

JULY 2024

# PASSWORD MANAGER COMPARISON REPORT

FEATURING

Bitwarden  
Dashlane  
1Password  
Keeper

CATEGORY

Password Management

Produced on behalf of Bitwarden using data sourced from the SoftwareReviews  
2024 Password Management category. © Info-Tech Research Group, 2024.



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# Picking the **Right Technology Partner** for Your Business

Choosing the right software is a decision that has far-reaching implications for your business.

The software and systems you implement are not just tools; they're the backbone of your organization's operations and play a crucial role in delivering value to both your customers and your employees.

Finding the right technology partner is a complex but vital task. It requires a decision that's based not only on the software's features and performance but also on how well the vendor will support you throughout your journey with its software.

## Bridge the Satisfaction Gap

Furthering the importance of choosing the right software is the fact that organizations tend to keep the software they purchase. According to data collected by SoftwareReviews, 92% of users said they were likely to renew their existing enterprise software, while only 64% indicated they were likely to recommend their current provider (*Figure 1*). This gap between renewal rates and satisfaction highlights the significant risk and opportunity involved in your next software purchase.

### Top Factors to Consider When Selecting a Vendor

Traditionally, selection projects have focused on features and price. To close the satisfaction gap, you need to consider other aspects of the software and the vendor when making your decision.

#### 01

How the software will contribute to business value and support your organization's most important goals.

#### 02

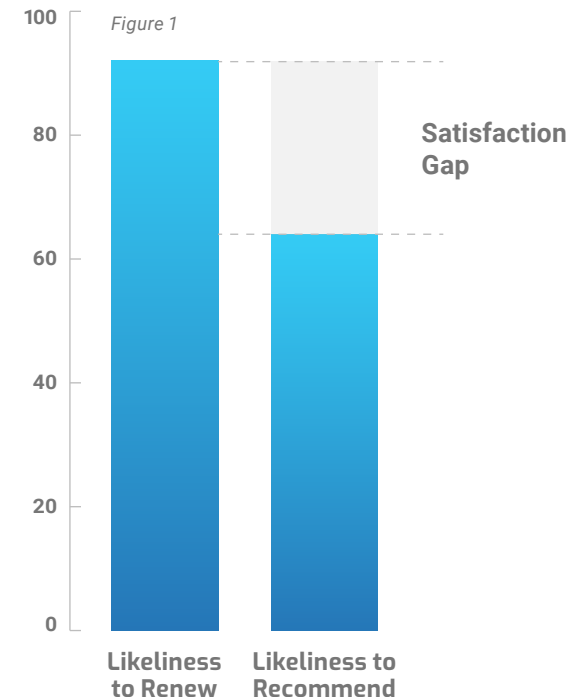
How the software will integrate with your existing processes and align with your unique needs, industry-specific requirements, and growth trajectory.

#### 03

Whether functionality and user experience from the outset will reduce learning curves, heighten adoption, ensure user satisfaction, and maximize productivity.

#### 04

How the software provider will continuously improve and grow with you as your business evolves.



## Always **Leverage Data** During Your Selection Process

SoftwareReviews' goal is to guide software buyers through a complex and evolving market by collecting insights from real users of enterprise software.

SoftwareReviews believes you need data to make any decision, and purchasing software is no different. SoftwareReviews reports encompass over 100 data points to measure customer satisfaction across multiple aspects of the software experience.

Incorporating data into your selection process enhances your ability to assess the strengths and weaknesses of potential software solutions objectively. This eliminates bias from the decision-making process and increases the likeliness of a successful long-term partnership with your new vendor.

Top factors affecting **user satisfaction**  
across all software categories



Business  
Value

Customer  
Relationship

Reliability

Performance

Innovation

Features

# Comparison Report Featuring **Bitwarden and Competitors**

SoftwareReviews reports provide comprehensive insight into the experience of evaluating, purchasing, and using enterprise software.

The data is collected from real users who have worked with solutions intimately, from procurement and implementation to everyday use.

This Comparison Report is designed to compare Bitwarden against Dashlane, 1Password, and Keeper. The report uses select data from SoftwareReviews' 2024 Password Management reports.

The goal of this report is to compare top providers across a variety of metrics and assist buyers in choosing the software that best matches their organizational needs.

## What Do We Measure?

SoftwareReviews compares over 100 data points on the performance of enterprise software across a number of areas, including:



Product features and functionality customized for each category.



Table-stakes capabilities expected of all software providers.



Customer satisfaction metrics that measure the experience of working with the vendor.



Overall user satisfaction metrics.

To view the full category report, please visit  
[softwarereviews.com](https://www.softwarereviews.com)

## Key Providers at a Glance

COMPARE TOP SATISFACTION METRICS

This report will summarize select metrics valued by users in the Password Management category, specifically for the following vendors and products.



### Bitwarden

Bitwarden Password Manager for organizations and individuals requiring password security that reduces risk of breaches, boosts productivity, and meets compliance requirements.

