

Smarter identity management for a fast-growing rewards platform

FusionAuth and Google Cloud help Bilt create a scalable, secure CIAM foundation

Highlights

- ✓ Millions of member logins secured
- ✓ Full data control and compliance
- ✓ Predictable costs at scale
- ✓ Consistent performance at any load



BILT

About Bilt

Bilt is a payments and loyalty program designed to help renters transform their largest monthly expense into valuable rewards. Members earn Bilt Points, one of the industry's most flexible rewards currencies, which can be redeemed for travel, fitness, and shopping.

Challenge

As Bilt rapidly scaled its financial and rewards platform, its engineering team faced growing pressure to deliver reliable, secure authentication for millions of users. Existing solutions couldn't meet the requirements for both enterprise-grade security and high developer agility. Bilt needed a CIAM solution that aligned with its Google Cloud-native infrastructure and could scale alongside user growth.

Internally, the Bilt team sought a balance between cost predictability, data control, and performance. Bilt's existing architecture was spread across containerized workloads, requiring a solution that could integrate with Google Cloud services like Cloud SQL, Load Balancing, and Google Cloud Logging. Bilt also wanted to maintain full autonomy over its user data to meet compliance expectations in the financial sector.

Our solution

Bilt implemented FusionAuth in its own Google Cloud environment, using managed instance groups (MIGs) to automatically scale resources and maintain strong performance as usage grows. The single-tenant design gave Bilt complete control over data and compliance while keeping costs steady. By connecting FusionAuth's API-driven platform to existing development workflows, Bilt's engineers reduced manual management and gained the flexibility to build new features faster, all on infrastructure they already trusted with Google Cloud.

Results

With FusionAuth running on Google Cloud, Bilt gained a reliable authentication system that scales effortlessly with its growing membership. Millions of logins are processed daily with consistent speed and uptime, even during first-of-the-month rent payment surges. The new setup accelerated deployment cycles and gave the team confidence to roll out updates quickly. By pairing FusionAuth's single-tenant model with Google Cloud's resilient infrastructure, Bilt built a secure, high-performance foundation ready for continued growth.

"Our need was ultimately simple; authentication infrastructure that could handle complex user experiences. FusionAuth has been an excellent partner, delivers the necessary functionality and performance, and maintains active development cycles."

Kosta Krauth

CTO, Bilt

FusionAuth on Google Cloud gives engineering teams full control over customer authentication with a dedicated infrastructure deployment—combining secure, compliant deployment with developer-ready tools and predictable, scalable performance.



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