



– DATASHEET

Setting up Azure AD with Maximizer SSO

MAXIMIZER™CRM





Setting up Azure Active Directory (AD) with Maximizer single sign-on (SSO)

Please Note:

The instructions in this document are provided for informational purposes only to help you get started. Maximizer will not provide any support for third party products and is not responsible for changes in Azure AD or other third-party identity providers being used for SSO. Please consult with your systems administrator or Microsoft documentation for further details.

Follow the steps below to configure Microsoft Azure Active Directory as an Identity Provider (IDP) to let users log in to your Maximizer site using their Azure AD credentials.

- 1) Go to Enterprise Applications, click **New application**. In the Browse Azure AD Gallery screen, click **Create your own application**. Give it a name and make sure the radio button is set to “Integrate any other application you don't find in the gallery (Non-gallery)” and click **Create**. Your application name will be displayed in the screen below.

The screenshot shows the Microsoft Azure portal interface for Enterprise Applications. The breadcrumb navigation is Home > Default Directory > Enterprise applications. The page title is "Enterprise applications | All applications". The left sidebar shows the "Manage" section with "All applications" selected. The main content area has filters for Application type (Enterprise Applications), Applications status (Any), and Application visibility (Any). Below the filters is a search bar and a table of applications. The table has columns for Name and Homepage URL. Two applications are listed: MaximizerCRMLive and MaximizerSAML.

Name	Homepage URL
MaximizerCRMLive	
MaximizerSAML	



- 2) Click the name of your application and click **Set up single sign on**. On the next screen, click **SAML**. You will see the Set up Single Sign-on with SAML screen.

Properties



Name ⓘ

MaximizerSAML

Application ID ⓘ

3bd54b01-f3cc-459b-9a61-...

Object ID ⓘ

a386b567-30af-4a6a-adb5-...

Getting Started



1. Assign users and groups

Provide specific users and groups access to the applications

[Assign users and groups](#)



2. Set up single sign on

Enable users to sign into their application using their Azure AD credentials

[Get started](#)



3. Provision User Accounts

Automatically create and delete user accounts in the application

[Get started](#)



5. Self service

Enable users to request access to the application using their Azure AD credentials

[Get started](#)



Set up Single Sign-on with SAML

You will get data from this screen and enter them into Maximizer when you set up Maximizer to use Azure AD for authentication. It is recommended that you copy the data to a text file and later copy them into Maximizer fields.

2

User Attributes & Claims

Edit

givenname	user.givenname
surname	user.surname
name	user.userprincipalname
mail	user.mail
mail	user.userprincipalname
Unique User Identifier	user.userprincipalname

3

SAML Signing Certificate

Edit

Status	Active
Thumbprint	
Expiration	3/5/2024, 2:27:14 PM
Notification Email	
App Federation Metadata Url	https://login.microsoftonline.com/ef0b2109-1f3d-...
Certificate (Base64)	Download
Certificate (Raw)	Download
Federation Metadata XML	Download

4

Set up MaximizerSAML

You'll need to configure the application to link with Azure AD.

Login URL	https://login.microsoftonline.com/ef0b2109-1f3d-...
Azure AD Identifier	https://sts.windows.net/ef0b2109-1f3d-4513-bdc...
Logout URL	https://login.microsoftonline.com/ef0b2109-1f3d-...

[View step-by-step instructions](#)

- 3) Under “User Attributes & Claims” click **Edit** and copy the “Claim name” from the Value “user.email”. This will be used later for the “Claim” field in your Maximizer database when setting up Maximizer to use Azure AD for authentication.

Additional claims		
Claim name	Value	
http://schemas.xmlsoap.org/ws/2005/05/identity/claims/emailaddress	user.mail	...
http://schemas.xmlsoap.org/ws/2005/05/identity/claims/givenname	user.givenname	...
http://schemas.xmlsoap.org/ws/2005/05/identity/claims/name	user.userprincipalname	...
http://schemas.xmlsoap.org/ws/2005/05/identity/claims/surname	user.surname	...

Click on the “SAML-based Sign-on” link at the top of the page to go back.



- 4) Under “Set up <Enterprise Application name>” click the **Copy to clipboard** icon for “Azure AD Identifier”. This will be used later for the “Identity Provider Entity ID” field in your Maximizer database when setting up Maximizer to use Azure AD for authentication. Repeat this for the “Login URL” which maps to the Maximizer “Identity Provider URL” and the “Logout URL” which maps to the Maximizer “Identity Provider Logout URL”.
- 5) Go to Maximizer > Icon Bar > Administration > Settings > Single Sign-On screen, click **Add Identity Provider**, and enter the data from Azure AD into the Maximizer fields. **Save** the changes.

The chart below maps the Maximizer fields for setting up SAML SSO to the Azure AD data described above. Use the [Maximizer SAML SSO SETUP Guide](#) for details about how to set up SAML SSO in Maximizer.

Note

If you have not uploaded Maximizer Service Provider Metadata to Azure, do not copy the SAML Signing Certificate from Azure to Maximizer. Enter a string as placeholder into Identity Provider Certificate field. Follow the instruction in the follow steps. You will find the information about how to copy Azure SAML Signing Certificate to Maximizer in step 8.

