SAML SSO

**Requirements Form**

# Introduction

It is important to read the [SAML SSO Integration Guide](https://www.brandwatch.com/wp-content/uploads/2022/04/SAML-SSO-Integration-Guide-2022.pdf) before completing this form.

Please complete and return this form to your Brandwatch representative at your earliest convenience so we can begin your implementation as quickly as possible.

# Technical Contact Your technical contact is the person that will carry out your client-side implementation.

**Name:  
Email Address:**

# Requirements

Please answer the questions below so that our Engineering team can understand which options you’d like to include as part of your Brandwatch SAML SSO integration.

**1 - Please confirm your preferred Brandwatch subdomain***The Brandwatch subdomain takes the format of* ***clientname****.brandwatch.com*

clientname.brandwatch.com

**2 - Would you like to match user accounts by email address or by a unique, external ID?***External ID is a free text field. You therefore do not have to specify a numeric ID and can use any type of value.*

Email address | External ID

**2a - What is the name of the SAML attribute that you will send in the SAML assertion?***As examples, the SAML attribute containing the email address could simply be* ***emailAddress*** *or it may be* ***employeeEmail****. Alternatively, you may use an external ID such as employeeId.*

SAML attribute name

**3 - Would you like a Brandwatch default user account as part of your SAML SSO integration?***With a default user, any client user account that does not have a corresponding Brandwatch user account to match against will be authenticated as the default Brandwatch user account with view-only access.  
  
The default user will take the format* ***defaultuser@****yourdomain.com and we will create this on your behalf.*

Yes | No

**3a - If yes, would you like to restrict access via the Brandwatch default user account?***It is possible to restrict access via the default user by specifying SAML attributes and values as part of your SAML assertion.*

Yes | No | N/A

**3b - If yes, please confirm the SAML attribute and value you’d like to put in place***For example, you may want to limit access via the default user by specifying* ***department = marketing*** *in your SAML assertion meaning only client user accounts with this attribute value can authenticate as the default user.*

SAML attribute name = value

**4 - Would you like to enforce SAML authentication to Brandwatch?***This option prevents the use of Brandwatch login credentials ensuring all users authenticate via SAML.*

Yes | No

**4a - If yes to 4, which user roles would you like to enforce SAML authentication for?***It is possible to enforce SAML authentication for specific user roles while allowing other user roles to choose between authentication with SAML or Brandwatch credentials. For example, you may wish to allow admin users to authenticate via either method while enforcing SAML authentication for all other user roles.  
  
Please note it is only possible to enforce SAML authentication for all user roles for customers with access to Brandwatch Consumer Research, Audiences, Buzzsumo, or Vizia. If you have access to Brandwatch Reviews or our APIs, this option is currently unavailable.*

View-only = Yes | No  
Analyst = Yes | No  
Analyst+ = Yes | No  
Regular = Yes | No  
Admin = Yes | No

**5 - Would you like to automatically update and sync user account information upon login?***This option ensures that user account information is updated and synced between the client user account and corresponding Brandwatch user account upon login to keep user account information consistent.*

Yes | No

**5a - If yes to 5, please confirm the names of the SAML attributes that should be mapped against each Brandwatch user attribute where applicable***Please confirm the names of each of the corresponding SAML attributes you will provide in your SAML assertion or add N/A for those you do not wish to update. For example, if you have an attribute for a client user called* ***employeeRole*** *you could map* ***Job Title = employeeRole****.  
  
It is only possible to update and sync the Brandwatch user account attributes listed below.*

First Name = corresponding SAML attribute | N/A  
Last Name = corresponding SAML attribute | N/A  
Department = corresponding SAML attribute | N/A  
Job Title = corresponding SAML attribute | N/A  
External ID = corresponding SAML attribute| N/A

Should you have any questions when completing this form, please speak to your Brandwatch representative or [contact our Customer Support team](mailto:sso@brandwatch.com).