CASE STUDY

How Brainstorm Studio Secured Client Accounts and Improved Productivity IT with PassPack

The Company: Brainstorm Studio

Brainstorm Studio is a full-service digital marketing agency that thrives on delivering data-driven results. Their mission is to help clients grow through lead generation and marketing automation, which requires their team to access multiple platforms of client-owned software: from Google Analytics and social platforms to websites and CRMs. As custodians of their clients' digital presence, securing that access is non-negotiable.

Industry: Web Design & Marketing

What they're saying about partnering with Passpack

"As a marketing agency, our clients' trust is our most important asset. PassPack gave us the framework to protect that trust. It solved our credential management issues while improving productivity. It's the foundation of our secure operations."
– **Bryan, Director of Digital Projects**, *Brainstorm Studio*

The Solution: A Centralized Hub for Security and Visibility

Brainstorm Studio needed a solution that could solve both problems at once: securely manage their clients' credentials and give them visibility into the tools their own team was using. They chose Passpack as the clear choice for their needs.
The implementation was a turning point for the agency. They created dedicated, secure vaults for each client, using PassPack's granular access controls to grant team members access only to the specific accounts they needed. The ability to share access without revealing the actual password was revolutionary for their client-facing workflow.

Crucially, the agency mandated that all software credentials—client or internal, sanctioned or previously "shadow"—be stored in Passpack. This immediately gave them a complete, real-time inventory of their software ecosystem, allowing them to see everything in one place and manage it effectively.

The Challenge: Client Account Chaos and Creeping Shadow IT

As Brainstorm Studio grew, so did the complexity of their access needs. Their internal system for managing client credentials—a mix of "secure" files and spreadsheets—was becoming a significant bottleneck and a glaring security risk.

Their core challenges were intertwined:

- **Client Account Sprawl**: At any given time, the agency's team was managing credentials for 50+ unique client accounts across a dozen different platforms. Onboarding a new team member to a client account was a time-consuming and insecure process of manually sharing logins. Offboarding was even worse, involving manual work to change passwords and ensure no access was left lingering. The agency was wasting valuable time and operating on a system based on hope, not security.

- **Unchecked Shadow IT**: To stay agile and deliver results, team members would often sign up for new tools—a new SEO analysis app, a video editing tool, or a project management board—without going through a formal approval process. While born from good intentions, this "Shadow IT" created a landscape of untracked software with no central oversight. The leadership team had no idea what data was being put into these platforms or how secure they were, creating a massive compliance and security risk.

The Results: Enhanced Security, Efficiency, and Client Trust

Adopting Passpack has fundamentally improved how Brainstorm Studio operates.

- **Complete Control Over Client Access**: They can now onboard a team member to a new client in minutes and, more importantly, offboard them with a single click. This has eliminated the security risk and saved their operations team countless hours.

- **Full Visibility into Shadow IT**: The agency no longer has to guess what tools their team is using. PassPack is now their single source of truth for software, allowing them to manage subscriptions, ensure security compliance, and eliminate redundant tools.

- **Strengthened Client Confidence**: Brainstorm Studio now includes their PassPack-powered security protocol as a key selling point in their proposals. It demonstrates a level of professionalism and security that builds immediate trust with new and existing clients.

- **Improved Team Productivity**: Their team is more efficient now that they have a reliable, secure place to access every tool they need to do their job, without having to hunt for passwords.

PassPack provided the centralized control the agency desperately needed. It allowed them to get a handle on their client account chaos and tame the growing problem of Shadow IT, letting them get back to what they do best: driving growth for their clients.

Get Started with Passpack Today!