



CLIENT STORY

**Security  
expertise  
with a user-  
centered  
philosophy.**



## **Duo Security's 800+ stakeholders adopt Brandfolder with ease**

Duo combines security expertise with a user-centered philosophy to provide two-factor authentication and secure single sign-on tools for modern organizations. With over 500 million authentications per month, Duo's simple and effective solutions give users freedom to focus on their passions and overall goals.







## Company Stats



Founded in  
2009



18,000+ customers  
in 100 countries



500M authentications  
every month



## The Challenge

Prior to Brandfolder, Duo Security utilized a different DAM solution that had recently been purchased by a large European-based DAM. However, after implementing this platform, Duo's Creative Operations Manager **Brandon Nalband** found that it simply failed to solve the fundamental pain points plaguing his creative team. Most importantly, Brandon struggled with getting his 800+ employees to adopt the platform.

One major issue Brandon experienced with the previous system was the organization structure. Like many cloud storage providers and DAMs, it was based on a folder structure hierarchy. With assets buried in poorly named folders, Brandon struggled to feel confident when sending his stakeholders to the DAM to access assets. Oftentimes, Brandon's stakeholders would come back to him and request assets in different sizes and formats—causing delays in other critical projects his creative team was also working on.

Brandon's stakeholders were also unable to search or filter based on their product's technical compliance terminology. He found that because the folders were convoluted and his stakeholders couldn't find his team's content, assets were duplicated, leading to wasted resources and company money. And, because they couldn't find content, the sales team struggled to stay on-brand with accurate content when pitching their products to market.

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As a result, there were **inconsistent and incorrect materials** being presented to customers, **wasted time** recreating assets that already existed, **hundreds** of requests a week, a **severely disorganized** ecosystem for their assets, and **no stakeholder visibility** into what Brandon's team was working on.

## The Solution

As a creative operations professional, Brandon's main goal is to drive efficiencies through improved processes. Brandon needed a better DAM platform to meet Duo's specific needs and to serve as a single source of truth for their marketing, sales, and graphic design teams. This improved efficiency would hopefully create an advantage in growing Duo's customer base, educate the marketplace about their solution, and allow the internal creative agency to work on the strategic projects that drive the business forward instead of responding to asset requests.

With Brandfolder, Brandon can now easily organize his assets with a flat hierarchy—creating collections of assets pertinent to certain teams or stakeholders. The team uses Brandfolder's auto-tagging and suggested tags to help stakeholders easily search and find the correct compliance documents. Not only does Brandon's internal creative team use the share links to send assets internally, but the sales

team also uses them to distribute assets to their prospective customers— all within a professional and polished portal. Additionally, Brandon's graphic designer Marla frequently uses Brandfolder's templating function to lock certain elements of an asset while leaving other elements open to customization. The sales team can now customize specific documents to their prospective clients' needs without ever reaching out to the team, all while maintaining Duo's brand integrity in the process.

Brandon is also starting to tap into Brandfolder's analytics to determine the efficacy of his team's graphic design and sales materials. He now asks questions like,

“If the sales team isn't touching this piece of content, do we need to tweak the design or utilize a different piece of collateral instead?”

## The Results

With Brandfolder's user-friendly platform and robust findability features, Duo has been able to give its 800+ employees a single source of truth while eliminating unnecessary strain on Brandon's internal creative agency. Thanks to Brandfolder, Brandon and his team can now focus on more unique and strategic creative work that brings the Duo brand to life.

By knowing what's accessible and exactly how to find it, members of sales and marketing teams help strengthen the Duo brand by bringing the correct assets to market in a self-service manner. Plus, Brandon and his team no longer get hundreds of asset requests to resize a logo or convert a file type to a different format.

With Brandfolder's advanced search capabilities using natural language processing, stakeholders can find assets within seconds. Furthermore, making edits within an on-brand template is all it takes to cater to unique sales scenarios, or launch a marketing campaign more quickly.

**Thanks to all of Brandfolder's efficiency-driving features, Brandon's creative team has eliminated over 10 hours of work per week – that's 520 hours a year!**

Brandfolder has truly been a headache-saving organization cure to Duo Security's previously hectic lives.

## Duo's Key Takeaways

### BEFORE

- ✗ A folder-based DAM that was complex and still buried assets
- ✗ Hundreds of asset requests a week because users couldn't find assets
- ✗ Duplicated content efforts by the internal creative agency because assets were not easily findable
- ✗ Inconsistent materials and outdated information being brought to market
- ✗ A tediously manual method of distributing assets globally

### WITH BRANDFOLDER

- ✓ A centralized repository that is organized in an intuitive way with permissions for certain users
- ✓ A platform that enables users to easily locate and customize assets to their specific markets, countries and customer needs, ultimately saving each employee on Brandon's team **10 hours per week**
- ✓ Saved time and resources put toward more strategic creative projects that drive the business forward
- ✓ A templating function that provides users the ability to customize sales sheets and materials to their specific needs while staying on-brand
- ✓ A cloud-based platform that anyone can access 24/7, so they no longer have to wait on the internal creative agency back at HQ.

“Brandfolder has saved us each about **10 hours of production time** across the world with the ability to confidently redirect folks to the assets in an intuitive way.”

— BRANDON NALBAND,  
CREATIVE OPERATIONS MANAGER



 Brandfolder

2 MINUTE WATCH:

**Transform your organization's  
creative workflows**

**WATCH NOW**



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