9.1  
Composite  
Score

9.4  
Customer Experience  
(CX) Score

99%  
Plan to  
Renew



### Dashlane

Seamless deployment, simple employee management, and a best-in-class security architecture that has never been hacked.

8.4  
Composite  
Score

8.7  
Customer Experience  
(CX) Score

98%  
Plan to  
Renew



### 1Password

1Password saves all your passwords and encrypts them with your Master Password – which only you know. To sign in to an account, just click or tap to fill your details with 1Password.

8.9  
Composite  
Score

9.1  
Customer Experience  
(CX) Score

96%  
Plan to  
Renew



### Keeper

Keeper Business Password Manager protects companies of all sizes across every industry. Secure business passwords to prevent data breaches, improve employee productivity, and meet compliance standards.

9.0  
Composite  
Score

9.2  
Customer Experience  
(CX) Score

97%  
Plan to  
Renew

# Key Metrics

## COMPOSITE SCORE

The primary ranking of overall software performance. This score is a proprietary algorithm comprising end-user feedback on vendor capabilities, features scores, user satisfaction, and Net Emotional Footprint and adjusted for the volume and recency of vendor reviews.

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## CUSTOMER EXPERIENCE (CX) SCORE

This score rates vendors on the overall customer experience. Based on a proprietary algorithm comprising all relationship metrics and business value drivers and adjusted for the volume and recency of vendor reviews.

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## PLAN TO RENEW

This metric captures how likely current users are to renew or extend their services with their current provider.

# How Vendors Performed in the **Data Quadrant**

## What Is the Data Quadrant?

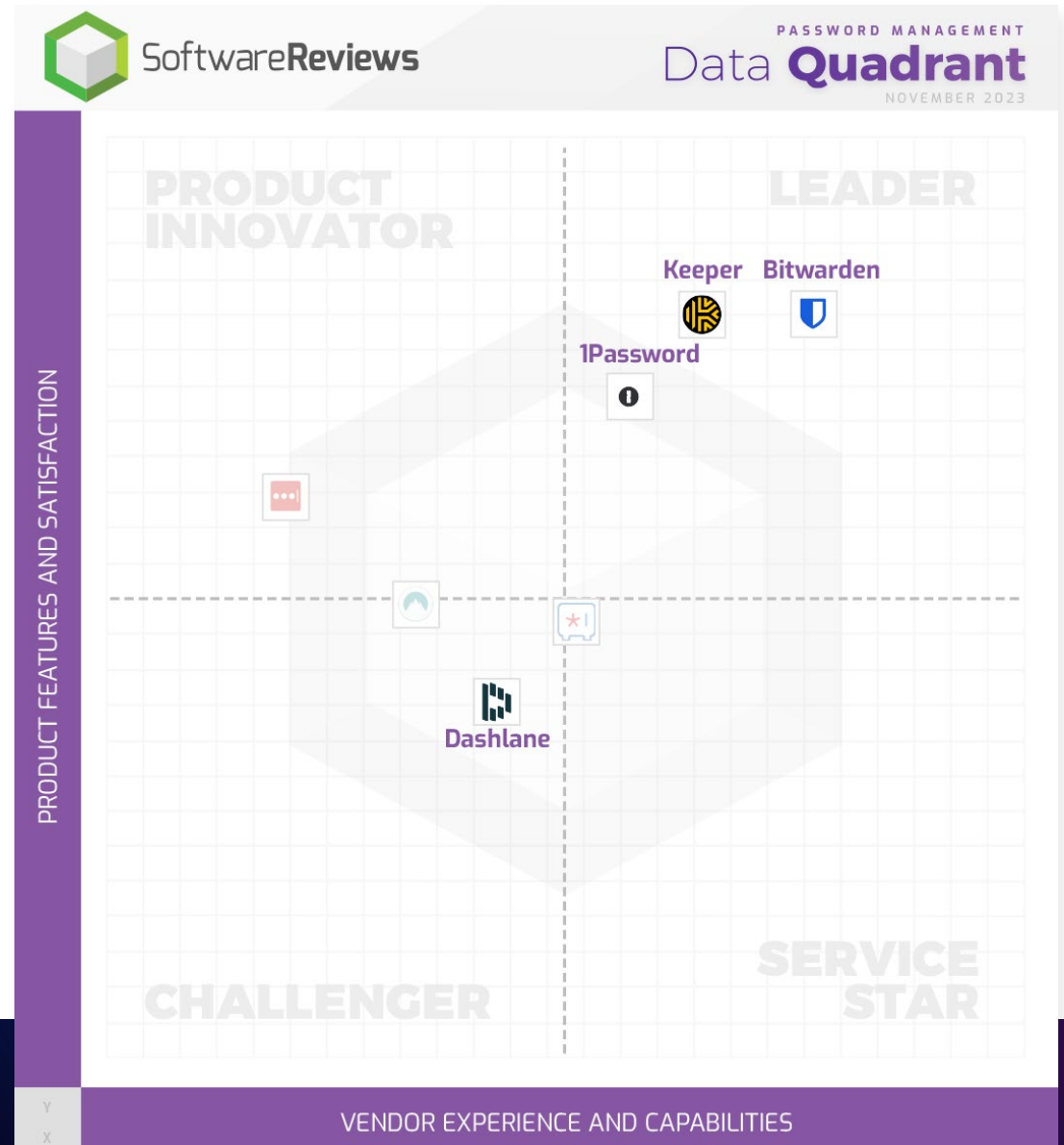
The Data Quadrant is a comprehensive evaluation of the top software in the Password Management market.

