

**Nov Newsletter: Exploring Secure Identity and Smarter AI**

1 message

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Wed, Nov 19, 2025 at 8:44 AM



Hi Kylie,

As digital experiences become smarter and faster, the line between convenience and security keeps getting thinner. This edition looks at what it really takes to build trust in that space; where privacy, identity, data, and intelligence need to work together seamlessly.

**30 Million+ Rituals Members Migrated to Google Cloud CIAM**



Logging in should feel quick and invisible. Rituals worked with Crystalloids to create a Customer Identity and Access Management (CIAM) solution that delivers effortless sign-ins while protecting user data across markets and channels.

Built entirely on Google Cloud, the improved platform brings together Rituals' online store, app, and loyalty program into one smooth flow. Behind the scenes, it's a secure, scalable architecture designed for growth, so customers

enjoy a seamless experience while the brand stays ready for whatever comes next.

[See how Rituals turned identity into an experience](#)

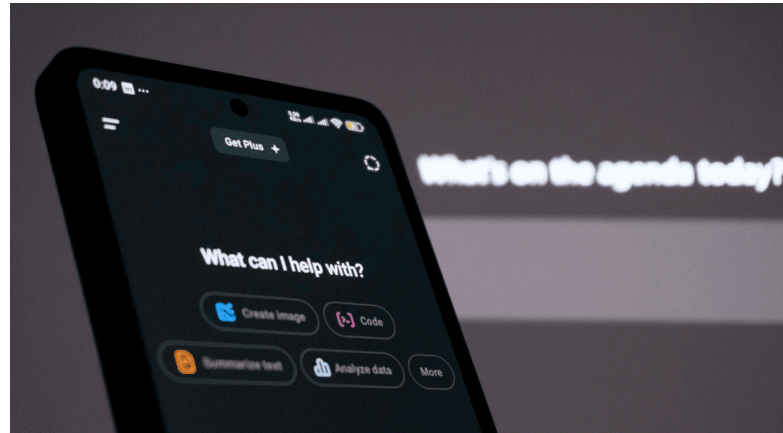
## **IAM the Problem: Common Google Cloud Permission Mistakes**



Convenience should not come at the expense of control. Identity and Access Management (IAM) is the backbone of any cloud setup, but it's also where things most often go wrong. One misstep, like granting everyone Editor rights, can result in compliance risks, data leaks, or costly downtime. We break down the most common IAM pitfalls teams face on Google Cloud and how to fix them before they turn into bigger problems.

[Learn how to spot the red flags in your IAM setup](#)

## **Can Intelligence Exist Without a Reliable Foundation?**



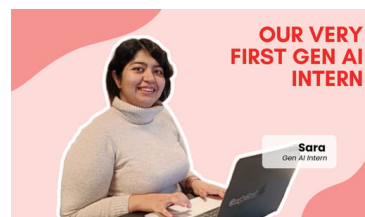
That's one of the questions Jeanne-Marie and Gabriela dig into in the latest episode of our podcast, *Crystal Clear*. From datasets to deployment, they explore what it takes to *actually* build an AI agent on Google Cloud that really works in the real world. Tune in to their conversation about data, trust, and the balance between what's possible and what's truly practical, told through the lens of hands-on experimentation.

[Tune in to the second episode of Crystal Clear](#)

Thanks for reading,

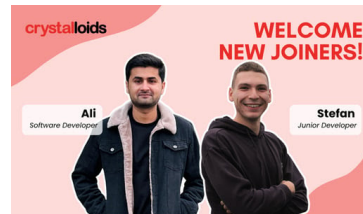
*Veronika from Crystalloids*

## What's Happening at Crystalloids



## Meet Sara, our First GenAI Intern

**Sara** joins us as our very first Generative AI Intern, where she'll explore how large language models can be applied to real-world business challenges. With a background in AI and a curious mind for experimentation, she'll be helping us prototype, test, and refine ways to bring AI-powered solutions to our clients.



## Welcome Ali and Stefan

We're excited to welcome our latest colleagues, Ali and Stefan, to Crystalloids!

**Ali** joins us as a Software Developer, focusing on backend API development after having completed his Doctorate in Engineering at TU/e. **Stefan** joins us as a Junior Developer, ready to dive in and grow his skills on real customer projects.

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