



# The Business Value of Cerby

Quantifying ROI and risk reduction  
across the last mile of identity



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## Executive summary

Today's businesses run on a sprawl of applications—marketing stacks, finance platforms, collaboration tools, customer portals, and legacy systems. They're indispensable to growth and daily operations. Yet for all their importance, access is still handled manually—the riskiest way possible.

Why? Because many of these apps are disconnected from enterprise identity systems. They don't integrate with the standards identity platforms rely on, they put basic controls behind extra fees (the dreaded "SSO tax"), or they were never built with corporate governance in mind.

This "last mile" is where identity security breaks down. Research shows that 40–60% of enterprise apps can't be governed by traditional identity tools. The result: blind spots, security risks, and compliance gaps.

Cerby closes that gap—extending the identity controls you already trust (Okta, Entra ID, SailPoint, Saviynt, and more) to the apps they can't natively reach, without custom integrations or months of professional services.

Cerby is the critical layer that makes your identity program complete. Security leaders see measurable risk reduction and cleaner audits. IT reclaims time and sheds ticket queues. Business teams keep the apps they need and the speed they expect.

We analyzed results across industries and company sizes to show how Cerby drives measurable business value for every stakeholder—from CISOs to marketing leaders. The pages that follow highlight those outcomes, with real-world proof from customers who've done it.

## What identity automation with Cerby looks and sounds like inside the enterprise

**280%**

total ROI  
with Cerby\*

**90%**

automation of  
identity workflows\*\*

*"Cerby is one of the few companies addressing the challenge of managing disconnected apps. Most solutions ignore this issue entirely. But by combining Cerby with [our identity provider], we now have comprehensive access controls and governance across our entire app ecosystem, without gaps."*

□ Josh Mullis

VP of IT & InfoSec at Productiv

02

# The business value of Cerby for IT



## Automate the tickets. Give hours back to IT.

IT is able to close the gaps left by identity providers (IdPs), eliminating the need to manually manage access for disconnected apps. They can extend SSO (without SAML or the SSO tax), automate joiner/mover/leaver flows (even when apps lack APIs/SCIM), rotate credentials on schedule, and enforce MFA in places it wasn't possible before—all driven by your source of truth (IdP groups, HR systems).

# 3,300+

IT hours reclaimed  
annually (~2 FTEs)

[monday.com](https://monday.com)

# 97%

reduction in time spent  
managing user access

[ClickUp](https://clickup.com)

# 90%

less manual identity work  
for hard-to-reach apps

[Colgate-Palmolive](https://colgate-palmolive.com)

“With Cerby, we seamlessly brought disconnected apps into our security and identity framework, automating critical tasks like deprovisioning and password rotations. This has drastically reduced manual IT work and strengthened our overall security posture.”

□ William Levie  
Sr. Manager, IT & Facilities Operations at ClickUp



“Before Cerby, everything was so time-consuming and fragmented—sharing access one account at a time, manually updating passwords, enrolling MFA inconsistently, and no clear visibility into shared access. Now we don't even have to think about it. It's like magic.”

□ Rand Shamas  
Director of IT Infrastructure & Security at e.l.f. Beauty



“The automation blew me away. Passwords rotating in a click, logins happening seamlessly—it was everything we needed for efficiency, security, and usability. Cerby didn't just fix our access issues—it gave us time back. Tasks that used to take hours now take minutes. It's hard to imagine going back.”

□ Marilisa Justiniani  
Systems Administrator at OpenSesame



01

# The business value of Cerby for **Security**





## Shrink the attack surface and reduce risk.

Security teams are able to reduce risk exposure by enforcing strong access controls, MFA, least-privilege access, and audit-ready policies across all previously disconnected apps—while responding to threats in seconds with automated password rotation and session termination.

# >40%

reduction in app attack surface when manual workflows are automated

[Cerby research](#)

# <1 minute

to terminate anomalous session activity in disconnected apps

[Cerby research](#)

“Identity controls are essential to protecting our most critical systems. Our environment is complex, and Cerby was the first platform that simply worked.”

□ Alex Schuchman  
CISO at Colgate-Palmolive



“When dealing with privileged service accounts and apps outside of SSO coverage, we needed better security, visibility, and auditability. Cerby delivered on all three.”

□ Josh Mullis  
VP of IT & InfoSec at Productiv



“With Cerby, security is firmly, but seamlessly, part of the work day.”

