

CASE STUDY

ITAdvisors Simplifies Password Management for Small Businesses with KeeperMSP

BACKGROUND

[ITAdvisors](#) is a [managed service provider](#) (MSP) based in Brandon, Manitoba, Canada. The firm was founded in 2020 alongside its sister company, [Brandon Computers](#), which provides hardware repair and maintenance services throughout southwestern Manitoba.

ITAdvisors
itadvisors.ca

Organization Size
10 employees

Client Base
100+ managed customers

Solutions
KeeperMSP

• BreachWatch®

Keeper 100% simplifies life for our customers. And that makes life easier for all of us.

– Don Semenowich, Partner, ITAdvisors



THE CHALLENGE

As [work-from-home](#) expanded IT networks beyond the perimeter of the physical office, ITAdvisors was founded in southwestern Manitoba. The firm saw the need for hands-on technical support. It's helping small and mid-sized businesses address the [heightened risk of information security](#) of hybrid work.

The [new environment of distributed work](#) and perimeterless IT widened the gap between the preparedness of small businesses and the [threats](#) against them. Employees work from remote locations, often on non-corporate networks and with unauthorized devices. ITAdvisors sought to fill the gap with reliable managed services and support.

The firm has a number of offerings and custom solutions catered to the specific needs of its clients. The firm's goal is to provide organizations and their owners with peace of mind and secure tools for productivity – so that they can prioritize their focus and resources where they matter most.

The need for [password management](#) in small and midsize businesses (SMBs) is [more critical](#) than ever before. Cybercriminals have long sought out smaller organizations because they often lack the resources or expertise to defend against cyberattacks. Increasingly, SMBs are targets of [ransomware attacks](#) and [phishing campaigns](#) because of their downstream potential – the valuable information and records at the heart of interactions with customers and partners.

The risk to small organizations is severe. According to a survey conducted by the [Canadian Federation of Independent Businesses](#) (CFIB), about half (45%) of Canadian small businesses experienced a random cyberattack in 2022. And 27% of small Canadian businesses suffered a targeted cyberattack last year. Beyond the financial impact of lost business and operational downtime, breaches result in high reputational, litigation and regulatory costs.

Many of these attacks can be traced to organizations not having a [secure way to store](#) and share passwords. According to Verizon's [2022 Data Breach Investigations Report](#), the human element is involved in 82% of data breaches – the majority of which originate with weak, [re-used](#) or [stolen credentials](#).

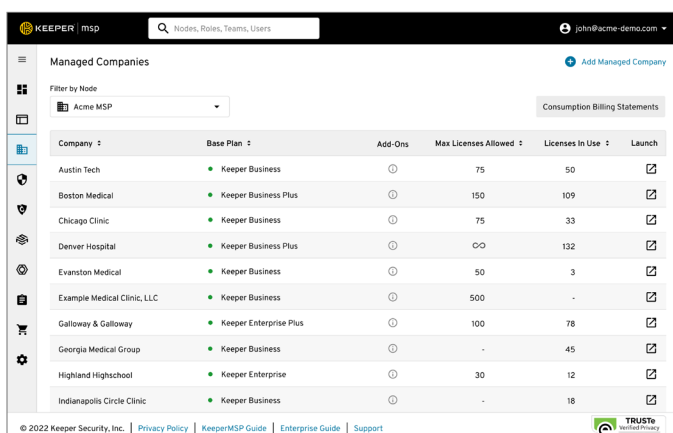
THE KEEPER SOLUTION

Don Semenowich, a Partner at ITAdvisors, noted that small businesses recognized the threat on the one hand and the absence of reliable protection of their IT environments on the other. And although general awareness of security threats has increased among SMBs, the desire for simplicity in their own security has remained the same.

It's true of password management and other [managed services](#) provided by ITAdvisors. It's also at the core of the security-adoption paradox. While not all security architectures are created equally, end-users are more likely to adhere to security measures if they are easier to use in their day-to-day roles.

As a result, it was important for ITAdvisors to deploy a password manager that supported a wide variety of devices and integrated across different platforms and applications. In addition, a [zero-trust](#), [zero-knowledge](#) framework was critical in any password manager – enabling its team to manage client accounts without seeing sensitive client information.

Making security simple for clients led ITAdvisors to prioritize usability for end-users and their own administrators. When ITAdvisors surveyed other managed service providers about password managers, it found a preferred solution in [KeeperMSP](#), demoed the product and quickly began bundling the solution with other offerings. The MSP has on-boarded a wide range of organizations to Keeper, including nonprofits, municipalities, small businesses and the local offices of much larger organizations.



