

# Vimeo Case Study

Partnering with Elevate Security to Reduce Risk and Prove Efficacy

## Background

Olivia Fowora, IT Compliance Manager at Vimeo, is an innovator when it comes to cybersecurity. One of Fowora's first security vendor partnerships that she inked after joining Vimeo, was Elevate Security, a vendor that she was familiar with from her time at a previous employer. "I knew Elevate Security, was pleased with the product, and knew that it would be a valuable addition to my security arsenal at Vimeo - it was an easy decision and one I made almost immediately," said Fowora.

## The Challenge

Fowora had a few hurdles to tackle after joining Vimeo. The security team was new and she had to build everything from scratch. Fowora didn't want to build just any program, she wanted to build a security awareness program that engaged, inspired, and motivated without using fear tactics.

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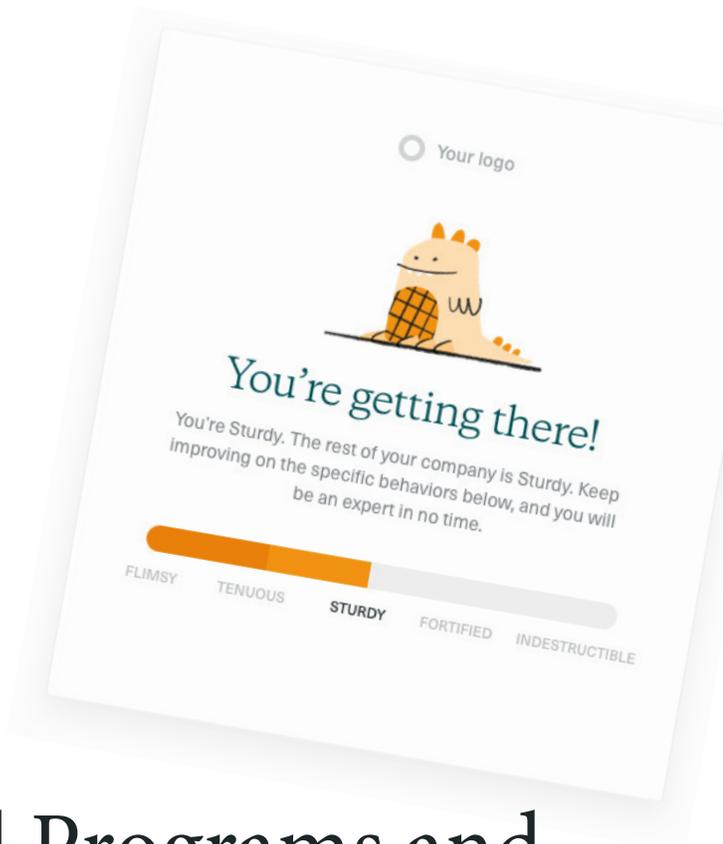
The security team was overwhelmed with the number of requests for people wanting to install password management software. Social proof was a real game changer for the Pulse send. We couldn't believe how well the teams were complying!

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Olivia Fowora,  
IT Compliance Manager,  
Vimeo

# The solution: A new approach with Elevate Pulse

Fowora and her team worked closely with Elevate Security to send company wide Pulse communications to Vimeo employees. These emails, personalized to each and every employee, show the employees their scores related to their security behaviors (using Vimeo's data) and also use techniques like positive reinforcement and social proof to nudge employees to make better decisions.



# The Result: Optimized Programs and Proven Efficacy

Fowora and her team have seen a big uptick in the Vimeo team's diligence about security and overall reporting increased "significantly" after Elevate Security's Pulse communications. Elevate Security's dashboards help Fowora and her team show efficacy at a moment in time and over time which is valuable in optimizing programs and communicating value internally.

"We are so happy with the results with Elevate Security. We want to partner with vendors who can help us show efficacy and Elevate Security is one of the few that can do that."

- Olivia Fowora, IT Compliance Manager, Vimeo