

Customers > Alma Media

Alma Media streamlines its Identity management with Auth0

[Download PDF version](#)



INDUSTRY

EMEA

REGION

Media & Communications

ABOUT

[Alma Media](#) is a digital service business and media company with a strong capacity for renewal. We are building sustainable growth from media to services, providing content and services that benefit users in their everyday lives, work and leisure time. In Finland, our best-known brands include Kauppalehti.

We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our [privacy policy](#). Click [here for Your Privacy Choices](#). You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.

[Cookie Settings](#)



50%

faster to market

30%

total cost-of-ownership savings over prior solution

Without Auth0, we would have to develop that feature on our own. Attack Protection helps us identify bad actors and prevent breaches

Simo Syrjänen, CTO

Unifying identity creates a customer and enterprise-friendly ecosystem

Alma Media is a media and service company operating in 11 European countries with more than 100 websites and online brands, reaching 80 percent of FinServe organizations every week. The company pivoted from the TV business in 2005, and today operates nationwide news media, financial and professional media, online education and training services, and a network of sites including classified ads in housing and care as well as job recruitment services.

We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our [privacy policy](#). Click [here for Your Privacy Choices](#). You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.

One login system for millions of customers

The problem with Alma Media's vast array of properties? Different sites and users had different login methods. Enterprise customers have varying login requirements that demand federation. On top of that, B2C users often prefer to log in via social media rather than with a username and password.

Alma Media knew they would require an identity solution that was customizable and scalable for all of their users. Simo Syrjänen, CTO says, "We had our own login systems on most of the sites. Basically, there were no connections between them."

The solution needed to be adaptable to "different purposes and different branding," Syrjänen says, "so we don't have just one single way for registration or logging in. The platform had to easily integrate to customer services, so we wanted to have APIs communicating to other systems and the identification system." Having a disconnected platform would have been impossible to scale efficiently, so this was one reason why Alma Media selected [Auth0](#) as its identity solution.

Solving consumer and enterprise identity with Auth0

We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our [privacy policy](#). Click [here for Your Privacy Choices](#). You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.

“One of the biggest reasons we chose Auth0 was that it is very easy to use,” Syrjänen says. “We have many sites, and many developers in each of those sites, so we want to make it as easy on them as we can.”

Alma Media also uses Auth0’s [AWS Eventbridge integration](#) for enhanced reporting, analytics, and change management on customer data but also solution performance and health monitoring based on general system event information. “Eventbridge log stream is our main source now for log information. As we rely on AWS services in many ways, the Eventbridge integration was the natural choice for the log data.”

Alma Media cut months from their time to market

In the end, Alma Media brought their ecosystem to market 50% faster by streamlining identity management and reducing the amount of time the team has to spend on maintenance and security. Every day, the company uses Auth0’s [Attack Protection](#) to prevent malicious login attempts. “Without Auth0, we would have to develop that feature on our own,” Syrjänen says. “Attack Protection helps us identify bad actors and prevent breaches.”

Auth0 is currently on two-third of all Alma Media sites, including all of their largest

We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our [privacy policy](#). Click [here for Your Privacy Choices](#). You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.

Auth0 return on investment. Syrjänen also commented on Auth0's reliability and lack of downtime as a benefit. "I sleep better at night knowing we have a service where we can trust that it stays up."

Resources

BLOG

Auth0 Announces Auth0 for AI Agents

BLOG

Why Auth0?

We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our [privacy policy](#). Click [here for Your Privacy Choices](#). You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.

Management

Ready to dive in?

Explore how the platform works and what it can do for your business.

Start building

DEVELOPERS

Developer Hub

Code Samples and Guides

Blog posts

DOCUMENTATION

Articles

Quickstarts

APIs

We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our **privacy policy**. Click **here for Your Privacy Choices**. You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.



Auth0 Marketplace

Careers **We're hiring!**

About us

GET INVOLVED

Events

Auth0 Research Program

LEARNING

Learn

Intro to IAM (CIAM)

Blog

PLATFORM

Auth0 for AI Agents

Access Management

Extensibility

Security

User Management

Authentication

Cloud deployments

Fine-Grained Authorization

FEATURES

Universal Login

Single Sign-On

Multifactor Authentication

Actions

Machine to Machine

Passwordless

Breached Passwords

Token Vault



We use cookies to provide the best website experience and to help understand marketing efforts. We may also share data with ad partners to reach potential customers across the web. To learn more, visit our **privacy policy**. Click **here for Your Privacy Choices**. You may also opt-out of this sharing by signaling your preference via GPC, applicable only to the browser signaling the opt-out.