

## CASE STUDY

# How Corston, a global retail brand, built a secure, scalable infrastructure with LastPass

## CORSTON ARCHITECTURAL DETAIL

### Overview

Corston, a premium home hardware and interior design brand, grew from a small UK startup to a global company with over 200 employees and retail locations across Europe, the US, and the Middle East. As the company scaled rapidly, its IT team faced mounting pressure to secure sensitive data, streamline onboarding, and support a distributed workforce, without slowing down operations.

These challenges echo across the retail industry. High transaction volumes, frequent employee turnover, and access to sensitive customer data make these companies prime targets for credential theft.

For Corston, LastPass provided the scalable, secure infrastructure they needed by automating onboarding, enforcing strong password policies, and enabling visibility through tools like dark web monitoring and API-powered dashboards.

### Challenge: Scaling security with global growth

Jake Brand, Corston's IT Manager, recalls how the company's rapid global expansion exposed the limitations of their small business mindset. "We were sharing passwords locally, storing credentials in Excel sheets. As we grew massively and expanded worldwide, we realized we needed proper infrastructure, especially with recent breaches at major retailers."

In retail, where every click counts and every breach costs, password management isn't just IT hygiene, it's business resilience. Jake had firsthand experience with LastPass from a previous role and then used it for his own personal use.

**"I used LastPass at one of my previous jobs and continued using it personally because it was simple, secure, and worked across all my devices."**  
— Jake Brand, IT Manager at Corston

Jake realized that Corston needed a similar solution to support its rapid growth and began looking for a solution that could:

- **Secure credentials across global teams**
- **Automate onboarding and access provisioning**
- **Monitor for breaches and enforce strong password policies**
- **Scale without adding complexity**









### Solution: LastPass Business

When it came time to roll out LastPass at Corston, implementation was fast and frictionless. Jake's team received everything they needed upfront, from API documentation to onboarding guides and setup links. This proactive support eliminated delays and allowed the IT team to focus on deployment rather than troubleshooting.

The LastPass integration [with Azure AD](#) made onboarding seamless. New hires were automatically provisioned based on their department and location. "The second someone's set up in our system, they're sent to LastPass, payroll, and everything else, in just one click," Jake says. This automation saved hours of manual work and ensured secure access from day one.

The speed of deployment was only matched by the simplicity of the user experience. Employees received an invitation, installed the app, and were given access to what they needed — no training required.

## Key features used:

-  **Ease of use:** Seamless access across Mac, Dell, and mobile devices
-  **Azure AD integration:** One-click provisioning based on department and location
-  **Dark web monitoring:** Alerts for compromised credentials
-  **Single sign-on (SSO):** Fewer clicks, faster access aligned with Corston’s “minimal clicks” philosophy
-  **Shared folders:** Secure, role-based access for departments like marketing, finance, and product
-  **API capabilities:** Real-time dashboards and gamified adoption using LastPass’s API
-  **Security policies:** Enforced strong passwords (12+ characters, special characters, numbers) and minimal admin privileges
-  **Family and friends benefit:** Extending security beyond the workplace



**“We’ve grown from 20 to 200 people. With LastPass, onboarding is just one click. No training needed. The platform is intuitive, secure, and fast.”**  
— Jake Brand, IT Manager at Corston

## Gamifying Security Engagement

### Security scores powered by the LastPass API

Corston uses the **LastPass API** to pull real-time data on password hygiene and usage across departments. These scores are displayed on a screen in the office, creating visibility, accountability, and motivation.

#### Department-level dashboards:

Each team sees its own usage metrics

#### Security score leaderboards:

Friendly competition encourages participation

#### Low-engagement tracking:

Identifies users who need support or reminders

#### Cybersecurity training metrics:

Tracks completion rates and engagement

### Increase in security awareness and adoption

Corston also sends out cybersecurity videos and scores employees on both LastPass usage and training engagement. This gamified approach keeps security top of mind and encourages continuous improvement.

**“People don’t want to be at the bottom of the list. It’s a fun way to keep security top of mind.”**

— Jake Brand, IT Manager at Corston

### Stronger password practices



- Default policy: 12+ characters, special characters, numbers
- Restrictions on repeated or generic passwords (e.g., “Corston123”)
- Minimal admin privileges to reduce breach impact

With LastPass, Corston’s IT team secured global infrastructure and drove company-wide security engagement, all without adding complexity. As their business scales, LastPass remains a trusted partner, supporting IT in protecting people, data, and operations with speed and confidence.

**“We have a big screen in our office showing LastPass security scores. It sparks conversations ‘How do I get better?’ and drives adoption.”**

— Jake Brand, IT Manager at Corston

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