

# Password Management Goes to the Head of the Class

Education-focused SaaS vendor leverages password solution to give customers peace of mind about information security.

Education Advanced was founded in 2007, but it wasn't until about three years ago that this vendor of SaaS efficiency products for educators began actively selling its wares. And it was then that Education Advanced founder Jeremiah Eli Crow decided his company would get serious about password management, right from the very start of sales.

Specifically, company employees, most of whom are former teachers and school administrators, frequently logged into various systems. These included QuickBooks, Amazon Web Services, CRM, and numerous internal systems, some of which hosted the company's online user demos. While some of the systems had multiple login accounts, others required different combinations of password characters of varying lengths. Crow felt it was imperative to bring both order and security to the task of password management.

## Seeking Security in a Hostile, Cyber World

Crow was further motivated in his quest for a highly functional password management system by the rising tide of cyber crimes, many of which are initiated by cyber thieves compromising weak user passwords. As one study showed, 60% of employees try to use the same password for all devices and systems, and often a weak password at that. Meanwhile, another study revealed that 63% of confirmed data breaches involved compromising weak, default or stolen passwords.

The requirements for Education Advanced were straightforward: The company wanted employees to be able to use very strong passwords, but not the same passwords. Education Advanced wanted to allow employees to securely share passwords, plus it wanted to free employees from the nettlesome task of managing these various passwords. "And that didn't mean writing them down on yellow sticky notes," Crow recalls.

After consulting with a leading IT security expert, the CISO returned with his recommendation, namely Keeper Security and its industry-leading password management solution. The main reasons for this choice were Keeper's demonstrated longevity and experience in the password management realm; and the purported ease of use and broad functionality of the solution.

## Ease of Installation and Use

The installation, deployment and initial usage of any new information technology are almost always daunting, if not frustrating, tasks. That was not the case at Education Advanced with the Keeper Security deployment.

"We needed no support from Keeper whatsoever because getting the solution up and running was so simple," Crow says. "I really couldn't imagine it being any easier." In fact, the solution was so easy to install and use that several employees quickly adopted the Keeper solution for their personal use. "We encouraged them to do so," Crow notes.



## At a Glance

- Founded in 2007 by Jeremiah Eli Crow, PhD
- A software-as-a-service (SaaS) vendor offering operational solutions designed to save time for educators in the U.S.
- Currently 18 employees in five U.S. offices
- Headquartered in Tyler, Texas
- *Goal:* To create and use strong passwords to protect the various systems into which employees and customers login regularly

The Keeper password management solution has several features of particular interest and value to Education Advanced. Among them is a tool allowing employees to easily and securely share passwords internally. If a user changes a password, Keeper automatically updates that change for shared users. And while management can check to be sure all employees are observing best practices for password management, all employees are assured that no one will ever ask for any of their passwords, nor will anyone ever know what their chosen passwords are.

Crow maintains that all employees are “very comfortable” with generating highly complex and therefore highly secure passwords using Keeper’s random password generator. In fact, some employees will even go a step further and embellish these software-generated secure passwords with additional characters and symbols.

### **Complexity Made Simple**

“The complexity doesn’t matter because employees don’t have to remember these passwords or write them down anywhere,” Crow says. The Keeper solution remembers complex passwords for them. Education Advanced also has an annual event in which employees are encouraged to reset all passwords.

The benefits of the Keeper solution extend outside the walls of Education Advanced. Crow notes that in the education environment, his customers tend to be understandably cautious with student data, some of which can be a part of the company’s SaaS solution. With Keeper ensuring optimal password security, Crow says his team can reassure customers and prospects that employees are using a tool delivering optimal access control and security to any data.

“I love the iPhone compatibility and touch ID integration,” Crow concludes. “This makes use of Keeper on mobile a snap!”