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Axel Springer streamlines CIAM and scalability with Ory

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Industry

Security

Benefits

Scalability for high-traffic events

Seamless Integration with Cloud Infrastructure

Open-Source Flexibility and Vendor Independence

Responsive Support and Collaboration

Products

Ory Network

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Ory made it easy for our development teams to focus on innovation versus identity management system updating and maintenance.

Robert Blanck
CPO @ Axel Springer

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About Axel Springer

Axel Springer is a German-based media and technology company founded in 1946 by Axel Springer. It's a leading European and international media company with a diverse portfolio, including news media, digital classifieds, and marketing solutions. The company's headquarters are in Berlin, Germany, and it operates in over 40 countries.

The Challenge

The identity management system at Axel Springer News Media Germany faced growing technical and operational challenges. The existing self-hosted IAM solution, based on CAS, had been sufficient for earlier needs but was no longer enough to meet the demands of an expanding digital publishing environment.

The legacy system relied on a network-based architecture leveraging traditional data center infrastructure, including load balancers and firewalls. While effective at first, it became clear over time that this setup could not handle high-traffic events, such as major breaking news stories. These events frequently caused system disruptions, highlighting the limitations of the infrastructure's scalability.

Beyond scalability issues, maintaining security updates and implementing new features required specialized expertise and considerable effort. The tightly coupled nature of the legacy system made managing dependencies complex, often leading to unforeseen challenges during updates or modifications. Recognizing these limitations, the company began exploring modern solutions to improve scalability, security, and operational efficiency while aligning with its broader cloud migration strategy.

The Solution

After evaluating multiple alternatives, the decision was made to implement Ory Network as the new identity management solution. Several key factors aligned with technical and operational priorities, making Ory the preferred choice. Its cloud-native architecture integrated seamlessly with the company's infrastructure, providing the necessary scalability and flexibility. Additionally, Ory's open-source foundation ensured adaptability, allowing for a self-hosted model if needed—an important aspect for long-term resilience and avoiding vendor lock-in.

The migration process involved a careful, step-by-step decoupling of the legacy system. Reducing dependencies and simplifying the technical landscape made operations more efficient and decreased reliance on external teams. Throughout the transition, Ory provided extensive support, offering real-time assistance via Slack and on-site presence during key events. This hands-on approach ensured a smooth migration and reinforced trust in Ory as a long-term partner.

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The results

With Ory Network taking over identity-related security and infrastructure responsibilities, development teams gained the freedom to focus on innovation rather than system maintenance. Features such as Google login and improved email activation processes were implemented more efficiently, demonstrating the impact of a modernized identity solution. Load testing confirmed that the new system remained stable even under extreme traffic conditions, a significant improvement over previous performance limitations.

Additionally, operational efficiency and team productivity increased, as technical resources were no longer consumed by maintaining the old infrastructure. By leveraging Ory's expertise in identity management, security measures were enhanced, reducing exposure to risks and ensuring a more robust user experience. This transition marked a significant step forward for Axel Springer News Media Germany, providing a scalable and future-ready identity solution. This partnership also aims to enable future innovations like the implementation of FedCM to benefit the entire digital media ecosystem.

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The Conclusion

The adoption of Ory Network successfully addressed critical challenges in scalability, security, and operational efficiency. The flexibility of an open-source foundation, seamless cloud integration, and strong support structure have made Ory an integral part of the platform's evolution.

As a result, Axel Springer News Media Germany is now better positioned to handle increasing traffic demands, accelerate feature development, and drive further growth with confidence.

About Ory

Ory delivers modern IAM/CIAM solutions built on open standards, ensuring interoperability and flexibility across modern tech stacks. Powered by open source and trusted by a global community, Ory is the only CIAM vendor that provides choice from free open-source software and supported Enterprise Licenses to a fully-managed, globally secure, and compliant Ory Network.

The Ory Network is a global, cloud-native identity and access management (IAM) and customer identity and access management (CIAM) platform built for high availability and low latency. It secures user authentication, authorization, and API protection for humans, devices, and software with advanced zero-trust security.

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