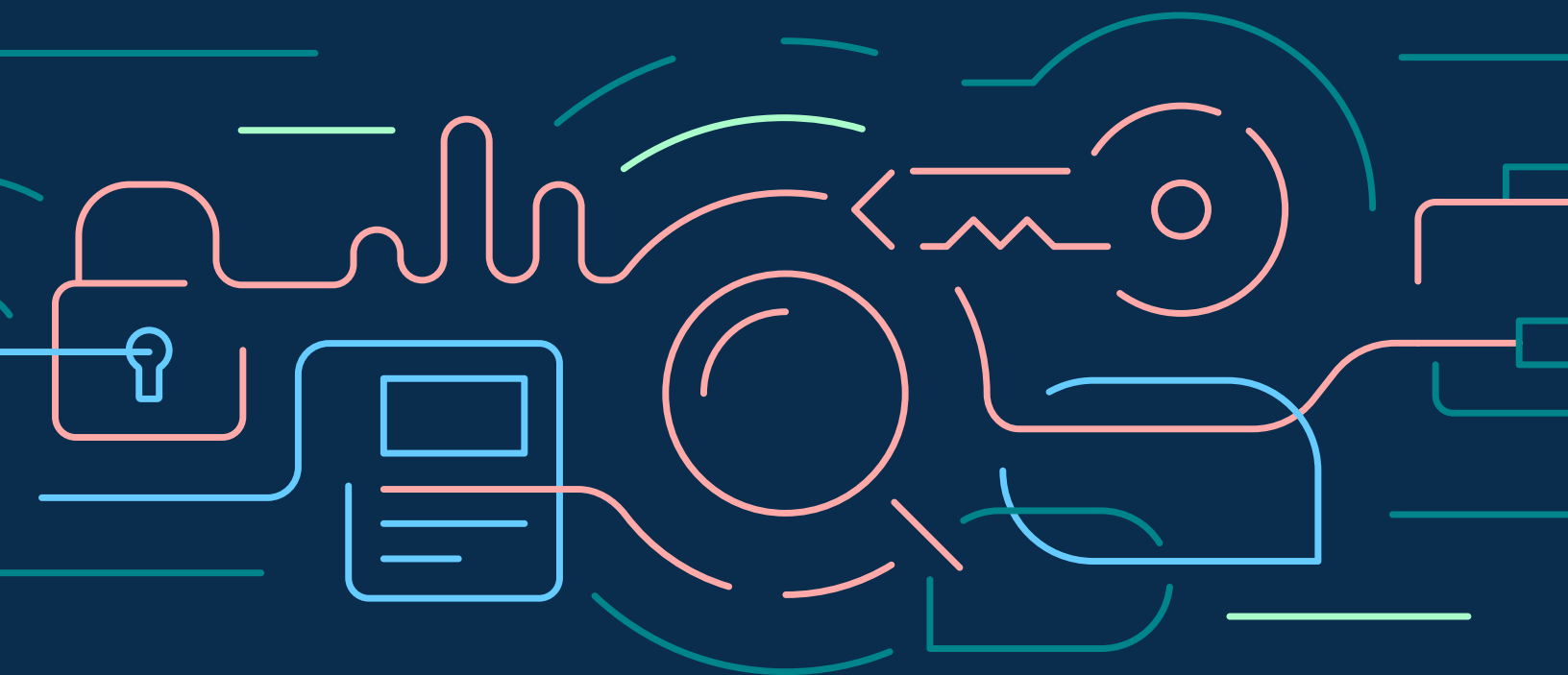


1Passw@rd

# 1Password Business brings Ada's culture of security home





Security starts at home. That's why we wanted to make sure our team can practice good security habits outside of work as well. Upgrading to [1Password Business](#) allowed us to provide every employee at Ada a family account to share with their loved ones.



