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From Outages to Reliability: HGV's Migration from Azure AD to Ory Network

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About HGV

The Hoteliers and Innkeepers Association of South Tyrol (HGV) is a leading organization that supports local hospitality businesses by offering a range of services, including consulting, marketing, and financial management. HGV enhances the online presence of hospitality businesses in the region through fully digital platforms like Booking Südtirol, which allows for easy booking management, increased visibility, and meeting customer expectations. HGV's high standards have benefited its more than 5,000 members and regional tourism for over 30 years.

The challenge

HGV faced challenges with their identity management system on Azure AD (now known as Microsoft Entra ID). Azure AD B2C didn't meet their needs due to complex user flows, bugs, limited customization, and frequent outages which disrupted operations and frustrated customers. Some features were missing in Azure as well.

The HGV team explored several alternatives but found them lacking in technical capability and flexibility. After being introduced to Ory, HGV's developers were impressed with its open-source nature, compatibility with Go - which they used internally - and the advanced features Ory Network offered.

The solution

Ory successfully addressed HGV's identity management challenges by replacing Azure AD B2C across their applications. Integration with partner applications was streamlined using Ory's OAuth2 flows.

HGV benefited from Ory Network's customizable UI, with features like OpenID Connect Discovery for streamlined login based on email domain. The onboarding process was smooth, with a detailed plan for importing identities and validating credentials without disrupting user access.

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Since we went live with Ory, we don't have any issues with Auth* anymore — it just works. This allows us to concentrate on the work that is actually important for the business.

David Mair Spiess Head of Development @ HGV

The results

HGV's experience with Ory was overwhelmingly positive, completing the migration much faster than expected in just a month. The new authentication system reduces development time, enabling the team to focus on core activities.

Since going live, they have experienced no issues, and the system just works. Ory Network's monitoring features provide insights into user behaviour. With the Enterprise plan, HGV receives dedicated support from the Ory team and engages with the supportive Ory developer community for troubleshooting and knowledge-sharing.

Ory's exceptional uptime and performance handles traffic spikes smoothly, while its headless integration capabilities enable efficient implementation of custom UIs and APIs for custom branding and flows across 27 applications. Self-service options through the Ory Console, along with comprehensive documentation and support, empower HGV's team in effectively managing the system.

The conclusion

In hindsight, HGV feels they made the right decision in choosing Ory. The improved timing, cost efficiency, and exceptional support have validated their choice. The seamless migration process and the enhanced features of Ory have significantly benefited HGV's operations.

The team is confident in the system's capabilities and is planning future expansions, including a guest area in their booking portal and enhanced security measures for accessing sensitive information.

Overall, HGV's migration to Ory has been a success, offering a reliable, customizable, and efficient identity management solution that aligns perfectly with their needs and goals. The system is running smoothly, and the team is very happy with it.

27
applications migrated

~30
days for migration

0
worries about outages

hgv

About Ory

Ory is scalable and performant, it installs on every software stack, and delivers a variety of industry and best-practice standards such as OAuth 2.0 / OAuth 2.1, OpenID Connect, Zero Trust Networking, Google Zanzibar Policy Framework, FIDO2 U2F, WebAuthn, TOTP, and more. Ory is in use in high-security industries in large-scale use cases from eCommerce to finance and powers billions of requests monthly.