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
- 500 million authentications every month
Challenge

Prior to Brandfolder, Duo Security utilized a different DAM solution that has recently been purchased by a large European-based DAM. However, after implementing this platform, Brandon Nalband, Creative Operations Manager, found that it simply failed to solve the fundamental pain points plaguing his creative team. And, 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 also 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. Often times, 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 not able 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, which lead to wasted resources and company money. And, because they couldn’t find content, the sales team struggled to stay on-brand and use accurate content when pitching their products to the market.

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

“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
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 serve as a single source of truth for their marketing, sales, and graphic design teams. The improved efficiency would hopefully allow the internal creative agency to work on the strategic projects that drive the business forward instead of responding to asset requests, create an advantage in growing their customer base, and educate the marketplace about their solution.

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 our 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 out the assets internally, but the sales team also uses them to distribute assets to their prospective customers, which deliver assets in a professional and polished portal. And Brandon’s graphic designer, Marla, frequently uses our 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, and maintain Duo’s brand integrity in the process.

Brandon is also starting to tap into our analytics to determine the effectiveness of his team’s graphic design and sales materials. He 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?”

10 hrs of work per week saved

520 hrs of work per year saved
Results

With Brandfolder’s user-friendly platform and robust findability features, Duo has been able to give 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, sales and marketing team members help strengthen the Duo brand by bringing the correct assets to market in a self-service manner. And, Brandon and his team no longer get hundreds of asset requests to resize that logo or convert the file type to a different format.

With our advanced search capabilities that use natural language processing, stakeholders can search and find assets within seconds. And, edits within an on-brand template are all it takes to fit any number of unique sales scenario or launch a marketing campaign quicker.

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 their previously hectic lives.

DUO’s Key Result Takeaways

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<thead>
<tr>
<th>BEFORE</th>
<th>WITH BRANDFOLDER</th>
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<tbody>
<tr>
<td>A folder-based DAM that was complex and still buried assets</td>
<td>A centralized repository that is organized in an intuitive way with permissions for certain users</td>
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<tr>
<td>Hundreds of asset requests a week because users couldn’t find assets</td>
<td>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</td>
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<td>Duplicated content efforts by the internal creative agency because assets were not easily findable</td>
<td>Saved time and resources put toward more strategic creative projects that drive the business forward</td>
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<td>Inconsistent materials and outdated information being brought to market</td>
<td>A templating function that provides users the ability to customize sales sheets and materials to their specific needs while staying on-brand</td>
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<td>A tediously manual method of distributing assets globally</td>
<td>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</td>
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Interested to hear more about how Brandfolder can help transform organization and distribution for your global enterprise?

Reach out today! hello@brandfolder.com  |  +1 (720) 744 0300  |  brandfolder.com
To learn more about Brandfolder, visit brandfolder.com.