**Neil Rooney**  
Head of IT, Ada

### Key results

- Free family accounts help employees adopt a security-first mindset that extends beyond the office
- Secure sharing and access controls help keep Ada compliant
- Training resources and seamless onboarding via Slack increase adoption across company
- Integrating 1Password into daily workflows boosts productivity

Information security has always been a top priority at [Ada](#). For several years now, Ada has been relying on [1Password](#) to help the entire team comfortably manage passwords and cope with the increasing number of digital tools.

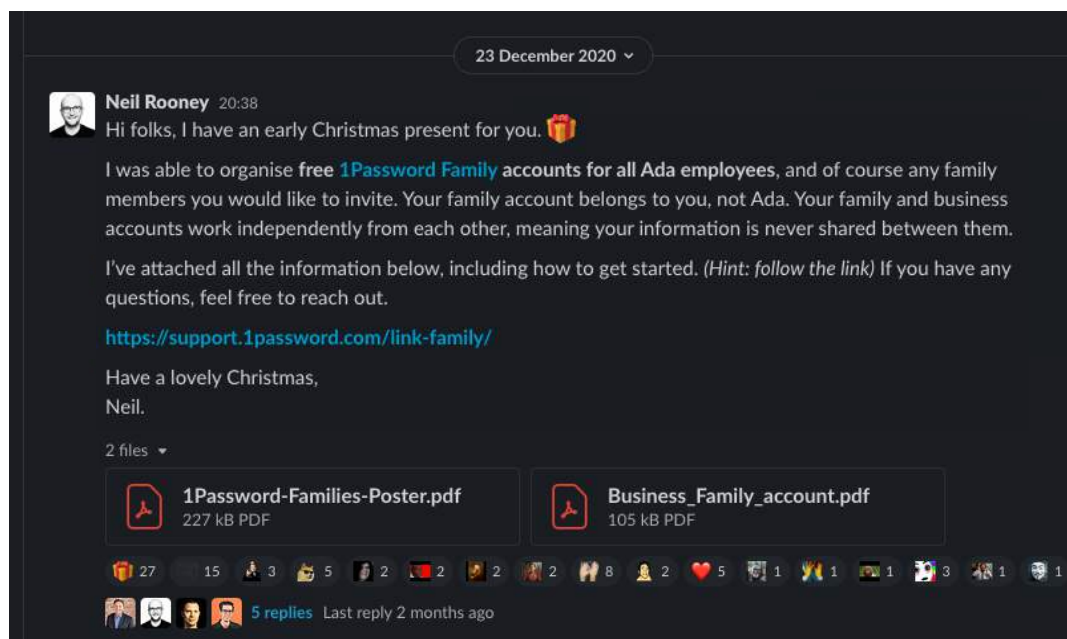
*"The number of passwords that people need to remember at work and at home is increasing every day,"* Neil Rooney, Head of IT at Ada, recalled. *"We knew that we had to offer our team a solution to manage all these passwords in a safe and comfortable way."*

Founded in 2011, Ada offers a mobile app that anyone can download and, by answering some short questions, describe their current symptoms. AI then processes these responses and suggests a number of possible causes. Working at the intersection of technology and health, it's vital that Ada takes every precaution to keep out cybercriminals.

## Free family accounts is life-changing for Ada employees

An additional factor in Ada's decision to upgrade to [1Password Business](#) was that every employee using 1Password gets a [free family account](#) that covers up to five people in their household. Family accounts have their own login and set of vaults, ensuring that staff never confuse their personal and work-related passwords. They also empower Ada's employees to get into the habit of storing and sharing passwords securely.

*"We wanted them to adopt a security mindset also for non-work related passwords," Rooney said, "and not just, 'Oh I have to do this thing at work because my admins tell me to.'"*



Without 1Password Families, there's a good chance some employees wouldn't use a password manager at home, or struggle to persuade family members to adopt one. That means they would be more likely to share important private passwords via text or another convenient but insecure method.



*We care about our employees and want them to be safe. And with a family account, they can help their family as well.*

Why does it matter? Consider this: If people were to use the same password for work and personal accounts, an attacker might be able to access a company's systems more easily.