Company	Base Plan	Add-Ons	Max Licenses Allowed	Licenses In Use	Launch
Austin Tech	Keeper Business		75	50	
Boston Medical	Keeper Business Plus		150	109	
Chicago Clinic	Keeper Business		75	33	
Denver Hospital	Keeper Business Plus		100	132	
Evanston Medical	Keeper Business		50	3	
Example Medical Clinic, LLC	Keeper Business		500	-	
Galloway & Galloway	Keeper Enterprise Plus		100	78	
Georgia Medical Group	Keeper Business		-	45	
Highland Highschool	Keeper Enterprise		30	12	
Indianapolis Circle Clinic	Keeper Business		-	18	

KeeperMSP

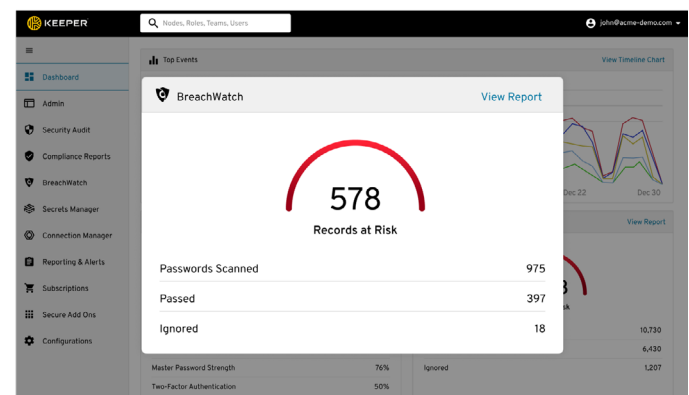
BUSINESS IMPACT

Keeper's end-user provisioning has facilitated the quick adoption of password management among clients. It's simple for users to generate high-strength passwords, store them in their [encrypted cloud-based vault](#) and [securely share credentials](#) with teammates and their customers.

One popular feature is [custom record types](#), which allows end-users to store sensitive information like financial data.

While the end-user experience makes it easy for clients to stay productive and safe, KeeperMSP provides MSP administrators with the oversight they need to protect clients. Keeper enables secure, granular and controlled sharing of credentials, secrets and connections among employees and teams.

[Two-factor authentication](#) (2FA) policies verify end-user identity and access. And, to ensure end-users are secure when they log into accounts, [password strength requirements](#) and [BreachWatch](#)® – which alerts administrators to the potential exposure of credentials on the [dark web](#) – keep clients secure.



BreachWatch

The [account transfer policy](#) has also facilitated smooth administration for clients, especially when dealing with changes in personnel. The policy immediately revokes access when an end-user leaves the organization, but preserves a client's access to critical credentials and information, preventing disclosures that threaten business operations.

Coupled with the one-on-one security training sessions that ITAdvisors delivers to all of its end-users, the MSP has also counted on the Keeper team. The Keeper product support team has been prompt and reliable, working hand-in-hand with the MSP to deliver white-glove customer service.



KeeperMSP

Most businesses have limited visibility into the password practices of their employees, which greatly increases cyber risk. Password hygiene cannot be improved without critical information regarding password usage and compliance. Keeper Password Manager solves this challenge by providing ultimate security, visibility and control.

Data is protected in Keeper's zero-knowledge security architecture with world-class encryption. Zero-knowledge means that only the user has knowledge of and access to their Master Password and the encryption key that is used to encrypt and decrypt their information.

Keeper is intuitive and easy to deploy regardless of the size of a business. Keeper integrates with Active Directory and LDAP servers, which streamline provisioning and onboarding. Keeper SSO Connect® integrates into existing SSO solutions.

Keeper was designed to scale for any sized organization. Features such as role-based permissions, team sharing, departmental auditing and delegated administration support organizations as they grow. Keeper Commander™ provides robust APIs to integrate into current and future systems.

Business Use Cases: KeeperMSP

- Protect customer and MSP passwords, credentials and metadata
- Protect your customers against ransomware attacks
- Enable secure sharing of credentials and secrets
- Strengthen customer relationships by adding high-value, high-margin service to your MSP capabilities
- Become a trusted cybersecurity advisor to your customers by gaining visibility into their password security and enforcing strong policies

When the Keeper Account Manager jumped on the call, the client was blown away. We have the right team to help clients because it includes Keeper support.

– Don Semenowich

ABOUT KEEPER

Keeper Security is transforming cybersecurity for people and organizations around the world with next-generation privileged access management. Keeper's easy-to-use cybersecurity solutions are built with zero-trust and zero-knowledge security to protect every user on every device. Trusted by millions of individuals and thousands of organizations, Keeper is the leader for password management, secrets management, privileged access, secure remote access and encrypted messaging. Learn more at KeeperSecurity.com/msp.

Keeper is trusted and loved by thousands of companies and millions of people globally.



Infosec
Leader in Passwordless
Authentication



G2
Small Business
Leader



App Store
Top-Rated Productivity



Google Play
Over 10 Million Installs