

CASE STUDY

Championing proactive security: LastPass chosen as the first password manager in ALSO Group's cloud marketplace



OVERVIEW

ALSO Group, a leading distributor with a strong presence across Europe and plans for global expansion, provides exceptional IT solutions that meet the diverse technology and security needs of its customers. In 2023, the company recognized a rising demand for a password and identity management solution. To offer a more proactive security stack, ALSO Group aimed to package a password manager alongside its phishing awareness solutions, delivering enhanced protection against credential-based threats for customers.



THE PROBLEM

Password and identity challenges remain prevalent

With credential theft, unauthorized access, and data breaches top of mind for ALSO Group's 145,000+ partners, the company knew that it needed to find a password management solution that could address these pain points, as well as other shared challenges, including:

- **Password fatigue and frustration:** With numerous accounts and frequent password changes, ALSO Groups' partners and their customers often feel overwhelmed, leading to insecure practices like reusing passwords and neglecting to update them.
- **Compliance concerns:** Partners and customers face stringent compliance requirements, demanding robust security practices to protect data and ensure adherence to industry, government, insurance and Partner regulations and agreements.
- **Access management:** As teams expand and collaboration increases, managing access to various applications becomes complex, making it essential to maintain security while ensuring smooth and efficient user experiences.

THE SOLUTION

LastPass: Where peace of mind, productivity and efficiency collide

After going through an extensive due diligence process, ALSO Group selected LastPass as its first Password Management vendor in their portfolio. The decision was made due to the strong brand recognition of LastPass, the extensive network of regional partners and contacts, product ease of use, and robust features and capabilities scalable to businesses of all sizes. Those benefits include:



Compliance and cyber insurance:

LastPass password manager makes it easy for clients to meet compliance standards and satisfy cyber insurance requirements, protecting against penalties and gaps in coverage.



Effortless password management:

LastPass centralizes password storage and management, enabling administrators to standardize password policies across the board. Secure sharing features keep collaboration smooth, without compromising control over sensitive information.



Collaboration and access:

LastPass simplifies Single Sign-On (SSO), enabling teams to access systems with one login— which reduces friction and boosts productivity, while maintaining strong security.

PROUDLY PARTNER

LastPass is proudly partner

ALSO Group had clear criteria when selecting a partner for its cloud marketplace. They sought a recognizable brand with a powerful reputation in the market, but more importantly, one that was built with partners in mind. LastPass stood out not only for its well-established name but also for its partner-first approach, offering the support, flexibility, and integration capabilities crucial to ALSO Group's reseller network. Partner benefits include:

- **Self-service:** LastPass empowers ALSO Group's cloud marketplace users to procure, deploy and manage their own accounts effortlessly, reducing the need for constant Sales team intervention.
- **Seamless integrations:** LastPass integrates smoothly with a variety of tools, including Acronis, which enhances the overall user experience for organizations utilizing multiple software solutions. This seamless integration streamlines workflows and fosters a more cohesive approach to security.
- **Flexible billing:** LastPass provides flexible billing options tailored to the unique needs of organizations. Customers can select between monthly or annual billing based on usage, ensuring they only pay for what they need while maintaining control over their budgets.

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THE RESULT

Initial impact: Password management resonates broadly

Since launching on the ALSO Group's cloud marketplace, there has been a 200% increase in LastPass being purchased in this channel, with consistent double-digit growth month over month.

Looking ahead, LastPass and ALSO Group will continue to strengthen their partnership through deeper collaboration on account and lead mapping, joint marketing initiatives, enhanced enablement, and comprehensive customer training. These efforts will help maintain the momentum, ensuring mutual success and further expanding the reach of the LastPass solution.

“Partnering with LastPass has allowed us to offer our customers the best in password management solutions. Their commitment to user experience and proactive security aligns perfectly with our mission to empower organizations to stay ahead of cyber threats.”

RAIVO REIGASS
EUROPEAN PARTNER MANAGER
CYBERSECURITY, ALSO GROUP

