

## FreshFinancials

**Name:** Fresh Financials

**Website:** [www.freshfinancials.com](http://www.freshfinancials.com)

**Industry:** Finance

**Location:** East Sussex, UK

**Size:** Small Business

### Challenge

Improve security by protecting company and client accounts with strong, unique passwords without impacting employee productivity.

### Solution

- LastPass Enterprise to manage client and employee logins
- Secure sharing of encrypted passwords

### Results

- Implemented centralized, easy-to-use password management
- Significantly strengthened password security with unique, strong passwords for all accounts
- Secure offboarding ensures employees don't leave with sensitive passwords
- Increased employee productivity with automated password management

## Accounting Firm Puts Secure Passwords on the Books



### Challenge

They may be a small team, but Fresh Financials provides outsourced bookkeeping and accounting services to over 60 small and medium businesses. Winners of the Lewes and Wealden Services & Support Company of the Year in 2015, and nominated for Xero UK Bookkeeper of the Year Award in 2016, Fresh Financials uses Xero as their chosen platform to power their services. Working entirely in the cloud, Fresh Financials uses the latest technology to offer next-generation, real-time financial reporting on a daily and weekly basis for their clients.

While working in the cloud ensures they can offer a cost-effective service for their clients, it also means Fresh Financials is handling sensitive data on a regular basis. Using secure passwords and eliminating password reuse was an imperative. At the same time, they needed to ensure that passwords were being shared securely amongst team members, and that departing team members or vendors would not pose a security risk to the business.

Fresh Financials worked with Flying Fox IT ([www.flyingfoxit.com](http://www.flyingfoxit.com)) an IT services firm that helps businesses transition to the cloud. Flying Fox IT recommends LastPass Enterprise as the ideal password management solution that saves usernames and passwords while automating the login process for all websites, with secure access from every computer and mobile device. With Flying Fox IT's assistance in deployment and end-user

training, Fresh Financials successfully implemented LastPass Enterprise, a comprehensive password manager that integrated seamlessly with their cloud-based workflow and allowed them to meet their password security goals.

## Solution

LastPass Enterprise simplifies access management and helps teams to manage every login and password, with a central admin console that gives businesses the security tools they need. Fresh Financials looked to LastPass Enterprise to strengthen their password security while also boosting employee productivity with automated password management.

*"We are far more organized with LastPass Enterprise. We just login once to LastPass, and LastPass logs us into everything else. Staff members don't need to ask around for passwords for open files to find client passwords and logins - LastPass just does it all automatically for us."*

**Emma Northcote-Green,**  
Founder

Using the built-in password tools, Fresh Financials used LastPass Enterprise to create secure, generated passwords for every account, so that no two accounts used the same password. Because they hold many passwords on behalf of their clients, from bank logins to HMRC & Companies House login details, it was essential for clients to know that their data and sensitive information is safe. LastPass Enterprise provided a secure repository where Fresh Financials could safely store this data, knowing that LastPass' zero-knowledge encryption means that not even LastPass can access the sensitive data.

## Eliminating Bad Password Practices

Prior to using LastPass Enterprise, Fresh Financials had a file of client passwords that they kept locked away. Because they couldn't possibly remember all the passwords for every site they used on a daily basis, they often kept passwords in the front of a notebook for easy access. After quickly moving the team to LastPass Enterprise, all employees have to do is open their browser and login to LastPass to instantly connect to any of their accounts. Getting ready for the day and jumping into work is as easy as typing in their master password.

*"LastPass has saved so much time getting started every morning, and we know we're secure - we don't even know our passwords! LastPass does it for us."*

Using LastPass Enterprise's reporting capabilities, the team is able to maintain accountability and oversight by running a report once a month. Plus, Fresh Financials utilizes policies to require two-factor authentication for employee LastPass accounts, adding an additional layer of protection for their vaults.

## Secure Password Sharing

LastPass Enterprise has also allowed Fresh Financials to securely share passwords amongst the team, so multiple staff members can access the same client accounts as needed. Any time a new account is added for a client or vendor, the new login is saved directly to LastPass and then staff access is granted as appropriate.

*"We would never be able to login to anything without it - it's essential."*

Passwords can be shared as "hidden" through LastPass Enterprise, ensuring that not only are the passwords encrypted but that they are masked in the employee's vault. When a staff member leaves, LastPass Enterprise simplifies the process of removing their access and management can just change their LastPass master password. Any shared passwords can be easily updated, too.

## Better Security, for Companies of Every Size

LastPass Enterprise has empowered Fresh Financials to follow best security practices when it comes to access and passwords, so their team can focus on delivering a better service while knowing that they're safeguarding sensitive client information. Plus, the team has enjoyed a productivity boost with LastPass Enterprise, allowing them to connect quickly to the services they need to get the job done, and easily collaborate across the team with shared accounts. The team always has secure access to the logins they need, when and where they need them, simply by opening LastPass.

For more information, visit [LastPass.com/enterprise](https://lastpass.com/enterprise)