



# bloola offers secure, smart access at scale with an integrated platform

bloola streamlines user authentication, reduces friction and personalizes AI-powered engagement.



Country: **Germany**

Employees: **<50 employees**

Industry: **Technology/AI Platforms**

Website: [www.bloola.com](http://www.bloola.com)

## Simplifying digital identity at scale

From school communities to enterprise partner portals, organizations need a seamless, secure way to onboard users, streamline access, tailor content and automate engagement. To meet that demand, bloola creates digital tools that adapt to the needs of the person using them. These solutions integrate with HubSpot and a secure identity layer from OneLogin, helping unify user access across platforms to reduce password fatigue.

## From complexity to connection

Many organizations struggle to manage external users with multiple roles and devices, such as partners or employees who are also customers. "Fragmented logins and poor user experiences pointed to deeper identity issues that traditional and homegrown identity and access management (IAM) and even privileged access management (PAM) tools don't fully address," shares Lars-Thorsten Sudmann, CEO at bloola. "This creates additional friction and risk."

## Challenges

As global security threats rise, bloola needed to unify user access across platforms, reduce password fatigue and support scalable partner onboarding for itself and its clients.

## Solutions

bloola combined its AI tools with solutions from OneLogin by One Identity and HubSpot to create a seamless, customer-centric digital ecosystem.

## Results

- 10x the industry average website engagement rate
- 50-90% identity and access management savings
- Improved security and user experience

## Products Featured

- [OneLogin Workforce Identity](#)
- [OneLogin Customer Identity](#)

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Lars-Thorsten Sudmann,  
CEO, bloola

bloola understood this challenge firsthand. Its custom-built system had become difficult to maintain. After evaluating the market, bloola chose OneLogin for its security, scalability and seamless integration. “What stood out about OneLogin was its deep integration capabilities,” Sudmann explains. “We needed to unify everything — CRM, content, AI tools — under one access system.”

OneLogin’s customer identity and access management (CIAM) solution delivered with biometric authentication, role-based provisioning and seamless integration into tools like HubSpot.

### **A smarter, safer login experience**

By combining OneLogin, HubSpot and bloo.agent’s AI driven voice functionality, bloola built a frictionless user journey, launching the first secure authentication agent sessions with CRM data access. “We simplified access and brought clarity to every customer touchpoint,” says Sudmann.

Now, visitors can access personalized content and interact with AI agents without re-authenticating or switching systems. That translates to fewer digital barriers and better data for bloola. And with OneLogin handling maintenance and resilience, the organization also reduces support costs. Users benefit from faster access, more relevant information and a trusted, secure experience. These improvements show in bloola’s numbers: conversion rates often hit 10% — 10x higher than the standard for unauthenticated users.

### **Faster time to value from months to days**

bloola supports over 3,000 authenticated users in its partner portal. Companies adopting bloola can integrate applications in days instead of weeks, significantly accelerating deployment. At the same time, bloola’s AI tools work with cleaner and more accurate user data.

“From 10 passwords to one or none, we’re helping streamline onboarding, bolster security and increase engagement,” says Sudmann.

View all One Identity case studies at [www.oneidentity.com/customer-stories](https://www.oneidentity.com/customer-stories).

### **Cutting costs and securing trust**

For bloola and its customers, cost savings followed naturally. Identity management expenses dropped by as much as 90%, with customers reporting costs as low as 10 cents per user annually. “One outage from a legacy solution cost us more than the licensing of 10 years of OneLogin,” Sudmann notes. “And trust is harder to restore than dollars lost.”

### **Built to scale with streamlined access and actionable insights**

What began as a need to simplify and bolster bloola’s access management now enables global organizations to securely and intelligently manage thousands of identities across roles, devices and regions. “We couldn’t scale secure access or smart personalization without OneLogin,” says Sudmann. “It just works — fast, flexible and future-ready.”

### **About One Identity**

One Identity helps organizations strengthen cybersecurity, boost efficiency and control costs through the One Identity Fabric, a holistic approach to identity and access management (IAM). By unifying IAM tools, including identity governance and administration (IGA), access management (AM), privileged access management (PAM), and Active Directory management (AD Mgmt), it ensures optimal functionality and efficiency. This cohesive structure reduces identity sprawl and extends governance to the farthest endpoints of your IAM ecosystem. Proven and trusted on a global scale, One Identity manages more than 500 million identities for more than 11,000 organizations worldwide. For more information, visit [www.oneidentity.com](https://www.oneidentity.com).

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