

Ory Passes 2.5 Billion Identities Managed as Organizations Seek Modern Customer Identity and Access Management Solutions

Confirms a shift to modern CIAM solutions that put control and flexibility in the hands of engineering teams

SCOTTSDALE, AZ, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- Ory, the modern choice for Customer Identity and Access Management (CIAM), today announced that it has surpassed 2.5 billion identities managed via its open source, enterprise license and Ory Network offerings.

The data reflects a shift among development teams and IT leaders to modern, standards-based CIAM solutions that put control and flexibility back in the hands of engineering teams.



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George Mathew, Managing Director at Insight Partners

“These numbers aren’t vanity metrics; they represent billions of instances where developers were able to focus entirely on building great products,” said Jeff Kukowski, CEO of Ory Corp. “Modern CIAM approaches like Ory unlock tangible value for growth businesses because they don’t have to worry about their ability to authenticate users at the kind of speed and scale that legacy CIAM providers have difficulty meeting.”

Ory serves some of the most heavily trafficked websites, such as Fandom, as well as OpenAI, with its 800 million weekly active users. Customers such as Lumin use Ory to manage rapid growth and signups at scale.

“What we were looking for from a solutions partner was

someone who could support the consumer scale that we have,” said Max Ferguson, Founder & CEO of Lumin. “So we needed someone that was able to support those 120 million users, those millions of sign-ups a month, and do it in a way that was both cost efficient but also computationally efficient.”

“Agentic workflows can only scale if identity becomes secure, verifiable, and built for automation,” said George Mathew, Managing Director at Insight Partners and Ory board member. “We saw the potential of Ory’s modern identity architecture when we first invested in the team, and our conviction has only grown as Ory continues to scale and secure billions of digital identities.”

Ory’s modern approach to CIAM has helped customers unlock business value in a variety of ways:

- OpenAI went from authenticating 100 million weekly users to more than 800 million in a matter of months, allowing them to seamlessly onboard new users faster than any other Large Language Model (LLM) provider. In January 2025, SimilarWeb reported that ChatGPT had become the 6th most-visited website globally. To learn more about how OpenAI scaled with Ory, [read the case study here](#).
- Axel Springer achieved 15X growth in account registrations by deploying a standards-based solution that Ory supports, Federated Credential Management ([FedCM](#)). Since that deployment, Axel Springer has reported “unprecedented growth in account registrations,” which is the life blood of any publisher. Axel Springer sees 500 million website visitors per month. To learn more about FedCM, [take it for a test drive here](#).
- Fandom, one of the world’s largest communities of games and entertainment fans, relies upon Ory’s CIAM solution that rapidly scales when site demands require. Its authentication system handles dramatic traffic increases when movies, series, or other popular fandoms start trending, sometimes up to a 10,000 percent spike in traffic, which is where legacy solutions are proven to fail. With around 800 million monthly visitors, Fandom is regularly in the top 30 most trafficked websites globally.

About Ory Corp

Ory, the modern choice for customer identity and access management (CIAM), and one of the world's most widely adopted IAM platforms, manages more than 2.5 billion identities across open source and commercial deployments. Ory's infrastructure powers 10 percent of the top 40 websites and serves leading enterprises in financial services, technology, media, and other sectors requiring flexible, high performance identity solutions. With over 45,000 GitHub stars and 700 million downloads, Ory delivers enterprise grade security with developer friendly flexibility. Ory is backed by investments from Insight Partners, Balderton Capital, PHX Ventures, and IQT. For more information, visit www.ory.com.

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