CASE STUDY:
Zwift provides users a consistent experience

Zwift, a fitness company born from gaming, provides an online gaming platform with rich 3D worlds for users to explore. With an always growing, global user base, Zwift was looking for an enterprise-grade, supported, single sign-on solution to manage users. Due to Zwift's customers being located around the world, it was critical the solution be customizable to adhere to local law and regulations while also providing an experience aligned to the Zwift brand.

Zwift selected Red Hat® Single Sign-On and partnered with Axcelinno to provide guidance and implementation services surrounding the design and architecture of the Red Hat SSO implementation.

Axcelinno's professional services provided assessment, implementation, and mentoring to the Zwift team.

THE BUSINESS CHALLENGE: SIMPLIFIED USER MANAGEMENT

Zwift needed a comprehensive platform to provide the ability to centralize the administration of users. A centralized platform to manage users meant Zwift could address issues such as password resets, registration, and other account management items quickly. To Zwift, the customer experience is everything, whether in-game riding across multiple devices or Zwift applications (e.g., Mac, Windows, iOS, Android, iOS Companion, and Android Companion) or managing their account.

THE SOLUTION: NO MORE RESOURCE CONSTRAINTS

Axcelinno and Zwift have been working together for a number of years and Axcelinno implemented the initial solution of deploying and configuring Red Hat SSO in AWS. The initial implementation consisted of migrating to Red Hat SSO from the community Keycloak project. Migrating to Red Hat SSO meant Zwift received tested and certified upgrades and patches from Red Hat.

As Zwift's platform gained popularity, Zwift reached out to Axcelinno for guidance on scaling Red Hat SSO without incurring additional administrative overhead. After speaking with Zwift and understanding their needs, Axcelinno built a Zwift-customized container image and Helm Chart for Red Hat SSO, deployed Red Hat Data Grid, and integrated Red Hat SSO with Red Hat Data Grid in AWS in order to provide both scale and stability.

THE RESULTS: A CONFIGURED EAP MEETS BEST PRACTICES

Zwift has a robust, centralized user management platform that will continue to scale with the popularity of the Zwift platform. The partnership between Axcelinno and Zwift allows Zwift to adopt new technologies (e.g., Kubernetes, Terraform, Helm) while also incorporating existing technologies. The centralized management platform continues to provide Zwift the capability to manage user accounts in a manner that meets local laws and regulations without compromising the Zwift experience users have come to expect.

> *'We were very pleased with Axcelinno's rapid customer service and working alongside an amazing consultant. It definitely exceeded our expectations.'*
>
> — Gastao Brun, Senior Manager, Software Engineering, Zwift

Industry: Gaming

Company Size: 500 - 1,000 Employees

Headquarters: Long Beach, CA

KEY RESULTS

- Zwift's Customer Support team significantly reduced calls related to login issues.
- Registration and/or login process accommodates users regardless of where they reside; Zwift end users are able to confidently enjoy the security of the Zwift platform.

SERVICES & PARTNER ECOSYSTEM TECHNOLOGIES

- Axcelinno Professional Services
- Red Hat Single Sign-On
- Red Hat Data Grid

For more information, call your Mainline account representative or call Mainline directly at 866.490.MAIN(6246).