How businesses are using LastPass

LastPass Enterprise is used across 33,000 businesses, offering something for everyone. Below are some pain points we hear from functional teams within an organization, and the ways they end up using LastPass to solve those challenges.

Easy management

Strong security

Seamless sharing

Organization-Wide
The average employee manages 191 passwords to do his or her job. One of these is typically Active Directory (AD) and/or Single Sign-On (SSO) credentials. The others are often functionally specific tools that are not sufficiently universal as to justify the time and expense of supporting on SSO. LastPass fills this gap for the remaining 80% of tools in use in the workplace. At the highest level, LastPass addresses two urgent pain points: (1) password fatigue for your employees and (2) password security for the company.

LastPass protection examples:

- Gmail
- Corporate Intranet
- GoToMeeting
- HR Portal
- Slack
- Dropbox
- Skype
- Box

Sales
The Sales team tools include customer-management services, databases and automation software to help manage client and vendor relationships.

LastPass protection examples:

- Savo
- DocuSign
- InsideSales
- SlideShare
- Salesforce
- Data.com
- Zoho
- Jigsaw

Marketing
The Marketing team typically uses websites and tools for PR, campaign and project management, as well as data analysis. In a recent study, Gartner found that Marketing spends more on technology/tools than IT. Often multiple individuals share a single license for these tools, a situation that is perfectly suited for the LastPass Shared Folders feature.

LastPass protection examples:

- WordPress
- Silverpop
- Contently
- Hubspot
- Google Analytics
- PRWeb
- Asana

Social
The Social team often manages dozens (sometimes hundreds) of social media accounts, as well as content production, distribution and data analysis tools. Many of these services do not support SAML and cannot, therefore, be federated. They also do not support individual logins but rather just a single login that is shared by the entire department. Without LastPass these credentials end up in spreadsheets, on sticky notes or being emailed back and forth – and password reuse is rampant. With LastPass Shared Folders, these credentials can be easily shared as "hidden" and "read-only," thereby forcing the login through LastPass. As a result, every touch is tracked and every post, tweet and response is accounted for. Updated credentials propagate out in real time to all team members – eliminating lock-outs, version control issues and risky sharing practices.

LastPass protection examples:

- Twitter
- Pinterest
- Canva
- Facebook
- YouTube
- Flickr
- Instagram
- Google Analytics
- Bitly
- HootSuite
- Buffer
- SproutSocial

IT/Dev/Systems Admin
IT and Development teams together oversee a diverse range of tools to help manage hardware; operations; data virtualization; hosting; security; networking; storage and backup; and product development and design. LastPass offers notes for the secure storage of such credentials and shared folders for easy, seamless and secure sharing of this data as appropriate.

LastPass also supports an open-sourced command line client application. Whether you work as a developer, in IT operations or are just a tech-savvy LastPass user, our command line application makes it easier for you to get to data stored in LastPass on the terminal on Mac, Linux and Windows under Cygwin.

LastPass protection examples:

- Amazon Web Services
- Server Logins
- GoDaddy
- Routers/switches
- Citrix
- Database keys
- Jira
- LogMeIn Central

HR
The Human Resources team typically uses tools to oversee recruiting, payroll, employee benefits, performance and attendance tracking.

LastPass protection examples:

- LinkedIn
- HRIS
- Monster
- Blue Cross
- ADP
- Workday
- HelloSign
- Oracle

Finance
The Finance or Accounting team typically uses tools to manage budgeting, earnings, costs and strategic decision-making.

LastPass protection examples:

- Quickbooks
- SAP
- Oracle
- FreshBooks
- Netsuite
- Microsoft Dynamics
- Allocadia
- Vanguard

Support/Customer Service
The Customer Support team typically uses tools to manage help desk tickets, bug reporting and tracking, product testing and troubleshooting. Customer-facing call centers are often highly restricted environments where data access must be tightly controlled to protect sensitive customer data. The LastPass Enterprise policies enable admins to ratchet down access by customer service reps so that they can only log in to their LastPass accounts from within the network. LastPass shared folders can be used to create a folder for every rep with the individual login credentials created just for him or her. Individual shared folders create a turn-key experience for the rep where the credentials can be managed for him or her without the rep having any knowledge of the passwords.

LastPass protection examples:

- LiveChat
- Desk.com
- inContact
- TeamViewer
- ServiceNow
- TalkDesk
- UpWork
- Bold360

Want to learn more about LastPass?
Visit **www.lastpass.com/business.**