Pima. + Front

Front helps businesses communicate more effectively with their customers by transforming work email into a collaborative hub for customer communication. Today we are talking with Nelson, the security operation lead for Front.

What's your background and how long have you been using Pima?
We started using Pima right after we got our SOC2 Type I report, it's been about a year now.

We've grown from the initial use case of sharing our SOC2 report to leveraging more of what the tool has to offer and now also use Pima to share DPAs and a series of compliance documents.

> ## "Without Pima, the process was very manual and things were falling through the cracks."

What problem were you trying to solve when you decided to use a product like Pima?
Initially, it wasn't a problem that we were aware of.

We quickly realized that when we get a request for a SOC2 report, we want to share it in a secure manner. We care about having an NDA in place, and there was no easy or great way to distribute documents that way.

We were looking for a solution that wasn't manual, but would provide the tracking and sharing of documents we required.

Pima was a great choice for us. We only used it in the beginning to share our SOC2 report but we pretty quickly expended on that. Clients want to know more about our infrastructure and policies. We use it all the time and even share certificates of insurance with prospects using Pima.

Pima allows our Sales engineer staff to be independent and share documents with prospects that have security questions. It's a great tool for them. Any of the day to day solutions we already had in place to share documents lacked the traceability features that Pima brings to the table.

How was the problem affecting you or your team?
Without Pima, the process was very manual and things were falling through the cracks.

Pima is very simple, you go to the platform, add a company and decide which documents to share. All communication is handled through the platform. It takes less than 5 min to share a document with a prospect while making sure that they have an NDA in place.

What possible solutions did you consider?
There are several well known solutions for digital contracts, but they tend to lack the document sharing we required. Pima combines both of those things in one platform through a secure portal. It tracks activity, watermarks etc. None of those features are built in with those other solutions.

We realized that when we send documents through Pima, we get feedback pretty quickly which is very important to our sales process. Pima combines the e-signature and tracking access, which is ideal for confidential documents you want watermarked.

What would have happened had you not picked Pima?
If we did not have Pima, every sales person would need to email me to get a copy of the document and I would have to do the watermark manually. I would become the bottleneck very quickly. Having one platform to share confidential documents in less than five minutes saves a lot of time.

What risks did you consider?
There was a transition period while we were testing the flows and making sure they worked as intended.

We role-played with one of our solution engineers to make sure the workflows were working as anticipated.

The process from signature to getting a document should be quick and without obstacles and Pima does this very well.

What reservations did you have?
None really. It's been smooth sailing since the day we set it up. The feedback from users at the company is very positive. It's a simple tool that achieves what we need.

There is not a lot of clutter, things make sense. The important features are there: watermarking, sending, and activity tracking.

What measurable benefits have you seen?
Pima makes the security process less painful. Oftentimes a prospect wants to see a document and doing this over email is clunky. You don't know who will get a copy of the email or get it forwarded.

It's a time saver, one process that all employees can be trained on specifically to share compliance documents.

How many different people are using Pima?
We have about 15 users (4 Account Managers, 4 Sales Engineers, 3 Support Representatives and a few admins). They answer requests for these documents when they come through a support channel.

What are the main teams using Pima?
Sales and Support are the teams mostly using the platform.

What do you like the most about Pima?
It just works!

There aren't any pain points that the team hasn't been able to resolve. It's well tested. Documents are shared with many companies. It is as self-service as it gets.

We've also observed that with Pima, signatures happen very quickly, within minutes instead of about a week when we send them over email.

This interview has been edited for length and clarity.

Pima makes it easy for your team to securely share your compliance documents.
To learn more or get started for free visit https://pima.app.