

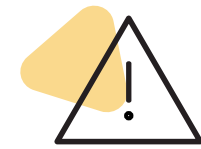
LastPass... |

Success Story: Synlightet



"We love LastPass, it makes password management simple for the team and fosters a culture of cybersecurity at Synlightet."

Gaute Remen - Chief Technology Officer at Synlightet

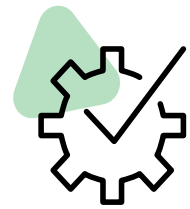


Challenge

Synlightet is a leading digital marketing agency with over 15 years of experience in developing businesses in Norway and Sweden. They have over 60 marketing consultants across Oslo, Bergen, and Stockholm, and together they work diligently in helping businesses to achieve growth.

Gaute Remen, Chief Technology Officer at Synlightet, began searching for a new password manager after their existing solution failed to adequately meet their needs. Previous tools they tried to implement fell short due to either their lack of administrative insight, or the overly complex interface which hindered product adoption. Gaute began mapping out Synlightet's needs from a solution, noting must-have features and system integrations. He recognized that a key driver would be compliance, as businesses in Norway are required to meet Norwegian Data Protection Authority (NDPA) standards and demonstrate their commitment to protecting personally identifiable information (PII). Gaute adds: "I wanted something that would integrate with our existing tech stack, enable password sharing, and was an easy tool to use."

Since its deployment I've had zero complaints, which says a lot about how easy LastPass is to use.



Solution

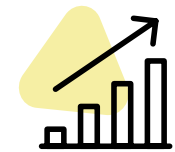
For Gaute, two key features stuck out that differentiated LastPass from its competitors: the ease of use, and 'Families as a Benefit'. Being a long-term personal user, Gaute recognized that LastPass's interface was sleek, intuitive, and simple to navigate, which he noted would aid in driving adoption. He states: "Even my six-year-old can comfortably use LastPass, so I had no doubt that it would deliver a stress-free experience for my team when it comes to password management." Since LastPass has directory integration and federated login capabilities with Google Workplace, Synlightet employees can instantly access their vault through their workspace login, greatly alleviating the stress of an enrollment process and simplifying the adoption process for Gaute.

With LastPass Business, Gaute also has access to extensive reporting that helps to safeguard data and build compliance so Synlightet can safely adhere to the NDPA's requirements. The 'Families as a Benefit' component grants each

business user with a personal premium account and up to five additional licenses to share with family or friends. For Gaute, it demonstrated LastPass's commitment towards password protection and in building a culture of cybersecurity. He adds: "My entire family use it, including my wife and kids as we share access to sites. It's a great value-add that I encourage our employees to use outside of work."

With LastPass, the Synlightet team can comfortably collaborate within their departments and with external clients. Through specific policies, Gaute can control how passwords are deployed based on regional location and within shared folders, and respective departments can provide access without compromising security. As a digital marketing organization, client input and feedback play a critical role in the customer journey and with password sharing, Synlightet can comfortably demonstrate visual mockups, reports, or key statistics within cloud-based platforms, whilst retaining access to key credentials.

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Results

Gaute has a vocal team at Synlightet that isn't shy when it comes to constructive feedback. After the LastPass deployment, his team successfully and immediately utilized the tool. He elaborates: "In my career I have found that zero feedback means that they are not struggling to utilize it or have any immediate complaints, so in my eyes it's been a highly successful migration."

Securely Manage and Share Credentials

To manage credentials, Synlightet have created a portfolio of shared folders, based on fields of expertise. Gaute can oversee and manage the deployment of folders to ensure the right people are receiving access to the platforms needed within the scope of their role.

Streamlined Integrations

With their Google Workspace federated login integration, they were able to automate the identity management process, permitting Gaute to comfortably deliver time and resources elsewhere. He commented: "Having to manually add users can be cumbersome, and as a one-man band, federated login gives me more time to focus on bigger tasks. That's a huge plus for me."

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Learn how Synlightet increased their password security using LastPass.

Get in Touch