

Case study

**Urban Element streamlines
access to critical business
passwords with Zoho Vault**

urbanelement



Key Takeaways

Meet:

Luke Terzino

Occupation

Senior Social Media Specialist

Using Zoho Vault since

2019

Why Luke Terzino loves Zoho Vault

- Simple, part of our existing Zoho One subscription
- Secure business password sharing
- Save time with one-click login to websites
- Regular roll out of enhancements and new features

urbanelement

Background

“We were using PassPack for years. It worked well, but they didn’t roll out updates often and at times, it seemed a little unstable. At one point, we decided to look for alternatives—a reliable, and also a secure solution. As the users of Zoho One, Zoho Vault was a perfect choice for us. It had everything and, in fact, more than what Passpack offered in terms of features and regular updates, plus it’s part of our existing Zoho One subscription.” - Luke Terzino, Senior Social Media Specialist, Urban Element

The company

Urban Element is a digital marketing and website design agency based at Oxfordshire, United Kingdom. Founded in 2003, the company has established long term partnerships with big names including the Pearson PLC, Oxford University, Grafton Group PLC, TJC Group, Bowman International, and many more. With their innovative design and

marketing campaigns, Urban Element helps businesses to achieve their digital goals and ensure a high return on investment (ROI).

Luke Terzino, Senior Social Media Specialist, has been working with Urban Element for over half a decade now. He is a specialist in social media, link building, and pay per click marketing. He, along with his team, has successfully delivered over one hundred websites and fifty marketing campaigns. Urban Element clients consider Luke as their trusted partner to improve their website traffic within their budget.

Introducing Zoho

Urban Element was already mindful of password security and how it could impact their reputation. Before using Zoho Vault, Urban Element used Passpack to manage all their business passwords. Luke said the tool was working pretty decently, but at some point, it became unstable and stopped rolling out new updates regularly, making them worry about the security and future of the platform. Slowly, the Urban Element team realized it was time to start looking for a better alternative that would be simple, yet feature-rich, and reliable.



As a digital marketing agency, we deal with a lot of client accounts, passwords, and usernames. Zoho Vault has played a pivotal role in keeping internal and external digital data and accounts safe, secure, and encrypted.



Urban Element uses Zoho One, Zoho's operating system for business that offers 40+ tightly-integrated apps to manage entire business operations in a single subscription. They were already power users of Zoho CRM and exploring other tools including Zoho Cliq, a chat tool, and Zoho PageSense, a website optimization tool. So Luke decided to evaluate Zoho Vault, another piece of their existing Zoho One subscription.

As soon as Luke decided to move forward with Vault, he was able to quickly import all their business passwords from Passpack using the import option in a few clicks. They then slowly started exploring the advanced features such as fine-grained password sharing, auto-logout via browser extension, password policies, mobile access, and many more. All these features, along with the dedicated customer support team as needed, helped the Urban Element team completely move to Zoho Vault.



Zoho Vault's features allow us to safely, securely, and quickly store and back up vital login and account details so that we and our clients never lose access to an account or risk data breaches



“As a digital marketing agency, we deal with a lot of client accounts, passwords, and usernames. Zoho Vault has played a pivotal role in keeping internal and external digital data and accounts safe, secure, and encrypted.

Zoho Vault's features allow us to safely, securely, and quickly store and back up vital login and account details so that we and our clients never lose access to an account or risk data breaches,” said Luke.

The benefits

Urban Element was able to easily add Zoho Vault directly from their Zoho One dashboard in a couple of minutes. The user onboarding and data migration pieces were easy and the whole team was able to test the product hands-on and explore the app on the same day. Some of the features the Urban Element team loves in Zoho Vault include:

- Ability to store and manage passwords of each client in different folders
- Login to websites and apps with one-click login, increasing the productivity by over 30%
- Folder sharing with any user or group in a single click
- Sharing passwords without revealing them in plain-text
- Mobile access to passwords



Zoho Vault provides quick access to both the internal and clients' passwords. The secure password sharing and audit gives us complete peace of mind with respect to the GDPR compliance. Overall, we feel secure and confident with the app and would happily recommend Zoho Vault to our clients



After evaluating the tool for a couple of weeks, Luke and his team decided not to renew their Passpack subscription. They now enjoy the following benefits:

- Integration with popular directories and productivity suites for easy onboarding
- Safe and secure password management from anywhere, at any time
- The ability to define user roles and password ownership
- Complete visibility at all times for who used which password, when

Looking forward

After using Zoho Vault for more than a year now, Urban Element feels happy that they moved away from Passpack to Vault.

“Zoho Vault provides quick access to both the internal and clients’ passwords. The secure password sharing and audit gives us complete peace of mind with respect to the GDPR compliance. Overall, we feel secure and confident with the app and would happily recommend Zoho Vault to our clients,” said Luke.

“Keeping our client’s data secure is one of the utmost priorities for a digital marketing agency like us. We usually talk to our clients about the apps they use and its technology stack to understand them better. If they are using multiple apps in silos, we usually recommend they try Zoho One, which offers everything in a single subscription. That will give them access to over three dozen Zoho apps, including Zoho Vault,” said Luke.

With more employees and customers working with Urban Element every day, they will continue to rely on Zoho Vault and other Zoho apps to improve their security and productivity.



We usually talk to our clients about the apps they use and its technology stack to understand them better. If they are using multiple apps in silos, we usually recommend they try Zoho One, which offers everything in a single subscription. That will give them access to over three dozen Zoho apps, including Zoho Vault.



About Zoho Vault

Zoho Vault is a two-in-one solution that caters to all password management and single sign-on needs. With Vault, you can securely share your passwords across teams in your enterprise and increase the productivity of your employees by simplifying their login experience. We offer an exhaustive list of integrations and features for a price that's light on your pockets.

Useful links:

[Product demo](#)

[Getting started](#)

[Upcoming webinars](#)

[Testimonials](#)

[Resources](#)

Contact:

Australia: +61 291654046 - 6400

USA: +1 3123402567 - 6400

UK: +44 2039012997 - 6400

India: +91 044 67447048 - 6400