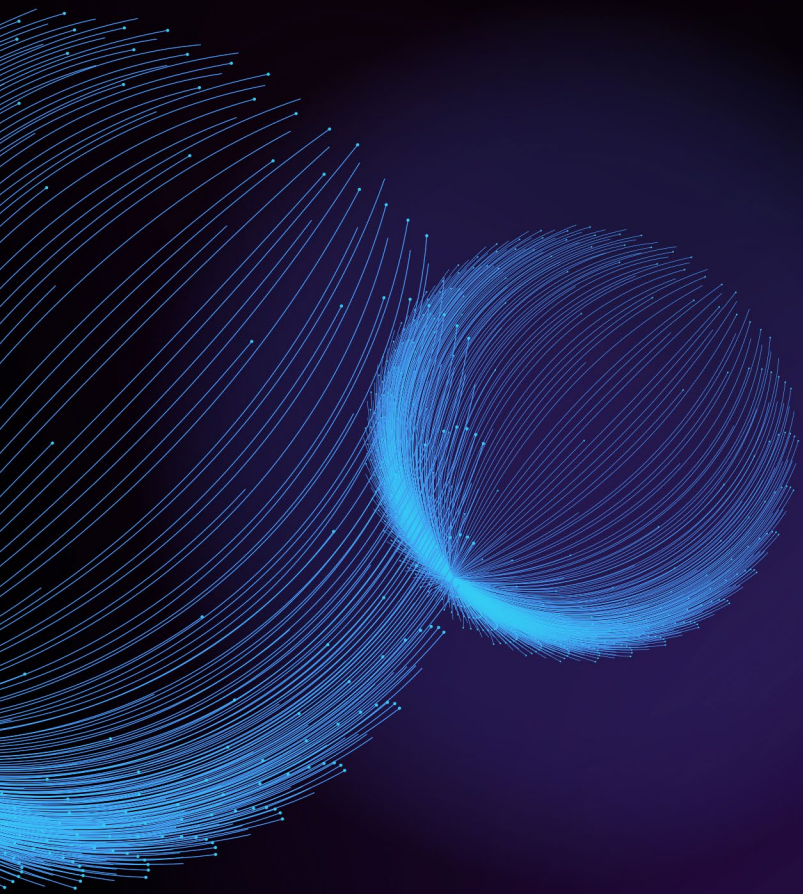
The SoftwareReviews Data Quadrant evaluates and ranks products based on feedback from real, verified users and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

Data is collected from real users, meticulously verified, and visualized in easy-to-understand charts and graphs. Each product is compared against others in its market to create a holistic, unbiased view of the product landscape.

The Data Quadrant is a summation of hundreds of data points that gives you a quick snapshot of the market. Use this detailed report to quickly validate your top features and shortlist your top contenders.

The remainder of this report highlights data points chosen by Bitwarden to illustrate performance in the market and what you should consider when making your next software purchase.





# DIVING INTO THE DATA

Comparison of Bitwarden, Dashlane,  
1Password, and Keeper

# Beyond Conventional Metrics: Measuring Business Value Created Through Software Partners

While features and functionality are certainly important when choosing a particular platform, long-term satisfaction is most often correlated with how the platform provides value to the business and its users.

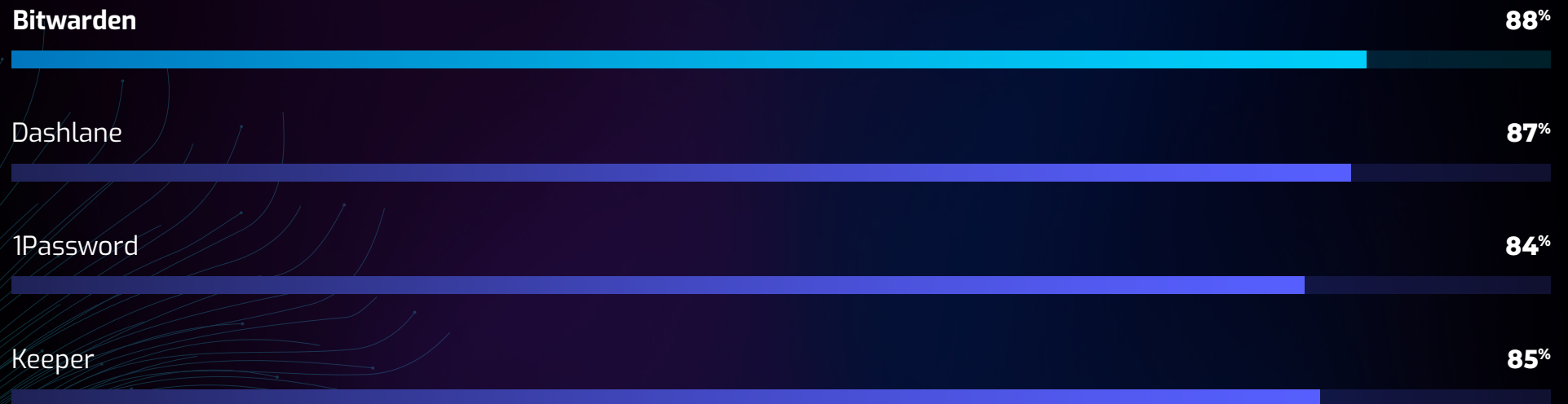
Business value serves as a much more comprehensive measure of how a software solution contributes to an organization's strategic objectives, growth plans, and overall success.

