



Why is NordPass required in your organization?

Why should you care about a password manager?



1. Human error is the culprit

Most breaches happen due to employee mistakes:

- (Re)using predictable passwords like "123456."
- Losing credentials to phishing scams.

A password manager:

- Generates and remembers passwords for you.
- Saves your time and reduces digital anxiety.



2. It's not all elaborate hacking

Scammers love tried-and-true methods:

- Fake emails addressed from your "boss."
- Sites that trick you into submitting your password.

A password manager:

- Ensures you're only logging in to trusted services.
- Protects your credentials from scam websites.

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3. No more time wasted on password resets

Did you know that the average person spends **26 hours a year** resetting passwords?

- That's a full day of productivity lost.
- You end up with less time to focus on your responsibilities.

A password manager:

- Helps you forget frustrating password resets.
- Saves you time to do your job more efficiently.



4. Protection for your reputation and career

Did you know that **14% of people reuse the same password** for work and personal accounts?

- That puts all your accounts with reused passwords at risk.
- A breach requires extra time and resources to remediate.
- Being the cause of the breach can tarnish your professional reputation and trust.

A password manager:

- Keeps your work and personal passwords separate.
- Protects you from causing a cybersecurity incident related to breached credentials.



Password manager: for productivity and security

A password manager helps you save time, reduce stress, and feel secure at work and home.

What's in it for you:



Save time:

No more forgetting or resetting passwords. Log in swiftly and get to work.



Feel secure:

Protect sensitive data from scams and avoid falling for breaches.



Simplify your life:

Get an all-in-one tool to store and monitor your work-related passwords.



Get NordPass for personal use:

Enjoy the free Premium plan as long as you're part of the organization.

Counteracting the misconceptions

We get it – trying something new can feel unnecessary or even frustrating. Let's see how NordPass addresses the most common doubts and concerns.



"I don't need a password manager."



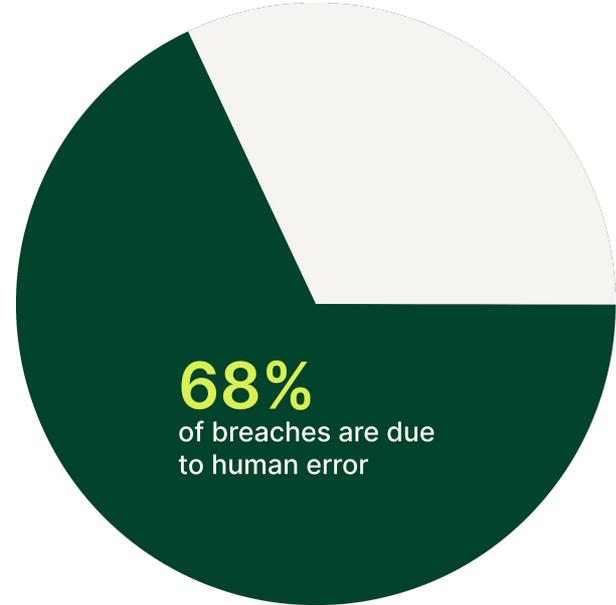
Assumption:

I've never been hacked, so it's irrelevant.



Reality check:

AI-powered tools can be employed to guess and breach more passwords—yours included. NordPass protects you from phishing and keeps all your passwords safe by only autofilling them on trusted sites.



"It's inconvenient."



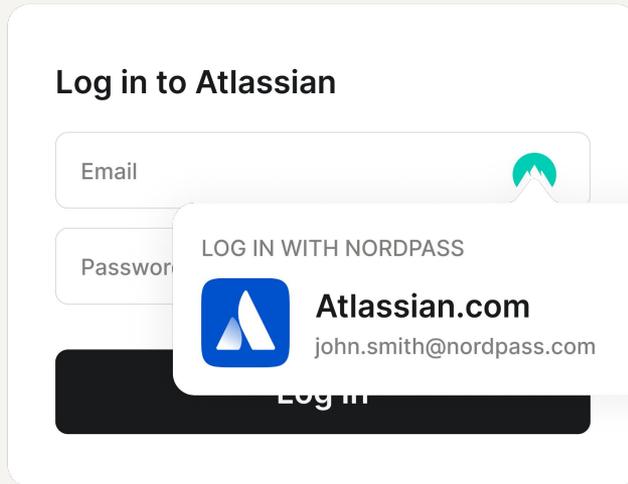
Assumption:

This just makes logging in harder.



