

Sample Communication Templates (MSP use)

These **communication templates** support your change management strategy for the successful deployment of **1Password Enterprise Password Manager** to your clients.

Our goal is to help you ensure a **smooth rollout, maximize user adoption**, and reinforce your value as a proactive MSP.

Before use, review the content and adjust the highlighted areas to reflect the information and resources you recommend for your clients. We recommend including videos from the [1Password End-User](#) video library or the [1Password Awareness](#) video library, if you have not created your own.

***Note:** We assume you have dedicated support and that training sessions have been planned.*

Scenario 1	Subject	Recommended Timing
If you are implementing a password manager for a client for the first time without Single-Sign On (SSO)	IMPORTANT: Exciting News: Introducing 1Password as our new password manager!	send 3-4 days prior to 1Password rollout

Email

Hi everyone,

We are thrilled to announce a significant upgrade in how we manage our passwords and secure our digital assets. Starting **<effective date>**, we will be transitioning to using 1Password as our new password manager.

What is 1Password?

1Password is an industry-leading password manager that provides a secure and efficient way to store, organize, and generate strong passwords. It offers a seamless experience across various devices and platforms, allowing us to access our passwords and other confidential information whenever and wherever we need it.

Why 1Password?

Our decision to adopt 1Password stems from its excellent track record in safeguarding sensitive data, its easy user-friendly interface, and its robust set of features, which align with our security and convenience needs. With 1Password, we can look forward to:

- **Stronger security:** Utilize complex, unique passwords for all accounts without the worry of memorization or reuse.
- **Effortless access:** Access passwords and information seamlessly across devices, ensuring productivity without compromising security.
- **Enhanced collaboration:** Safely share passwords and sensitive information with team members when necessary.
- **Two-factor authentication:** Strengthen our security with an additional layer of protection.

What's Next?

In the coming days, you will receive instructions on how to set up your 1Password account and migrate your existing passwords to the new system. We are committed to making this transition as smooth as possible and will provide ample resources and support to assist you throughout the process.

Your cooperation and proactive engagement are highly valued as we move forward together. If you have any initial questions or concerns, please feel free to reach out to [<contact person/team>](#) who will be happy to assist you.

Thank you for your commitment to maintaining the highest level of security for our team. We're excited about this new chapter and the added protection it will bring.

Thanks,
Your IT Team

Slack, Microsoft Teams, or other messaging platform

Hi everyone,

We are thrilled to announce a significant upgrade in how we manage our passwords and secure our digital assets. Starting [<effective date>](#), we will be transitioning to using 1Password as our new password manager.

In the coming days, you will receive instructions on how to set up your 1Password account and migrate your existing passwords to the new system. We are committed to making this transition as smooth as possible and will provide ample resources and support to assist you throughout the process.

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Scenario 2	Subject	Recommended Timing
If you are implementing a password manager for a client for the first time with Single-Sign On (SSO)	Introducing an easier way to use and share passwords	send 3-4 days prior to 1Password rollout

Email

Hi everyone,

We're excited to announce that we'll soon be using 1Password for their password management solution that lets you easily manage and access credentials or company data. Like many of our other apps and tools, you'll be able to login to 1Password using *<insert SSO provider>*.

We will start using 1Password on *<enter deployment date>*. Here are some things you can expect with the transition over the next few *<insert time frame i.e. X weeks, months>*:

- Quick import of your existing credentials and documents into 1Password
- Get back time for other business priorities - with autofill, autosave, and password generator, you can access credentials when you need it with a single click.
- No need for ticket requests into IT calls for password resets – you can easily reset and autosave your passwords.
- Easy onboarding: we'll provide videos, support documents, and more to keep this transition simple for you.
- Improve your security and password hygiene while securing both our company data and your online identity.
- A free 1Password Families account for up to 5 users, so you can enjoy the benefits mentioned above for you and your loved ones.

To learn more about 1Password password manager and what you can expect with this transition, check out our resources. *<enter location of where you will host resources>*

Thanks,
Your IT team

Slack, Microsoft Teams, or other messaging platform

Hi everyone,

We're excited to announce that we'll be using 1Password starting **<enter deployment date>**. 1Password is a password management solution that lets you easily manage and access credentials or company data. Like many of our other apps and tools, you'll be able to login to 1Password using **<insert SSO provider>**.

We're excited about this new chapter and the added protection it will bring.

Thanks,

Scenario 3	Subject	Recommended Timing
If your client is an existing 1Password customer moving to using 1Password with Single-Sign On (SSO)	Learn how to easily share passwords and documents	send 1 week prior to granting 1Password access

Email

Hi everyone,

I'm pleased to announce that as part of our effort to make logins simple and secure, we're setting up all users to log into 1Password password manager with **<insert IDP>** instead of using a 1Password account password. **This means you no longer have to remember a separate password to access your 1Password account!**

In the coming **<insert time period>**, you will be guided through the migration process of converting your 1Password account from using an account password to using **<insert IDP>**.

We will be switching to Single-Sign On with **<insert IDP>** on **<insert rollout date>**. Single Sign-On (SSO) is a way of letting users access services like websites and software, without having to enter unique credentials for each account.

The benefits of using SSO to access 1Password password manager includes:

- Even faster access to what you need on trusted devices
- Removing the need for your account password and Secret Key

Please be on the lookout for additional emails as we get closer to deploying SSO for 1Password. We are carefully working with our internal teams to ensure a smooth transition. We will be alerting you to upcoming actions required and additional information as we get closer to **<insert launch date>**.

If you have any questions related to this change please reach out to <insert support contact email alias> for assistance.

