

# AdCellerant transparently migrated from their homegrown MongoDB based auth solution to FusionAuth

## THE CHALLENGE

AdCellerant manages marketing campaign data for advertising companies. They help companies understand campaigns across channels, including search engine ads, digital ads, video and more. All data is aggregated by AdCellerant's private label platform, UI.Marketing, and made available to their clients. The UI.Marketing platform provides a comprehensive digital agency software solution overseeing the full lifecycle of a marketing campaign.

Before migrating to FusionAuth, AdCellerant used a homegrown authentication solution. It worked initially, but as the company grew, issues arose. Identity and other services were intermingled in a single application which had scaling issues. There were also multiple legacy user data models stored in MongoDB; this made application development difficult. These growing pains impacted the engineering team and made it difficult to deliver on promises to clients.

Additionally, while AdCellerant is full of engineering talent, they realized they weren't identity security experts, nor did they want to be. The team didn't want to have to worry about data or password breaches. Building their own identity solution would have made as much sense as building their own database. The team had big plans to revamp the UI.Marketing application and wanted a reliable identity service.

## THE SOLUTION

The AdCellerant team started looking for cost-effective identity management solutions. Due to roadmap considerations, they also needed an application which worked well in a distributed, service oriented architecture. The team looked for easy installation, great support, APIs for integration, quality docs, and standards compliance. FusionAuth checked all the boxes.

As the AdCellerant team began their implementation, the documentation allowed them to quickly get up to speed. AdCellerant engineers were able to get FusionAuth up and



### Industry - Marketing/Advertising

#### Challenges

- Existing homegrown auth system with multiple user data models in a NoSQL database
- Scalability and business operations impacted by application inflexibility led to a re-architecture

#### Solution

- FusionAuth checked all the boxes for an identity management solution
- The AdCellerant engineering team was able to get FusionAuth up and running in a few hours

#### Results

- Thousands of users and approximately 100,000 user attributes were transparently migrated from MongoDB
- Multiple applications use FusionAuth as their user store
- New APIs leverage FusionAuth to allow external developers to integrate with UI.Marketing

running in a few hours, and fully configured in a few days. When the team had questions, FusionAuth support was available to help. Queries about how roles worked or how to set up custom permissions were answered quickly through the support Slack channel.

During the implementation, AdCellerant was pleasantly surprised by the FusionAuth team's responsiveness. When insufficient documentation or a bug in FusionAuth was discovered, the FusionAuth team fixed the problem in short order.

*"FusionAuth has been very responsive; that type of support goes a really long way. In my experience, it's rare to get this type of service from a third party vendor."*

*-James Humphrey, Senior Director of Technology at AdCellerant*

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"We didn't want to build our own identity service, but if we had, it would look like FusionAuth: standalone, horizontally scalable, API driven and on top of its own isolated persistence layer."

Jeff Fairley, Senior Director of Engineering at AdCellerant

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## THE RESULTS

AdCellerant migrated thousands of users with over 100,000 unique attributes from their legacy MongoDB user datastore to FusionAuth with no impact to their users' experience. They leveraged FusionAuth's data field to store arbitrary JSON; this capability was crucial because of the lack of consistency in the data models from which they were migrating.

The support provided by the FusionAuth team proved tremendously helpful. Quick response times mean that engineers didn't context switch before getting answers. This was in contrast to AdCellerant engineers' past experience with other IDaaS providers where a support response could sometimes take days.

The AdCellerant engineers have updated multiple service oriented applications to use standards based OAuth login flows. FusionAuth manages authentication and authorization for these applications. The AdCellerant team continues to migrate applications to their centralized identity service. FusionAuth enabled new functionality as well; the AdCellerant team is building out an API to allow external developers to integrate with the UI.Marketing application; this API depends on FusionAuth.

## About AdCellerant

AdCellerant is a digital advertising and technology company focused on making quality digital marketing accessible to every business. AdCellerant achieves this goal by partnering with local marketers, media companies, agencies, and channel sales organizations, helping them leverage AdCellerant's proprietary advertising software platform, UI.Marketing. Learn more at: <https://www.adcellerant.com/>

## About FusionAuth

FusionAuth was designed and built by security and identity experts with over 50 combined years experience developing software for Fortune 500 companies. It installs in minutes and delivers Customer Identity and Access Management including login, registration, SSO, MFA, emails, localization, reporting and powerful user management features. FusionAuth has been battle-tested in high-volume industries from finance to gaming and deployed on servers around the globe. Learn more at: <https://www.fusionauth.io>