Reality check:

On the contrary, you won't need to juggle sticky notes, spreadsheets, or reset passwords anymore. With NordPass, it takes just one click to log in—whether from your browser or mobile device.



"It's too complicated."



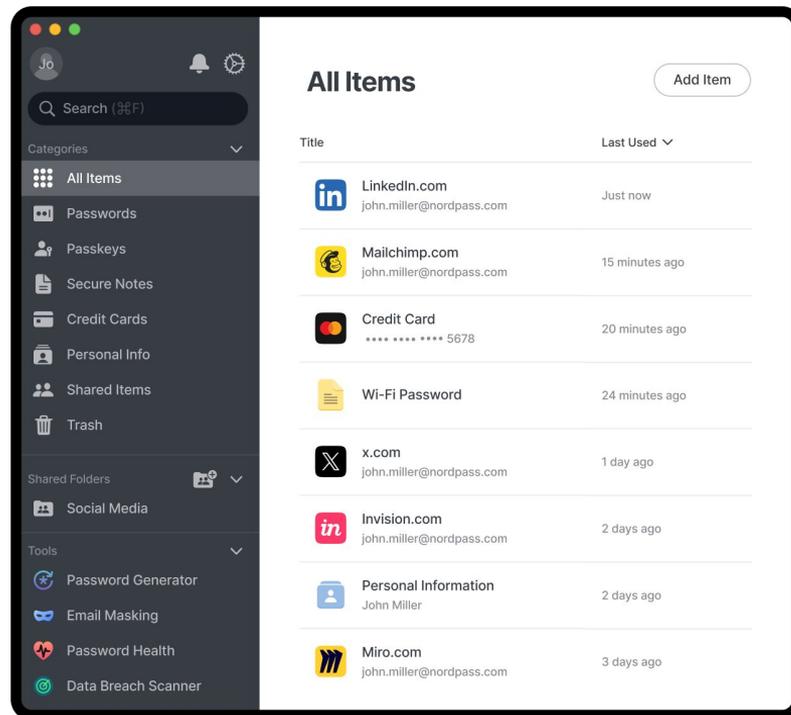
Assumption:

I'm not tech-savvy enough to use it.



Reality check:

NordPass is an intuitive tool built for every user. It's easy to use and automatically saves, fills, and creates passwords. Best of all, it keeps all your credentials in one place—so say goodbye to lost and forgotten passwords.



"I have my own system."



Assumption:

My method works just fine—why change?



Reality check:

Unencrypted spreadsheets and sticky notes are hard to protect and easy to lose. Thanks to its encryption, NordPass is a safer alternative, letting you effortlessly grant and revoke access to shared credentials for team collaboration.

Spreadsheet	NordPass
✗ Unencrypted	✓ Advanced encryption
✗ Easy to delete	✓ Secure storage
✗ Limited access	✓ Flexible access
✗ Manual copy-and-pasting	✓ Autofill and autosave

"It will slow me down."



Assumption:

Yet another tool just wastes more time.



Reality check:

NordPass accelerates logging in—no more typing passwords or resetting forgotten ones. Log in to your accounts with a single click, save new credentials just as quickly, and share access with your colleagues whenever you need to collaborate.



Manual login:
~30 seconds

vs.

NordPass login:
~3 seconds

"My passwords won't be private."



Assumption:

The IT admin will see the passwords I create and store.



Reality check:

NordPass uses advanced encryption to secure your data, and only your Master Password or biometrics can reveal it. Your admin can only see if you meet the password policy requirements. You can even set a shared password to "Autofill only," preventing anyone else from seeing it in plaintext.



Master Password



Set up NordPass

in 3, 2, 1...

Need help getting started?

Visit our [Business Onboarding Hub](#)

Reach out to your IT specialist

Visit our [Help Center](#)

Contact us at: support.business@nordpass.com