The best software doesn't simply meet immediate needs but also actively contributes to helping an organization with managing costs, revenue growth, employee productivity, and creating a competitive edge.

The image below highlights how users feel their provider supports their business goals and objectives.

## Business value satisfaction

distribution and average rating across featured technology providers



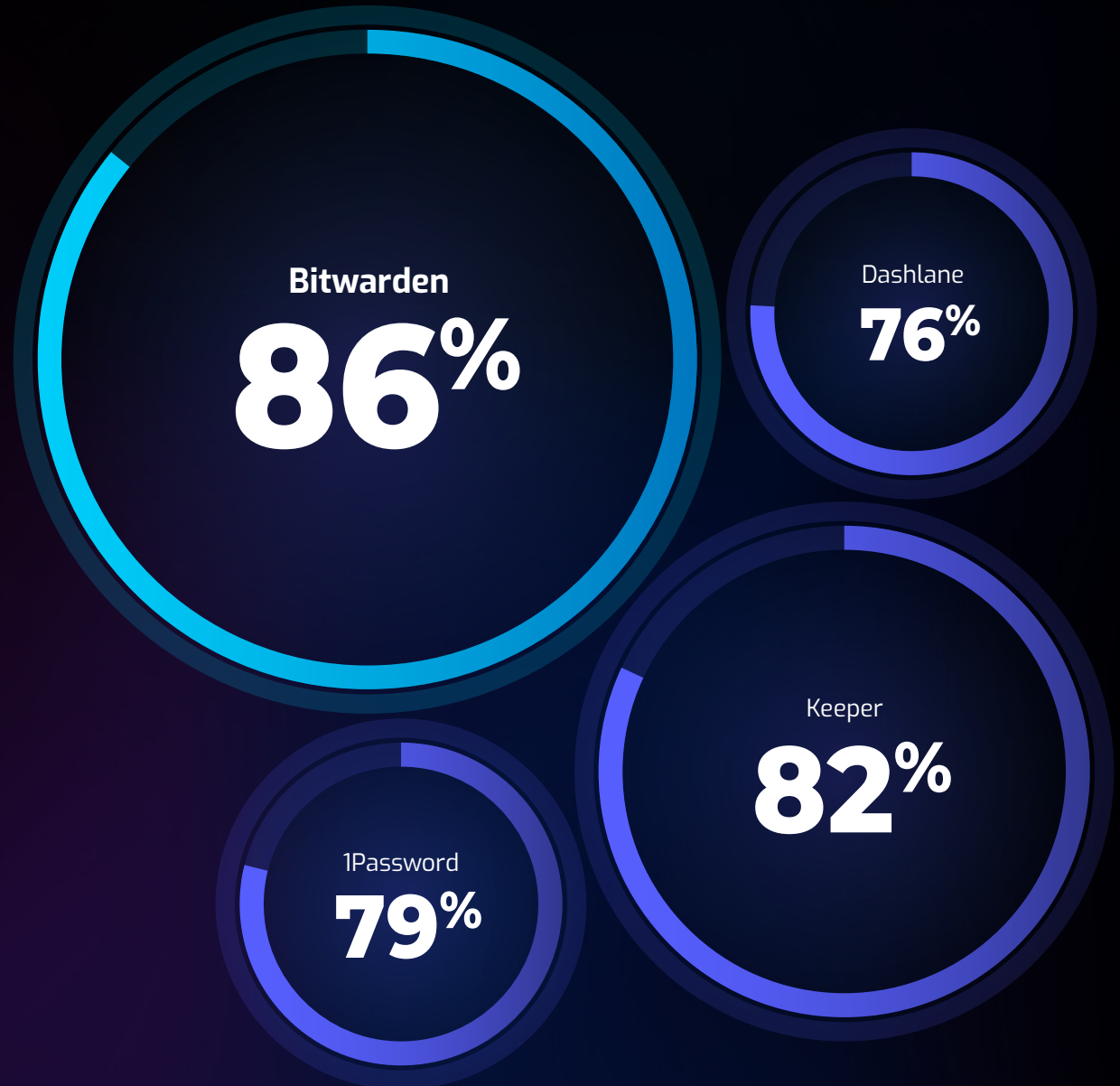
## Empowering Growth Through **Forward-Thinking Product Strategy**

Business needs change, but often our software providers do not. How your software partners continuously invest in their products can be the difference between a high-performing tool enabling your business and a legacy application holding back your organization.

