

LastPass... |

SHARING CLIENT PASSWORDS REQUIRES STRONG SECURITY

Redbility

Name: Redbility

Website: www.redbility.com

Industry: Marketing

Location: Madrid, Spain

Size: 30

"We design digital products for corporations with very sensitive information that cannot be disclosed under any circumstance. LastPass allows us to achieve the data protection requirements demanded by the contracts we commit to."

—Mario Sánchez García,
Owner and Creative Director



Challenge

At Redbility, an award-winning digital strategy company, delivering a good user experience is their top priority. From redesigning e-commerce experiences to mobile-first websites, the Redbility team began to manage a growing number of projects for high-profile clients like Nestle, Heineken, eBay, and Telefónica. Several password-related challenges emerged, including:

- Difficulty tracking logins for development, production, testing, and more
- Insecure password sharing through channels like WhatsApp and email
- Inability to track shared passwords among employees, vendors, clients, etc.
- Upwards of 50 people working on a single project

Given the need for privacy and confidentiality in protecting their clients' intellectual property, these challenges raised security concerns from top leadership at Redbility.

Solution

To deliver on their promises to clients, Owner and Creative Director Mario Sánchez García sought out a password solution to keep his team organized and accountable. He quickly implemented LastPass for every employee, where the team benefited from:

- A central repository for organizing passwords by project
- Restricting access to only those employees working on a specific project
- Randomizing every password with the password generator to replace their easily guessed pattern used previously

Results

Mario now feels confident that his team has the proper controls in place to keep their clients' information secure and private. With LastPass, the Redbility team has:

- Flexible, safe password sharing among project members
- More efficient, organized project management
- Secure password rotation and offboarding when wrapping up projects

"There are two services that are core to our business: Google Apps and LastPass. Today, the security of our projects depends on LastPass – it's an essential tool."
— Mario Sánchez García, Owner and Creative Director

Visit LastPass.com/business to learn more.