email addresses showing up as random characters?

Sometimes, you'll see a random-looking string instead of an email address in the dashboard. When we get a real email from our partners, we show it.

If we don't receive email addresses, we create a placeholder ID using a unique code and the organization's name. Because of this, searching for or reporting on specific users by name or email might not always work as expected.

Caution: Don't add users manually if you use SSO

If your organization uses SSO, **do not manually add users via the User Management feature.** Doing so may result in duplicate accounts or login issues.

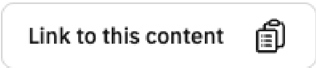
Instead:

- Allow new users to log in through your organization's SSO system by using a deep link.

- Once they’ve accessed the platform, they will appear in the User Management dashboard automatically.

What's the best way to share a content link with SSO users?

When sharing content with SSO users, use the "Link to the Content" button to get the proper deeplink rather than copying a URL link from your browser.



This button can be found on any content page.

How can I track or understand user activity?

While some identifying details may be obscured, the **User Management** and **Analytics** dashboards will still show:

- Login activity
- Content views and engagement metrics
- Role and access expiration, if applicable

For more detailed tracking or de-anonymization (if allowed), speak with your IT or identity provider about possible adjustments to SSO configurations.

Need help?

If you’re unsure whether your organization uses SSO or if you're experiencing unexpected behavior, please contact Partner Services or your organization’s administrator.