Regular updates and enhancements not only keep the software up to date but also provide opportunities for organizations to leverage new features and capabilities. Furthermore, a vendor's product strategy can signal its commitment to innovation and the alignment of its product roadmap with changing market needs and industry opportunities.

When you choose technology providers that prioritize ongoing development and improvements, you can be confident they are dedicated to delivering long-term value to their customers.

Average rating of customers who reported being **satisfied with their technology provider's product strategy**



## Implementation Satisfaction – Kicking Off a Partnership the Right Way

A well-executed software implementation ensures that organizations can leverage the full potential of the technology to enhance productivity, optimize processes, and deliver superior customer experiences.

Software that is easy to implement, adapt, and integrate into your environment minimizes disruptions and configuration effort, saving valuable time and resources.

In essence, successful software implementation is the linchpin ensuring you maximize value – and minimize risk – from your software investments.

**User satisfaction on various factors**  
that support a successful software  
implementation among technology  
providers within the **Password**  
**Management** market



**Ease of Implementation**

Bitwarden  
**88%**

Dashlane **82%**  
1Password **84%**  
Keeper **86%**



**Ease of Data Integration**

Bitwarden  
**86%**

Dashlane **84%**  
1Password **82%**  
Keeper **83%**



**Ease of IT Administration**

Bitwarden  
**88%**

Dashlane **87%**  
1Password **84%**  
Keeper **82%**

## Vendor Support: The Front Door to Satisfied Customers

The support organization is often the first point of contact for users, so it has a pivotal role in setting the overall tone for the vendor-customer relationship. When contacting support, whether for general questions or to report an emergency, users expect their issues to be resolved quickly and effectively by a supportive and empathetic partner.

The level and quality of vendor support should be a critical factor in choosing the right software provider. It is important for organizations to choose a partner that demonstrates a commitment to customer success and has the capability to ensure its applications are performing optimally.

**Vendor support satisfaction** from delighted to disappointed across indicated vendors. Percentage indicates customers' overall average satisfaction with vendor support.

Bitwarden

86%



Dashlane

76%



1Password

79%



Keeper

84%



User Sentiment Feedback



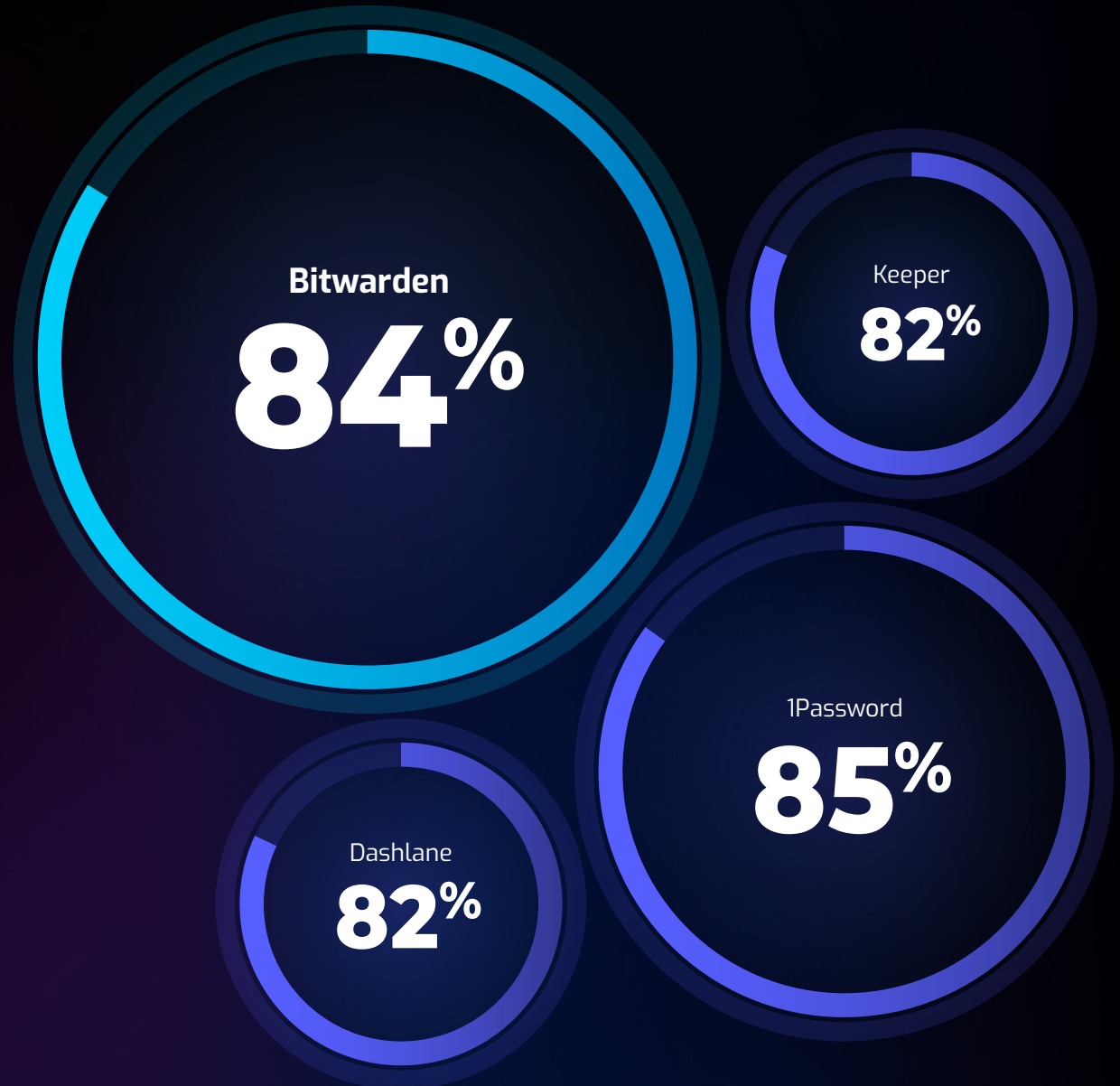
## Elevating Success With User-Friendly Software