*"People need to use different passwords for the tools they use at home and at work. Managing accounts with 1Password makes life a lot easier for everyone at Ada,"* Rooney explained. If you protect both work and personal accounts, there's minimal chance an attacker will squirrel their way in.

1Password Families empowers employees to secure their entire digital lives. They can be confident that their loved ones are practicing good security habits and aren't at risk of being hacked.

## Audit trails make compliance simple

Free family accounts aren't the only benefits of 1Password Business. Using a password manager has helped Ada pass important audits and keep up with legal requirements. *"Our last auditor loved it,"* Rooney explained. *"They thought it was the bees knees."*

Auditors want to know that Ada is sharing passwords securely. 1Password supports the team in setting up transparent information security processes and controlling what employees are able to see and share. *"1Password is an essential part of Ada's overall strategy to manage passwords in a safe and compliant way,"* Rooney said.

Ada can also show that its onboarding and offboarding employees correctly. With 1Password, the team can create a [paper trail](#) for every employee and be confident that they don't have access to anything important after leaving the company.

## Training and smart integrations ensure employees buy in

But it doesn't matter how secure your password manager is, if no one uses it. At first, this was a very real challenge for the company. *"People first needed to see the advantages of 1Password before making it part of their daily routines,"* Rooney said. *"At first, they were hesitant to actually generate new passwords and save them inside 1Password."*

Ada won over its workforce in a few different ways. First, it used mobile device management (MDM) to deploy 1Password on everyone's devices. Second, it made 1Password the default password manager. After that, employees got used to the change *"very, very quickly,"* Rooney said, and realized how convenient it was to autofill passwords with 1Password.

Today, 1Password is effectively mandatory at the company. *"If you want to access a password that's for a secure system, you're gonna have to install it,"* Rooney said. Ada has also integrated 1Password with Okta, the company's identity provider. *"1Password allows us to provision and deprovision accounts easily and automatically directly from Okta,"* Rooney said.



*We have built 1Password into our culture and how we work.*

Using a password manager can feel daunting to someone who isn't particularly tech-savvy. So Ada made 1Password part of employee onboarding. Rooney also holds webinars that explain advanced tips and tricks, such as autofilling passwords with keyboard shortcuts. These are often built around 1Password's extensive and approachable [support pages](#), which anyone can read through online.

Now, Ada doesn't have a problem persuading people to use 1Password. *"We found education to be the best way forward,"* Rooney said, *"and since then, the uptick [in usage] has been very good."*

## Better security encourages productivity

The effect of that buy-in is two-fold. Firstly, complying with the highest security standards is more comfortable for the Ada team – that's good for the business. Secondly, the team is more productive. With 1Password, they don't need to continuously type out passwords.



*We've seen employees adopt 1Password and its sharing capabilities into their daily workflows. And even turn it into a verb, '1Password it to me.'*

Ada has won back precious seconds in other ways, too. The company uses the 1Password Slack app, for instance, to onboard employees and make sure they have access to everything they need. Ada employees also use 1Password to generate two-factor authentication codes for important accounts, including their Okta login.



*A lot of time has been saved because of 1Password.*

By adopting 1Password, Ada has helped all of its employees to develop a more holistic security-oriented mindset, also outside of the workplace. The company has leveraged our support materials to educate staff on why they should be using a password manager. And with free family accounts, all of those good security habits have been extended to employees' homes and the people they love. These help the company nail its audits and focus on what really matters – helping people around the world monitor their health and understand what concerning symptoms really mean.



## COMPANY

Built by doctors and scientists, Ada's medical AI helps millions of people to take care of themselves. The team's award-winning app takes a user's symptoms, compares them with patients that have similar characteristics, and then explains the likelihood that they have a certain condition.

Ada

## INDUSTRY

Health, Technology

## USE CASES

- Free family accounts
- Audit trails
- Automated provisioning
- Sharing