BIG THINK +

Troubleshooting SSO sign-in

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This article explains how to fix common problems with Single Sign-On (SSO) sign-in to Big Think+.

Find what you see in the table below, then apply the fix in your identity provider (IdP).

What is going wrong, and how do I fix it?

What you see	Likely cause	Fix
An IdP error saying the user is not assigned or does not have access. Examples: Okta "not assigned this app", Entra `AADSTS50105`, Google 403 `app_not_enabled_for_user`.	The user is not assigned to the Big Think+ app, or (in Google) access is off for their organizational unit or group.	Assign the user or their group to the app in your IdP. Google access changes can take up to 24 hours.
An IdP error about the application or Entity ID not being found. Examples: Entra `AADSTS700016`, Google 403 `app_not_configured_for_user`.	The Entity ID in your IdP does not match the one Big Think+ sends.	Set the Entity ID (Audience URI, Identifier) to `plus.bigthink.com` exactly: no `https://`, no trailing slash.
A 404 page after signing in at your IdP	The ACS URL is wrong. Most often `/metadata` was used instead of `/acs`, or the permalink is misspelled.	Re-enter the ACS URL from your setup guide. It must end in `/acs` and use your exact permalink.
A Big Think+ page saying "There was an error with the SSO process"	Big Think+ rejected the sign-in. The most common reasons are that your IdP's signing certificate no longer matches the metadata Big Think+ holds, or that the Entity ID in your IdP is not `plus.bigthink.com`.	Send current metadata to Partner Services with the time of the attempt; they can see the exact reason in our logs.

The user signs in but lands in the wrong account, or a duplicate account is created	The Name ID is not the user's email address (for example, an Entra UPN that differs from the email), or the user's email changed in your IdP.	Set the Name ID to the user's primary email address. Contact Partner Services about any duplicate accounts.
Users are not sent to your IdP from the Big Think+ sign-in page	Their email domain is not registered with Big Think+.	Send the missing domains to Partner Services. Meanwhile, users can sign in with your direct sign-in link (shown below the table).
People who should not have Big Think+ are getting accounts	The app is assigned too broadly in your IdP. Anyone your IdP lets sign in gets an account.	Limit assignment to licensed users or groups.

Your direct sign-in link is `https://plus.bigthink.com/o/<permalink>`, where `<permalink>` is the organization permalink Big Think+ gave you.

What if I am still stuck?

Email your Partner Services contact (or partnerservices@bigthink.com) with the error message, a screenshot, the affected user's email and the time of the attempt.

Where are the setup guides?

- Set up SSO with Okta
- Set up SSO with Microsoft Entra ID (Azure AD)
- Set up SSO with Google Workspace
- Set up SSO with another SAML 2.0 provider

Back to Single Sign-On (SSO) / SAML 2.0 overview