

Keeper Helps Online Media Company Avert Password Chaos

Sharing features give administrators fine-grained control and peace of mind

At a Glance

- > Founded in 2014 in Seattle by husband-wife team of Cliff & Lisa Sharples
- > Bob Whitley, VP of engineering
- > Provides digital experiences for a millennial audience spanning food culture, recipes, travel experiences and restaurant discoveries
- > Sites include Relish, MonkeySee, Serious Eats, American Profile, Daily Parent, Spry Living, Smarty Cents and Roadfood
- > Over 13M monthly unique visitors
- > **Challenge:** Store and manage passwords for a variety of shared accounts with granular control over read and update privileges.

When Bob Whitley went looking for a password manager, he found plenty of options to protect himself, but few that matched the needs of his business.

Whitley is vice president of engineering at Fexy Media, a producer of food and lifestyle related content for millennials. As a born-on-the-web company, Fexy uses the internet for just about every function, including provisioning IT resources, managing advertising accounts, checking website analytics and managing financial resources.

And as a small company, Fexy's people also wear many hats. For example, several share a single Amazon Web Services administrative account that they use to provision resources for different departments and functions.

Until about a year ago, password management was each individual's responsibility. Users typically created their own accounts with their own login and password information, and stored the credentials wherever it was most convenient, which was often in spreadsheets and text files.

Whitley could see trouble on the horizon with that practice. For one thing, employees leaving the company didn't necessarily think to hand over their login information for others to use. There was also the risk that cyber attackers could get inside the company servers and discover unencrypted password files.

Fexy needed a password manager, but when Whitley went shopping, he found that most were oriented toward individuals rather than groups. He needed a master list of passwords that could be easily shared, but with the ability to control at a granular level who could see or change passwords. "It turned out there weren't a lot of great options for that need," Whitley said.

Keeper, however, matched every item on the checklist. It provides for central resource sharing of encrypted folders across teams. Administrators can specify which people and groups can share account credentials and can even assign access by job function.

Installing and learning to use Keeper was “pretty intuitive” Whitley said. New employees can become familiar with just a few minutes of training. In fact, the most difficult part of onboarding Keeper was weaning people off of their text files and spreadsheets.

A year later, Keeper is a mainstay in Fexy’s engineering group, and use is spreading. Flexible sharing via the cloud has been particularly valuable to Fexy’s distributed and mobile workforce. “We now have one central repository for multiple locations,” he said. “People can access Keeper from a mobile device, and everything is stored securely.”

Whitley also appreciates a Keeper feature that enables users to easily transfer accounts. Now, when someone leaves the company, an administrator can move existing login and password information to another person directly in Keeper. “That’s a big feature for us,” he said. “A lot of the single-user solutions told us that if someone leaves, we have to dump all of their passwords into a text file. That isn’t the most secure way to do things.”

Keeper’s administrative dashboard enhances security by scanning its full database and notifying administrators of accounts that use weak passwords. “You’d think people in our business would be savvy about the passwords they use, but you’d be surprised,” Whitley said.

Another plus is Keeper’s ability to automatically generate secure passwords that can be copied and pasted into registration forms with a couple of clicks. “I’ve been using that feature more and more,” Whitley said.

As engineers have become comfortable with Keeper, people have come on board from other areas, including social media management, advertising operations and production. That’s been a relief, Whitley said. “The last thing you want it someone else grabbing onto one of your social media accounts.”

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