



**LogMeIn** is one of the world's 10 largest software-as-a-service (SaaS) companies by revenue. Its worldwide operations include more than 3,500 employees in more than 20 global offices, which support 4 million daily users, 24 million free users, 2 million customers, and 6 billion annual interactions. Headquartered in Boston, LogMeIn offers a robust portfolio of solutions for communication and collaboration, identity and access, and customer engagement and support. One of its most well-known products, LastPass, is a powerful password management tool that protects individuals and businesses from identity theft and hacking.

## CHALLENGE

As a rapidly growing SaaS company, LogMeIn found itself needing to scale its training programs quickly and efficiently. "We went from being a small, more informal business with a startup look and feel to a more than \$1 billion company," said Deborah Ferrazano, LogMeIn's security engagement manager.

However, there was a lack of consistency in security awareness messaging and training, and Ferrazano knew the company needed to fill the gaps and become compliant. Initially, LogMeIn's human resources department rolled out a conventional computer-based training course, but it was what Ferrazano calls "death by a million mouse clicks."

Ferrazano understood the dynamic employee culture of LogMeIn, and she wanted a robust security awareness training program that was engaging and informative to match the organization. She also knew she needed a solution that would push completion rates as close to 100 percent as possible while also allowing employees to provide valuable anecdotal feedback.

## SOLUTION

When Ferrazano joined LogMeIn in February 2018, she immediately started looking for a security awareness training solution that wasn't going to perpetuate the training system LogMeIn's employees were used to. As she looked at different training companies, she was finding training content (e.g., anime cartoons) that just didn't make sense for the LogMeIn culture.

"I knew I didn't want anything too long, too dark or fear-based, or anything too juvenile," Ferrazano said. "LogMeIn employees are smart people, and I didn't want them to be bored, scared, or condescended to."

Ferrazano was familiar with Habitu8's cofounder Jason Hoenich from her time participating in a forum for information security awareness professionals.

She knew that Hoenich had a unique, memorable approach that would work. In March 2018, Ferrazano sought out Habitu8 in order to liven up and build out the company's much-needed security awareness training program.

"I knew Habitu8's animated offerings with the knowledge checks were just the right mix of humor and serious content—delivered quickly and effectively—and would deliver lessons applicable to our employees' personal lives as well as their work," Ferrazano said. "Plus, their Hashtag Awareness live-action awareness videos are best in class—beautifully produced, clever, and memorable."

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Habitu8 started by offering LogMeIn a customized onboarding experience in order to understand the company's specific security awareness training program needs and goals. By talking through requirements and timelines, Habitu8 crafted a solution that was specifically tailored to LogMeIn's unique needs, including:

- Training content in a variety of languages to accommodate a global workforce
- LogMeIn branding on all training content
- Training content and video titles that covered specific topics
- Implementation of all training content on LogMeIn's learning management system (LMS)
- Training content that was the right balance of playful and serious, as well as informative and fun

With all of these requirements in mind, Habitu8 produced and delivered the training content straight to LogMeIn's LMS.

## RESULTS

With Habitu8's training content in place, LogMeIn saw immediate results, including a 96-percent training program completion rate. According to Ferrazano, this completion percentage alone has validated and confirmed the company's goals. Additionally, LogMeIn's employees have expressed plenty of positive feedback about the new training videos. "I still hear, 'That was the best training I've ever taken,'" Ferrazano said. "This training sets the perfect tone for the program I am developing."


## THE FUTURE

LogMeln plans on continuing to work with Habitu8 as it builds on the momentum of its security training to accelerate the adoption of its corporate security suite. In fact, Ferrazano is currently encouraging more LogMeln employees to use LastPass, which will allow her to measure the increase in employee password quality after launching **Hashtag Awareness videos on password security**.

“We plan to validate the impact of Habitu8’s great videos on other topics, too, such as social engineering and incident reporting, through a phishing simulation program and evaluating other metrics,” she said.

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“I have every confidence that they will go the extra mile to assist me and ensure our success,” she said.



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Are you ready to ensure your employees are completing their security awareness training and not being subjected to death by a million mouse clicks? Make security awareness training interesting, fun, and memorable by **taking a dive into our free Basic Trial now.**



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(323) 835-1410