

Headspace Finds New Growth Opportunities With Auth0



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Offloading identity for 70M+ members helped the leading meditation app realize new ways to expand its services



About Headspace

Headspace was created with one mission in mind: to improve the health and happiness of the world. Reaching more than 70 million users in 190 countries, Headspace was one of the first meditation apps in the world and remains a leader in mindfulness and mental training. Headspace is committed to advancing the field of mindfulness through clinically-validated research, with one of the largest research pipelines of any digital health and wellness company.

Software/Technology

INDUSTRY

AMER

REGION

Headspace is one of the largest meditation and mindfulness programs in the world. Since they were founded in 2010, they've grown to over 70 million members in 190 countries. Headspace also offers its mindfulness products and services to more than 2,000 companies to help them build healthier, more productive cultures and higher performing organizations.

As Headspace scaled, they knew that their approach to member identity needed to keep pace with the growth they were experiencing.

"The business had outgrown our in-house authentication and authorization system," George Torres, Director of Engineering at Headspace, says. "We needed a solution that could integrate with all our platforms, leverage our world-class design, and offload the immediate need of in-house identity management expertise."

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HEADSPACE OFFLOADS IDENTITY FOR 70M USERS IN 6 MONTHS

After careful evaluation of solutions in the market, Headspace chose Auth0 to help them scale their identity systems. "Auth0's SDKs and open APIs meant we could have a very small team working on member identity," Torres explains. "They also offered Professional Services to guide us through a massive migration and a guarantee it would go smoothly."

With Auth0 on board, the Headspace team of four responsible for the transition spent a week with an Auth0 architect designing the solution that would provide the security they needed at scale, mapped out the migration, and assessed how to utilize the customization offered through Auth0's Rules and SDKs. Six months later, they launched to their members.

"The implementation only took two months," Torres says. "The other four months were us addressing concerns around 'How are we going to keep everyone as members and not create a lot of friction when they have to log back in or forgot their password?'"

Auth0's platform made the transition to a new login system easy for Headspace's members.

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OFFLOADING IDENTITY FUELS NEW GROWTH OPPORTUNITIES AND PARTNERSHIPS

Leveraging Auth0's technology opened doors to growth opportunities that the team at Headspace hadn't expected from a scale and security standpoint. For instance, when the pandemic hit at the beginning of 2020, their business team wanted to offer Headspace to anyone unemployed for free, which would have been a daunting task with their old system. But Auth0's platform allowed them to do this and more.

"Before Auth0, the fear of scale for our registration and login flows would have prevented us from launching such an important and impactful project," Torres explains. "But because of our Auth0 integration, we also expanded the scope to include every healthcare worker in the U.S., U.K., France and India."

The added security posture offered through Auth0's platform also opened the doors to previously out-of-reach partnerships for the Headspace team, including healthcare and B2B partnerships. "Thanks to Auth0, we've been able to guarantee the privacy and security of healthcare partners with over 10 million members," Torres says. "Employees of our partners can now leverage their work credentials to log into Headspace as well."

As the team at Headspace looks toward the future, they're confident that Auth0's partnership will help them thrive. "Without Auth0, we would not have been prepared for the pandemic or been able to open Headspace to meet our members when they needed us most. The impact on our business would have been huge had we gone in another direction," Torres says. "We are excited to continue our partnership with Auth0."

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ABOUT AUTH0

The Auth0 Identity Platform, a product unit within Okta, takes a modern approach to identity and enables organizations to provide secure access to any application, for any user. Auth0 is a highly customizable platform that is as simple as development teams want, and as flexible as they need. Safeguarding billions of login transactions each month, Auth0 delivers convenience, privacy, and security so customers can focus on innovation. For more information, visit <https://auth0.com>.