Case Study

How MSP Logic Speak Drove Password Tickets to Near Zero and Rebuilt Client Trust



Background

Logic Speak is an Atlanta-area managed service provider founded in 2004. The company provides technology strategy, IT support and cybersecurity services to small and mid-sized organizations. Its client base is primarily B2B professional services organizations, including engineering, consulting, financial planning, accounting and marketing firms. Logic Speak also supports churches and other nonprofit organizations.

Today, Logic Speak has approximately 25 employees and supports about 65 managed clients. The MSP offers both fully managed and co-managed IT services. About 95% of its clients use Microsoft 365, with the remainder primarily using Google Workspace.

Logic Speak has always maintained a proactive approach to IT. Rather than simply responding to support requests, its team meets regularly with clients to align technology with their business goals and industry needs, then develops roadmaps, standards and budgets around those priorities. As part of that approach, Logic Speak includes password management within Security Plus, the security tool stack provided through its fully managed services.

Industry

Managed Service Provider (MSP)

Employees

<50

Solutions

KeeperMSP®

The Challenge

Logic Speak understood the importance of centralized password management long before adopting Keeper. Its own team manages approximately 11,000 client passwords, making secure credential management fundamental to how Logic Speak supports the organizations it serves. Across its client base, however, Logic Speak still encountered weak password practices. Some employees stored credentials in spreadsheets or browsers, while others wrote them down near their workstations. Users also struggled to create unique passwords for a growing number of accounts, often falling back on credentials that were easier to remember.

Logic Speak initially offered password management through its existing IT documentation platform. While this provided an easy starting point, the solution lacked some of the capabilities of a dedicated password manager. Adoption remained low, leading some clients to turn to consumer password management tools instead. Logic Speak later transitioned to a dedicated password management platform in search of a more modern, purpose-built solution.

Clients reported difficulties navigating the interface, synchronization issues between web and mobile applications and challenges sharing credentials. At one point, users who wanted to force a mobile sync had to initiate a backup from within the application. While an IT professional might understand the workaround, Logic Speak knew it was unrealistic to expect everyday users to do the same. Credential sharing was another source of frustration. Even clients actively using the platform struggled to share passwords with colleagues.

The experience led Logic Speak to rethink how it evaluated security tools. Password management was already part of the security package it had standardized for fully managed clients, but providing the technology did not improve security if employees avoided using it. Low adoption meant users could continue relying on spreadsheets, browser storage, weak passwords and other workarounds despite having access to a password manager.

Logic Speak needed its next solution to balance strong security and MSP-level management with an experience clients could easily use every day. After multiple attempts at password management, the company wanted a solution it could confidently standardize across its client base for the long term.

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The Keeper Solution

Logic Speak took a more deliberate approach to its next search. After moving between password management platforms, the team did not want to repeat the process in a few years. It evaluated Keeper alongside several other password management solutions, comparing each option across usability, features, stability, security, value and price. As Founder and CEO Jason Etheridge explained, the team planned to "poke and prod and test and play and evaluate" before choosing a solution it could stand behind.

Just as importantly, the chosen platform had to fit the way Logic Speak operates as an MSP. The company needed to deploy new clients efficiently, oversee multiple client environments and simplify licensing and billing management. Because password management is included within Security Plus rather than billed directly to every fully managed client, Logic Speak also needed a platform that delivered enough value to justify standardizing it across its service offering.

Usability remained one of the highest priorities. Logic Speak first gave a group of employees access to the platforms it was evaluating and asked them to test each one. Keeper quickly stood out. Logic Speak then licensed Keeper internally and deployed it across the entire company, including nontechnical employees in bookkeeping, procurement and client success. Their response gave the team confidence that Keeper would work for the everyday users it supported.

> **"We deployed it to the entire company, and across the board, even non-technical people here were all like, 'Oh yeah, we can sell this. This is better.' This is so much better that we can say, 'We heard you. We went out and got you a tool that you'll actually love.'"**
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> **Jason Etheridge, Founder and CEO**

Seamless Microsoft integration was another deciding factor. With approximately 95% of its clients using Microsoft 365, Logic Speak needed SSO and automated provisioning through Microsoft Entra ID. Keeper integrated into that process, automatically provisioning users added through Microsoft 365 and Entra ID. Jason said he had not encountered an instance where that provisioning failed.

Beyond usability and integrations, Keeper gave Logic Speak tools to strengthen password hygiene, including shared folders, cross-tenant sharing, password generation, autofill, One-Time Share and BreachWatch. Its enterprise security and compliance capabilities exceeded the requirements of Logic Speak's current client base, giving the MSP room to support organizations with more stringent requirements without introducing another password management platform.

