MSP Use Product Demo Flow & Talk Track for 1Password Enterprise Password Manager

Introduction

This reference card offers a talk track to help guide you through the demo for your managed service clients as you gain experience presenting the 1Password Enterprise Password Manager - MSP Edition.

The demo includes a review of the following areas:

- General Pitch: 1Password Enterprise Password Manager - MSP Edition
- End user experience for credential security
- Closing

The following outlines the demo flow and script for each element.

1. General Pitch: 1Password Enterprise Password Manager - MSP Edition	*Start off with a general 1Password Enterprise Password Manager pitch and what they can expect as part of our offering* Protect your business with the industry's most reliable, zero-knowledge enterprise password manager. 1Password helps your organization improve security posture by providing simple, centralized controls, visibility and insights into your team's passwords, secrets, and important company data. Your teams can easily share credentials across teams for seamless collaboration, while we can help your teams ensure only those who need access to sensitive information are given the correct permissions for lease privileged access. 1Password enables us as your managed IT team to proactively protect your company by reducing risks to credential or data related breaches with the industry's most reliable password manager. Now let's take a look at the product experience in detail and some of the scenarios your teams can expect to see with 1Password Enterprise Password Manager.
2. End user experience for credential security	Password makes it easy for your end-users across teams to share credentials, enabling secure collaboration and streamlined access management. **Talk track:** Now we'll walk through the experience your end users would see when using 1Password to autosave and autofill credentials. In this scenario, Jason is an end user in your company who needs to create a new QuickBooks account - 1Password can support Jason in this process to easily autofill for the future and seamlessly access what he needs.

Click "Start"

Jason uses his work email address to create this new QuickBooks account. Let's use 1Password to quickly autofill Jason's email.

Click on the email field, click the drop down email

To ensure strong, unique passwords are used for this account, 1Password can help with generating new passwords for your users.

Click on the password field

You see 1Password suggests a password that's unique and strong for this account

Click on the dropdown suggested password

1Password will automatically prompt Jason to save the new credential into his 1Password account so he can easily autofill it.

Now let's move to the 1Password Desktop application to discover the full password manager experience to edit or share credentials, documents, and more.

Jason can edit or update his QuickBooks credentials

Click on "Edit" and then "+ add another field"

He can include OTP codes for 2FA, security questions, and custom fields to securely store all the information he needs in one place.

Click on "One-Time Password"

Jason can also manage and share more than just credentials. Reports, credit cards, banking details, SSH keys and more are all encrypted and can be shared securely with 1Password. Here you see he has a document with Q4's financial data.

Jason can securely share items with team members through 1Password vaults.

Click on "Next" and then "Move"

Jason is able to move this item with the Finance team specifically to view, edit, and manage. The item is now saved in the shared vault for his team to access and view securely.

	Let's move into Watchtower where Jason can monitor his credential security posture. Click "Watchtower" and walk through on screen prompts and talk track
3. Closing	That's how easy it is for your users to automatically generate and auto fill credentials to streamline workflows and reduce time spent managing logins. *Now you've uncovered some of the key features and benefits of 1Password Password Manager - Business. Let's book a meeting to chat more about 1Password for your organization's needs.*

❓ **Need Help?**

If you run into any issues or have questions about the demo, don't hesitate to reach out to your Account Manager or mspprogram@1password.com.