"The reporting features were a big driver for us in going with LastPass. It's allowed us the ability to see, in a tangible way, real data about users and their password behaviors, without sacrificing the security of those credentials."

Dan Wadsworth
Owner and Creative Director

⚠ Challenge

At leading SaaS company InsideSales.com, customer success is the heart of their business. Their sales acceleration software uses predictive analytics to help businesses boost revenue by creating more effective communications to their customers. From the executive level down, this 500-employee company was experiencing several hurdles around password management and security, including:

- Management of many customer demo accounts that was unwieldy for employees
- Forced password resets every 90 days made employees very frustrated
- Haphazard storage of non-traditional credentials, like routers and servers that are maintained across offices

These challenges have one thing in common: They fueled poor security habits across the organization, raising concerns for IT leadership.

INSIDESALES.COM

Industry: SaaS
Location: Provo, UT
Size: 500
insidesales.com

⚙ Solution

Security is always top priority for a CISO, so when Dan Wadsworth started at InsideSales.com two years ago, he immediately thought of LastPass. Dan had been using LastPass for many years at home and knew the convenience it offered. He quickly implemented LastPass at the company, where its inclusion in new employee onboarding has enabled employees to find value in:

- Folders for organization of and access to customer demo accounts
- Secure storage of database, server, and OS credentials
- Personal password vaults available to all employees

📊 Results

Efficient account management

Ease of collaboration

Increased security posture

Now InsideSales.com's employees aren't burdened by the many customer demo accounts that they manage, and can even create unique, strong passwords for each account, ensuring a greater level of security within the company. With LastPass, InsideSales.com employees have experienced:

- More efficient customer account management
- Ease of collaboration and productivity across offices
- Increased security posture through unique, random passwords

"LastPass has changed our day-to-day productivity by allowing us to securely log in to and access the data and technology we need, across all of our platforms, teams, and applications."
– Dan Wadsworth, Owner and Creative Director