Software's ease of use is closely linked to adoption rate, time to value, and employee job satisfaction.

Software solutions that are user friendly and require minimal training not only reduce the learning curve but also empower employees to use the tools to their fullest potential.

Ultimately, a strong user experience in the software leads to increased productivity, fewer errors, and a smoother workflow, allowing organizations to maximize the return on investment from their software purchases.

Users reported **satisfaction with the usability and intuitiveness** of their software.



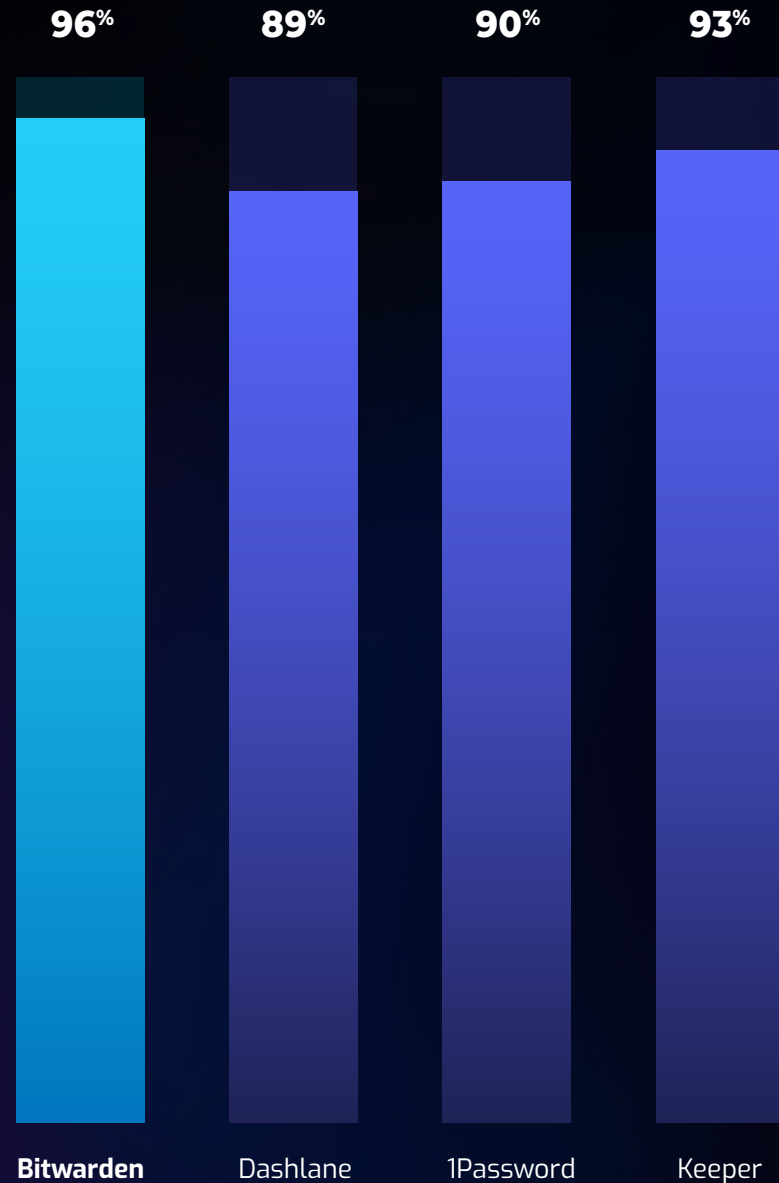
## Professional Success: Empowering Employees With the Right Tools

Empowered employees are the driving force behind an organization's success, and the software tools they use can significantly influence their ability to support the organization and their own personal success.