Thanks,
Your IT Team

Slack, Microsoft Teams, or other messaging platform

Hi everyone,

I'm pleased to announce that in the coming <insert time period>, you will be guided through the migration process of converting your 1Password account from using an account password to using <insert IDP>. **This means you no longer have to remember a separate password to access your 1Password account!**

We will be switching to Single-Sign On with <insert IDP> on <insert rollout date>. Single Sign-On (SSO) is a way of letting users access services like websites and software, without having to enter unique credentials for each account. We will be alerting you to upcoming actions required and additional information as we get closer to <insert launch date>.

Scenario 4	Subject	Recommended Timing
If your client is switching from another existing password manager to 1Password	IMPORTANT: Exciting News: We are moving to 1Password as our new password manager!	send 10-12 days before 1Password rollout

Email

Hi everyone,

We are thrilled to announce a significant upgrade in how we manage our passwords and secure our digital assets. Starting <Effective Date>, we will be transitioning from <insert current password manager> to using 1Password as our new password manager.

What is 1Password?

1Password is a highly reputable and industry-leading password manager that provides a secure and efficient way to store, organize, and generate strong passwords. It offers a seamless experience across various devices and platforms, allowing us to access our passwords and other confidential information whenever and wherever we need it.

Why 1Password?

Our decision to make the switch to 1Password stems from its excellent track record in safeguarding sensitive data, its user-friendly interface, and its robust set of features, which align perfectly with our security and convenience needs. With 1Password, we can look forward to:

- **Stronger security:** Utilize complex, unique passwords for all accounts without the worry of memorization or reuse.
- **Effortless access:** Access passwords and information seamlessly across devices, ensuring productivity without compromising security.
- **Enhanced collaboration:** Safely share passwords and sensitive information with team members when necessary.
- **Two-factor authentication:** Strengthen our security with an additional layer of protection.

What's Next?

In the coming days, you will receive instructions on how to set up your 1Password account and migrate your existing [<insert current password manager>](#) passwords to the new system. We are committed to making this transition as smooth as possible and will provide ample resources and support to assist you throughout the process.

Your cooperation and proactive engagement are highly valued as we move forward together.

If you have any initial questions or concerns, please feel free to reach out to [<contact person/team>](#) who will be happy to assist you.

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Your IT Team

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We are thrilled to announce a significant upgrade in how we manage our passwords and secure our digital assets. Starting [<effective date>](#), we will be transitioning from [<insert current password manager>](#) to using 1Password as our new password manager.

In the coming days, you will receive instructions on how to set up your 1Password account and migrate your existing [<insert current password manager>](#) passwords to the new system. We are committed to making this transition as smooth as possible and will provide ample resources and support to assist you throughout the process.

If you have any initial questions or concerns, please feel free to reach out to <contact person/team> who will be happy to assist you.

Scenario 5	Subject	Recommended Timing
Post-deployment training announcement email to clients	Learn how to easily share passwords and documents	send 4-5 days after 1Password has been deployed

Email

Hi everyone,

You should have received a 1Password invitation email <insert time frame> (i.e. a few days ago, last week) and completed the set-up process for your password manager. For those of you now using 1Password, we hope you've enjoyed some of the benefits, like faster logins, autofilling, and easy sharing!

Here are some helpful resources to familiarize yourself with features and options within 1Password:

- 2 - 3 minute walkthrough videos on:
 - Joining <insert organization>'s 1Password account
 - Setting up the 1Password browser extension
 - Importing and organizing your data into 1Password
 - Accessing 1Password across your devices and browser
 - Sharing documents and items securely with others
- Frequently asked questions
- 1Password overview presentation

Thanks,
Your IT team

Slack, Microsoft Teams, or other messaging platform

Hi everyone,

You should have received a 1Password invitation email <insert time frame> (i.e. a few days ago, last week) and completed the set-up process. For those of you now using 1Password, we hope you've enjoyed some of the benefits, like faster logins, autofilling, and easy sharing!

For tips and tricks for using 1Password, look out for an invite to a training session and pick a date and time that works for you. If you can't make it to any of the scheduling options, there is a pre-recorded version that you can watch on demand.

Scenario 6	Subject	Recommended Timing
Reminding client employees to setup their 1Password account	ACTION REQUIRED: Sign up and create your 1Password account	send 12-14 days after initial 1Password deployment

Email

Hi everyone,

As you all know, on **<enter initial announcement date>** we announced that we are making an upgrade in how we manage our passwords and secure our digital assets with transitioning to using 1Password as our new password manager.

Invitations were sent out on **<enter initial announcement date>**. We would like to thank those of you who have already signed up for your accounts, but would also like to use this as an opportunity to remind those of you who have not yet accepted the invitation to do so as soon as possible.

We expect all team members to be signed up for their accounts before the scheduled 1Password training session on **<enter training session date and time if applicable, or remove>**. Individual reminders will also be sent to those who have not yet signed up.

If you have any initial questions or need assistance with setting up your account, please feel free to reach out to **<contact person/team>** who will be happy to assist you.

Thank you for your commitment to maintaining the highest level of security for our team. We're excited about this new chapter and the added protection it will bring to our digital endeavors.

Thanks,
Your IT team

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You should have received a 1Password invitation on *<enter invitation date>*. We would like to thank those of you who have already signed up for your accounts, but would also like to use this as an opportunity to remind those of you who have not yet accepted the invitation to do so as soon as possible.

We expect all team members to be signed up for their accounts before the scheduled 1Password training session on *<enter training session date and time, if applicable>*. Individual reminders will also be sent to those who have not yet signed up.

If you have any initial questions or need assistance with setting up your account, please feel free to reach out to *<contact person/team>* who will be happy to assist you.