Organization Impact

For Logic Speak, the biggest change has been seeing clients actually use the password management solution it provides. Password sharing has been particularly valuable for organizations in which several employees need access to the same systems. Users have also embraced Keeper's browser extension and mobile app, helping move credentials out of browsers and shared spreadsheets.

One of Logic Speak's first Keeper migrations quickly validated its decision. Two longtime clients, a husband and wife who own separate businesses, needed to share credentials across their organizations. One owns an engineering firm, while the other owns a technology-related company. With Password Boss, the password manager Logic Speak previously provided, the couple struggled to reliably share credentials between their two businesses. Only the owner of a shared group could add credentials, leading to repeated support tickets and mounting frustration for both clients.

The ongoing sharing issues began to affect the couple's trust in Logic Speak's technology recommendations. Despite their efforts to use the solution, the frustration reached a point where they considered returning to a consumer password manager. Logic Speak asked them to give it one last try and offered to migrate their businesses to Keeper.

The difference was immediate. Keeper's cross-tenant sharing allowed both users to add and update credentials within shared folders across their separate businesses. They quickly asked Logic Speak to migrate both companies. The engineering firm, which has approximately 83 employees, subsequently deployed Keeper company-wide through its Microsoft Entra ID integration. Etheridge called the clients the "first domino" that gave Logic Speak confidence to expand Keeper across its broader client base.

Etheridge said every administrator shown Keeper during the migration process had viewed it as an improvement over the previous platform. Keeper is now the standard password manager for all new fully managed clients.

Keeper is also opening new revenue opportunities for Logic Speak. The team is currently discussing the solution with a co-managed client of approximately 300 employees, where Keeper could become a separately billable, recurring service.

> **"In terms of quantifiable numbers, our tickets about passwords have gone almost to zero. Even if it's a simple password ticket, the process of triage and opening the ticket and reaching out means you're looking at a minimum of 15 minutes. It certainly saves us hours per month. No question about it."**
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> **Nathan Scott, COO**

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Keeper has also simplified deployment. Etheridge trained a security technician to own client onboarding, including Entra ID provisioning, SSO configuration, migrations and training. This allows Logic Speak to operationalize Keeper without requiring Etheridge to oversee each implementation himself. More importantly, replacing a tool that had become a source of client frustration has helped reinforce the trust clients place in Logic Speak's technology recommendations. With Keeper now standardized across its fully managed services, Logic Speak has a password management foundation built to support its continued growth.

Keeper Password Manager

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

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

Keeper integrates with Active Directory and LDAP servers, which streamlines provisioning and onboarding. **Keeper SSO Connect®** integrates into existing SSO solutions and is FedRAMP High Certified and GovRAMP High Authorized. Keeper is designed to scale for organizations of any size. Features such as role-based permissions, team sharing, departmental auditing and delegated administration support organizations as they grow. **Keeper Commander** provides robust APIs for integration with current and future systems.

Why you need KeeperMSP for your business:

- Easy to use multi-tenant management for MSPs
- Prevent password-related data breaches and cyber attacks
- Support passkeys for effortless authentication
- Enable just-in-time access and privilege management
- Generate new revenue streams
- Enforce password policies and enable password rotation
- Enhance compliance and reporting
- Minimize training with fast time-to-security
- Improve employee security awareness and behavior

About Keeper

Keeper Security is one of the fastest-growing cybersecurity software companies, protecting over 95,000 organizations and millions of people across 150+ countries. Keeper is a pioneer of zero-knowledge and zero-trust security, built for any IT environment. Its core offering, KeeperPAM®, is an AI-enabled, cloud-native platform that protects all users, devices and infrastructure from cyber attacks. Recognized for its innovation in the Gartner Magic Quadrant for Privileged Access Management (PAM), Keeper secures passwords and passkeys, infrastructure secrets, remote connections and endpoints with role-based enforcement policies, least privilege and just-in-time access. Learn why Keeper is trusted by leading organizations to defend against modern cyber threats at **KeeperSecurity.com**.

Gartner

Gartner
Keeper Security® was recognized in 2026 as the second fastest-growing security software company globally.

Cybersecurity Stars Awards 2026
AI Security Innovator of the Year, Best Privileged Access Management Platform for Enterprises.

Cybersecurity Excellence Awards
Privileged Access Management.

Global InfoSec Awards
AI-Powered Cybersecurity Solution, Cybersecurity Company, Privileged Access Management (PAM)

Globee Awards 2026
Cybersecurity Silver Winner

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