Software solutions that enable individuals to work more efficiently and excel in their role elevate the organization's overall performance.

Choosing the right software can serve as a catalyst for employee empowerment, propelling both individuals and the organization toward greater professional success and sustainable growth.

Average score on the **importance to professional success for users** of each software platform. Data is measured using the NPS methodology.



## Enhancing User Satisfaction: The Role of Software Features in Delivering ROI

When buying software, you are buying a tool to support business processes and contribute to providing value to your customers, employees, and partners.

Features are the foundation for software performance and usually the first stage of the evaluation process. A well-designed set of features not only addresses immediate needs but also anticipates future demands.

The following represent some of the key features to consider when searching for Password Management software.

These top-listed features are a subset of the total features reviewed in the category and serve as a guideline for anyone evaluating software in this space.

Users reported **satisfaction with key features** of the software.

### Data Tracking and Audit Trail

Bitwarden	85%
Dashlane	81%
1Password	78%
Keeper	83%

### Single Sign On (SSO)

Bitwarden	83%
Dashlane	80%
1Password	82%
Keeper	83%

### Accessible on Multiple Devices

Bitwarden	90%
Dashlane	87%
1Password	87%
Keeper	85%

### Policy Engine and Enforcements

Bitwarden	85%
Dashlane	77%
1Password	79%
Keeper	84%

### Multi-factor Authentication (MFA)

Bitwarden	87%
Dashlane	86%
1Password	85%
Keeper	88%

### Encryption and Decryption

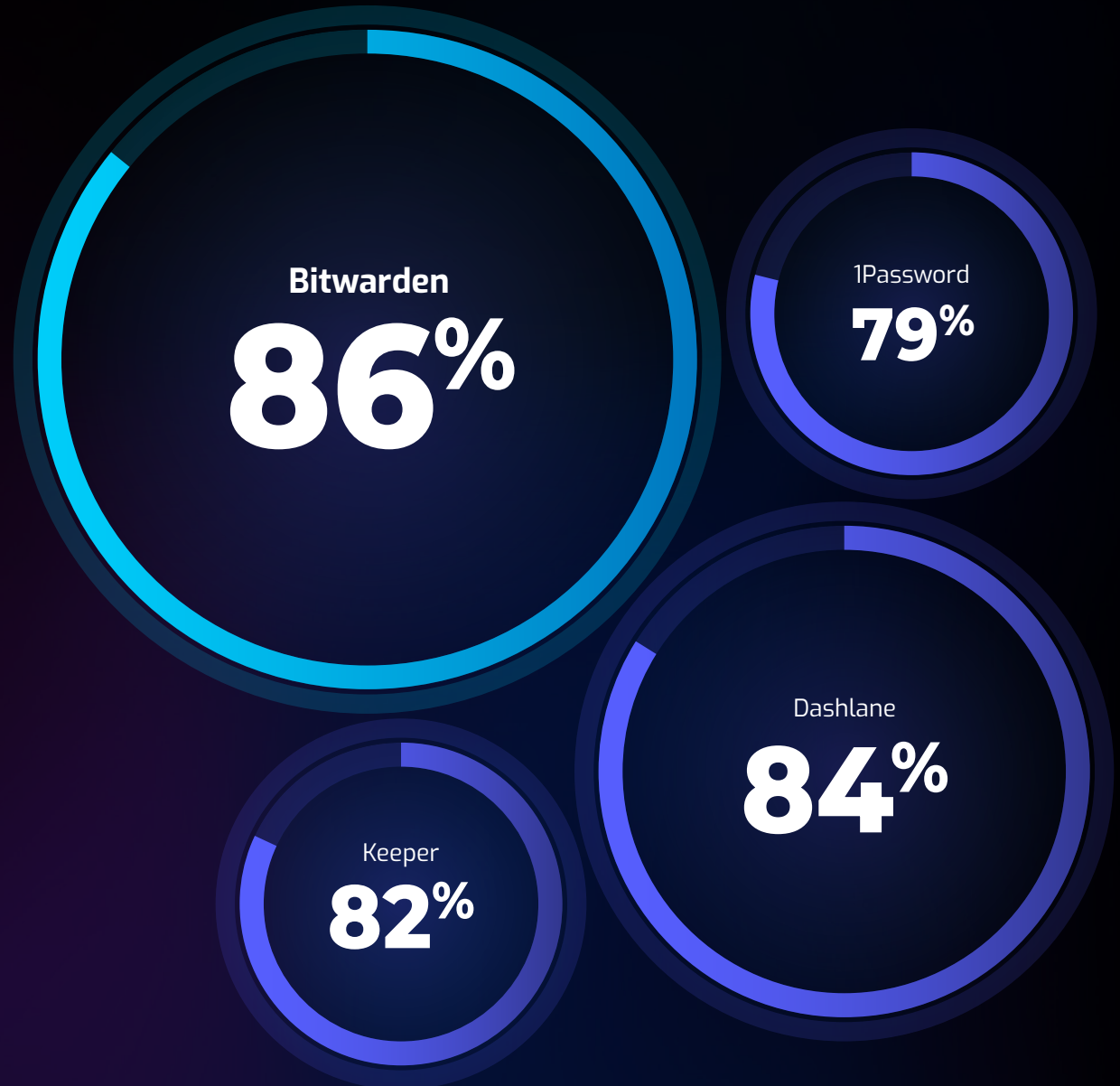
Bitwarden	87%
Dashlane	85%
1Password	85%
Keeper	86%

## The Crucial Role of **Vendor Training** in Software Utilization

Training support provided by the vendor is critical to the successful adoption and utilization of the software solution.