□ Wendy Johansson  
CoFounder at MiSalud Health



03

# The business value of Cerby for Governance & Compliance





## Bring every app into governance. Compliance ready, always.

Governance and compliance teams are able to govern and oversee every app, accelerate app onboarding into IGA programs, enforce consistent access policies, and simplify user access reviews (UARs) with complete visibility into entitlements and activity. The result is fewer exceptions, faster certifications, and strengthened compliance.

# 82%

faster audit preparation for user access reviews (UARs)

ClickUp

# 78%

of provisioning tasks automated across disconnected apps

FOX

# \$400K

costs saved on manual lifecycle management

monday.com

# 10x

faster app onboarding into governance program

Cerby research

“With Cerby, we extended identity governance to hundreds of disconnected apps. It’s not just about efficiency—it’s about being audit-ready, compliant, and fully in control.

□ Lior Zagury  
Director of Global IT at monday.com



“We need to demonstrate our compliance with HIPAA and SOC 2, and with Cerby, we know we’re covered.”

□ Wendy Johansson  
CoFounder and Head of IT at MiSalud Health



“By combining Cerby with [our IdP], we now have comprehensive access controls and complete governance across our entire app ecosystem, without gaps.”

□ Josh Mullis  
VP of IT & InfoSec at Productiv



04

# The business value of Cerby for **Marketing**





## Protect your brand's most visible accounts with enterprise-grade security.

Marketing teams are able to secure social media and ad accounts while maintaining campaign speed. They share access safely without exposing passwords, enforce frictionless MFA automatically—even on shared accounts, and remove agencies or staff in one step across platforms—eliminating risk and boosting team efficiency.

# Hours→ minutes

for onboarding of new marketing employees, agencies, contractors

Crunchyroll

# 300

Hours saved annually from automating social media access admin tasks

Crunchyroll

# 100%

of routine social media password rotations automated

MiSalud

“Cerby has revolutionized the way our marketing teams work. By automating access management for social platforms, we've freed up our team to focus on what they do best: creating engaging content. This has not only saved us time but has also improved our productivity and results.”

□ Danielle Ruess  
Chief Marketing Officer at Wizeline



“We chose Cerby because we needed a secure and centralized place to manage access to our paid social accounts. The automated access removal of employees who have left the company provides a level of security we did not previously have.”

□ Nina Donnard  
AVP Paid Social at L'OREAL



“Every year, our marketing team is asked to outline our department's risk in the event of a security breach. Now [with Cerby], I can report back to them confidently that every account has 2FA, significantly reducing our risk and exposure.”

□ Siobhan Sullivan  
Director of Global Community Marketing at Crunchyroll



“Social media platforms were designed for individual users, not for enterprise corporations. Now we're able to manage social media like a corporate application.”

□ Alex Schuchman  
CISO at Colgate-Palmolive



05

# The business value of Cerby for **business end users**





Let teams use the tools they love. Work stays fast; security stays invisible.

Employees are able to get faster access to the tools they need without login headaches or risky workarounds. With Cerby, they log in with an SSO-like experience—even for apps that don’t support federation—while MFA and password rotation run quietly in the background. Teams can securely share access to departmental apps without passing passwords around, and contractors or agencies lose access the moment they roll off.

**100%**

of passwords  
rotated, secured,  
stored automatically

[Cerby research](#)

**Zero**

passwords exposed  
for shared login  
accounts

[Cerby research](#)

**Hours →  
minutes**

to offboard  
external users

[Cerby research](#)

**“Cerby’s impressive access management of unwieldy applications lets users and IT complement each other’s efforts.”**

□ **Lana Farrand**

VP of Cybersecurity & Trust & Safety at Fox Corporation



# Appendix

## Methodology

This report is based on outcomes achieved by Cerby customers across industries including healthcare, media & entertainment, retail, technology, and consumer goods. Data was drawn from case studies, customer interviews, and internal research covering organizations ranging from hundreds to tens of thousands of employees. Reported outcomes—including hours saved, ROI, coverage improvements, and audit efficiencies—reflect customer-reported results validated through Cerby’s customer success and research teams.

### About Cerby

Cerby is the identity automation platform purpose-built to secure disconnected applications—those that fall outside the reach of traditional identity security tools. By integrating with existing IAM, IGA, and PAM systems, Cerby brings centralized access controls, automates manual security tasks, and extends governance across your entire application ecosystem. IT and security teams gain complete visibility and control, reducing risk and operational overhead. Founded in 2020, Cerby is backed by leading investors and trusted by enterprises across the globe.

To learn more, visit [www.cerby.com](https://www.cerby.com)