Maximizer Fields	Values for the fields
Identity Provider Entity ID	Enter the Azure AD Identifier copied in step 4
Identity Provider Name	Enter a friendly name for Azure AD.
Identity Provider Certificate	Enter a string as placeholder if Maximizer Service Provider Metadata has not been uploaded to Azure AD. Follow step 6, 7 and 8 to get the certificate from Azure AD and enter it into this field.
Identity Provider URL	Enter Login URL copied in step 4
Identity Provider Logout URL	Enter Logout URL copied in step 4
HTTP Binding Type	Select HTTP-POST
Service Provider Entity ID	On-Premise: This field will be populated automatically. CRM Live: You need to manually enter the URL of your CRM Live site. See details in Maximizer SAML SSO SETUP Guide
Request Signing Certificate	You need to create the certificate, sign with the supported signing algorithm, copy and paste the certificate into this field. See details in Maximizer SAML SSO SETUP Guide
Signing Algorithm	Select SHA 256
Assertion	Select Email
Claim	Enter the value copied in step 3
Service Provider Metadata URL	The field is blank by default. Follow step 6 and 7 to display the URL and add Maximizer as a Service Provider in Azure AD.

- 6) Open the Maximizer Identity Provider settings screen again. You will find the Service Provide Metadata URL is displayed. Copy the URL to clipboard.
- 7) Back in Azure, on top of the Set up Single Sign-On with SAML screen, click **Upload metadata file**. In the dialog for browsing a file, enter the Maximizer Service Provider URL into the File Name field and click **Open**.



Once the file is found and downloaded, click **Add** button.

Upload metadata file.

Values for the fields below are provided by MaximizerSAML. You may either enter those values manually, or upload a pre-configured SAML metadata file if provided by MaximizerSAML.

Select a file

Add Cancel

You will see the Maximizer information being retrieved in the right-hand side panel. Click **Save** button. Now it is ready to download the certificate from Azure.

- Go to SAML Signing Certificate section, click the **Download** link beside “Certificate (Base64)” and save the certificate to a location on your local machine.

You can open the downloaded file with Windows Notepad and copy the string between the “-----BEGIN CERTIFICATE-----” and “-----END CERTIFICATE-----” tags. This will be used later for the “Identity Provider Certificate” field in your Maximizer database when setting up Maximizer to use Azure AD for authentication.

Note

Make sure the certificate is a valid X509 Certificate.

2 User Attributes & Claims Edit

givenname	user.givenname
surname	user.surname
name	user.userprincipalname
mail	user.mail
mail	user.userprincipalname
Unique User Identifier	user.userprincipalname

3 SAML Signing Certificate Edit

Status	Active
Thumbprint	
Expiration	3/5/2024, 2:27:14 PM
Notification Email	
App Federation Metadata Url	https://login.microsoftonline.com/ef0b2109-1f3d-...
Certificate (Base64)	Download
Certificate (Raw)	Download
Federation Metadata XML	Download

4 Set up MaximizerSAML

You'll need to configure the application to link with Azure AD.

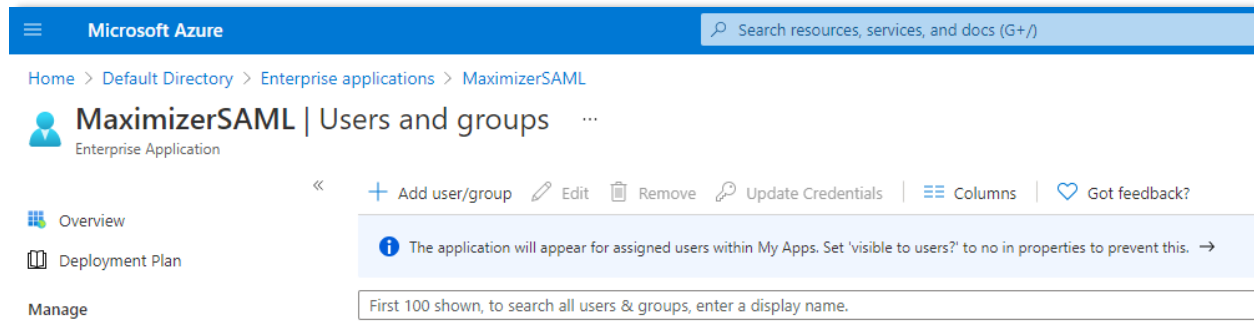
Login URL	https://login.microsoftonline.com/ef0b2109-1f3d-...
Azure AD Identifier	https://sts.windows.net/ef0b2109-1f3d-4513-bdc...
Logout URL	https://login.microsoftonline.com/ef0b2109-1f3d-...

[View step-by-step instructions](#)

Go back to Maximizer > Settings > Single Sign-On screen, open the settings of the Identity Provider you just created. Paste the Azure certificate you have created in step 8 into Identity Provider Certificate field.



- 9) Lastly, in Azure on the left click on **Users and groups**. Click on **Add user/group**. Add any users or entire groups of users from your Azure AD that will be logging into Maximizer.



Please see Microsoft documentation for further details on these settings.



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