

An illustration of a woman with dark curly hair, wearing a white top, a light purple cardigan, a dark skirt, and dark boots. She is holding a tablet and pointing at it. Above her, various marketing icons float: an envelope, a thumbs up, a play button, a heart in a speech bubble, and a padlock. There are also stars, circles, and plus signs scattered around. The background is a gradient of purple and pink.

MARKETING

Building brand, pipeline, and a successful go-to-market strategy

Team: Marketing

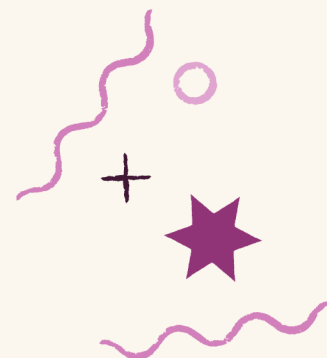
Responsible for: Company brand and reputation, product marketing, and supporting go-to-market functions

Shadow IT & Access Challenges:

- Services used often not supported by SSO, such as social media platforms
- Sharing of sensitive data across internal and external teams
- Teams often have access to sensitive customer data

The marketing team

is at the forefront of driving brand success and market impact. They work closely with cross-functional teams to generate leads, nurture customer relationships, and optimize the customer journey. This team also strives to enhance the overall brand reputation in the industry to become a thought leader in their own space. The marketing team has direct access to your company's social media accounts, handles confidential campaign spending and reporting, and often has access to sensitive customer data. It's incredibly important to safeguard this data and place guardrails on how users access this data to reduce risk to the company's brand reputation.



Marketing and security

The marketing team accesses a variety of applications for customer relationship management, project management, email marketing, and website analytics, many of which may not be covered by SSO. One example is your brand's social media accounts; it's difficult to track and manage how your employees are accessing this incredibly vital set of applications that directly impacts your reputation in the industry.



Marketers require quick, easy access to a large number of platforms to maximize their productivity, but are often faced with friction when it comes to managing or remembering secure credentials. This growing need to maximize productivity means that users often take shortcuts in their management practices like shared spreadsheets or reused credentials that sacrifices company data security.

Your marketing team also collaborates heavily with external partners like analysts, agencies, and contractors who need access to company information to support initiatives to grow the brand's following and awareness.

The marketing team must be empowered to securely share analytics, credentials, campaign spend details, and more with external collaborators while adhering to the principle of least privileged access, so that only intended individuals have access to intended data.

