Digital Turbine

Digital Turbine Inc. Automates Users Access Reviews and Cuts Audit Time by 80%

Replaced spreadsheet-driven reviews with automated, accurate, and audit-ready UAR workflows at global scale

Company Overview

Industry
Advertising Services

Headquarters
Austin, Texas, United States

Employees
500+

BalkanID IGA Capabilities
User Access Reviews

Number of Identities Managed
7000+

Key Results

- ✅ Reduction in Audit Time by **80%**
- ✅ Stronger Compliance & Audit Readiness
- ✅ Speed of delivery for customization of in-house and disconnected apps

Digital Turbine is the leading independent mobile growth platform that levels up the landscape for advertisers, publishers, carriers and OEMs.

The Opportunity

Digital Turbine, the world's leading independent growth and monetization platform, is reshaping the mobile advertising ecosystem by creating a unified and neutral marketplace for advertisers, publishers, operators, and OEMs. With operations spanning four continents and more than 80,000 direct SDK integrations, the company supports a massive global footprint that demands strong governance and secure access controls.

Despite their scale, Digital Turbine was performing User Access Reviews (UAR) through manual processes. Depending on the application, evidence was generated as spreadsheets or screenshots and reviews were conducted quarterly or annually. The security team manually orchestrated every step of the UAR process, including assigning UAR tasks, generating user access list evidence, sending evidence to preparers and reviewers, validating generated evidence and reviewer approvals, and finalizing certifications.

This manual workflow created several challenges:

- ✅ Heavy reliance on spreadsheets, screenshots, and email-based coordination
- ✅ Significant time spent collecting and validating evidence
- ✅ Inefficient follow-ups and delays in completing reviews
- ✅ Increased risk of errors, rubber-stamping, and managing terminated-user access
- ✅ Difficulty maintaining audit-ready documentation

The process had become inconsistent, inefficient, and ineffective, placing a substantial operational burden not only on the Security and Compliance team but also on wider corporate functions such as IT, DevOps, and business teams.

Digital Turbine needed a modern solution; one that could deliver accuracy, reduce risk, streamline reviewer workload, and eliminate the inefficiencies of manual access reviews. They wanted to ensure terminated access was fully removed, risky permissions were detected early, and UARs could be completed on time without sacrificing quality or compliance.

The Solution

Digital Turbine selected BalkanID to modernize and automate their User Access Review (UAR) program across critical systems including GCP, Okta, GitLab, Salesforce, Oracle ERP, databases, and several in-house custom applications. What once required days or weeks of manual effort—collecting spreadsheets, validating user lists, coordinating follow-ups, and assembling audit-ready evidence —was replaced by a unified, automated, and scalable workflow built for enterprise governance.

Increased Visibility

One of the biggest advantages for Digital Turbine was BalkanID's ability to centralize user access information of every application at one place, regardless of whether the system supported APIs or not. BalkanID built custom extractors and S3 playbooks to pull CSV files from in-house systems, normalize the data, and bring them into the UAR engine with no engineering overhead. This allowed Digital Turbine to achieve complete review coverage across both SaaS and disconnected applications—including tools that historically could only be reviewed manually.

Reduced Friction

BalkanID also delivered an Excel-like data grid reviewer experience, allowing teams to sort, filter, and analyze access reviews in a familiar grid view. This significantly reduced reviewer friction and improved decision-making accuracy. With powerful bulk actions, reviewers could quickly approve or revoke access at scale, saving hours during each campaign.

Contextual Insights

To enhance review quality and reduce rubber-stamping, BalkanID introduced Access Change Status—an automated computation that compares current entitlements to previous campaign data and categorizes each item as unchanged, new, or removed. Reviewers immediately understood where their attention was required and prioritized their decisions using clear, contextual insights.

Risk Insights

Digital Turbine further benefited from BalkanID's identity insights, which highlighted privileged users, delegated admins, risky entitlements, and orphaned accounts. This gave reviewers the data they needed to make informed, risk-aware decisions instead of relying only on manual judgment.

According to the Digital Turbine team:

> "BalkanID enabled us to automate our user access reviews program and manage all our identities as part of our continuous compliance initiatives. What once took days or weeks of manual effort is now efficient and automated. The audit-ready reports have significantly accelerated our compliance assessments and reduced post-campaign work."

Today, Digital Turbine relies on BalkanID as a core part of their continuous compliance monitoring strategy. With a single platform to manage all identities and access reviews, Digital Turbine is able to:

- ✅ Streamline UAR across every application—SaaS, cloud, databases, and in-house tools
- ✅ Automatically identify and remediate orphaned, terminated access, and review privileged access
- ✅ Reduce manual touchpoints and eliminate spreadsheet-driven processes
- ✅ Deliver clean, audit-ready reports
- ✅ Improve reviewer productivity with bulk actions, contextualized insights, and a familiar Excel-like data grid interface during reviews
- ✅ Maintain a repeatable, accurate, and scalable governance practice

By leveraging BalkanID, Digital Turbine transformed a complex, multi-touchpoint manual process into a modern, automated, and high-efficiency access governance program—saving significant time, reducing risk, and strengthening compliance across their global environment

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> "BalkanID has delivered clear, measurable value for us. It transformed our user access reviews from a periodic, resource-heavy exercise into a continuous compliance capability, replacing manual effort with reliable, repeatable controls that scale with our business. What used to take days or weeks of spreadsheet wrangling, screenshots, and follow-ups is now an automated workflow that consistently produces high-quality outcomes across applications and business units."

Outcomes we've achieved

- ✅ **80% reduction in audit preparation time,** with a significant improvement in the quality and completeness of evidence.
- ✅ **Audit-ready documentation by default,** enabling us to demonstrate strong access governance as part of an ongoing program rather than a point-in-time scramble.
- ✅ **More contextual and risk-informed reviews,** with clear context on what changed (new, unchanged, or removed entitlements) so decisions are thoughtful, not rubber-stamped.

BalkanID is now a core component of our identity governance strategy, providing the control, visibility, and assurance we need to support global growth without adding compliance risk or headcount.

Interested in learning more?
Schedule a demo.

Let us know where to reach you and a member of our team will contact you soon to schedule a time to walk through our solution!

[Request a Demo](#)