Effective training ensures that users understand how to maximize the potential of the system, leading to increased efficiency, productivity, and user satisfaction. Proper training also reduces the likelihood of user errors and helps achieve a faster return on investment. It empowers users to leverage the full capabilities of the software, ultimately enhancing the overall value proposition for the buyer.

Users reported **satisfaction with the availability and quality of training** from their vendor.



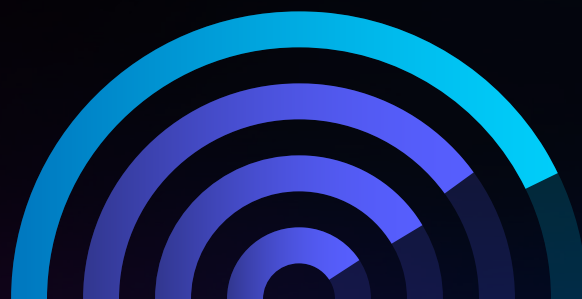
## Features Are the Gateway to Driving Customer Satisfaction

Organizations buy software to address the capabilities needed to run their businesses.

A rich selection of high-quality features enables users to address a diverse set of requirements efficiently and effectively in a single platform. Buyers benefit from software vendors that offer a wide range of features, as it ensures they can tailor the solution to their specific needs and drive maximum value from their investment.

Just as important as the breadth is the quality of those software capabilities. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively.

Users reported **satisfaction with the breadth and quality of features** of their software.



**Breadth of Features**

Bitwarden

**86%**

Dashlane **80%**

1Password **83%**

Keeper **82%**



**Quality of Features**

Bitwarden

**88%**

Dashlane **80%**

1Password **83%**

Keeper **85%**

# Setting Your Partnership Up the Right Way Through **Positive Contracts and Negotiations**

The initial contract and negotiation phase with a software provider is crucial, marking your first real interaction with them. This stage not only reveals the character of the organization and its people but also sets the foundation for your future partnership.

A successful partnership is built on transparency, trust, and collaboration, all of which should be reflected in a fair and clear contract.

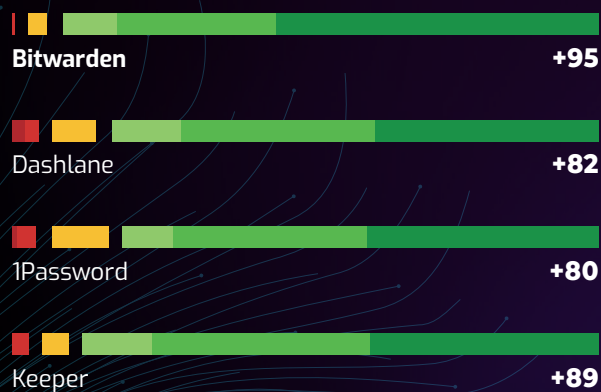
The negotiation process is more than a formality; it establishes the relationship's tone, indicating the level of cooperation you can expect. This early interaction is key to determining the success and nature of your working relationship, emphasizing the importance of thoughtful and strategic contract negotiations.

Scoring is based on the Net Promoter methodology using components of the **contract and negotiation experience with the vendor.**

## Emotional Spectrum Scale



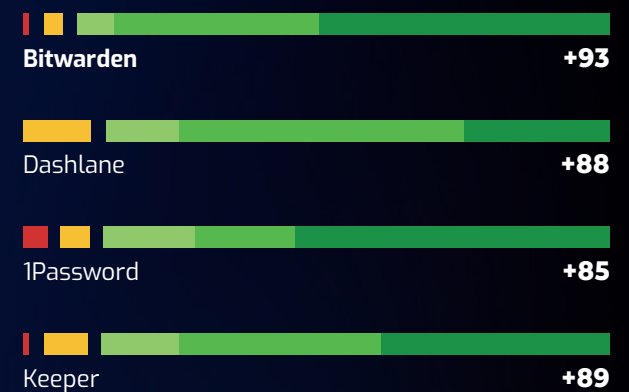
### Generous vs. Greedy



### Over Delivered vs. Over Promised



### Client Interests First vs. Vendor Interests First



# Choose a Partner That Will **Innovate** and **Inspire Growth**

No organization is stagnant, which means our software must evolve as well.

The ability of your software partner to react to changes within your organization and the broader market is essential to the long-term success of your partnership. Whether it involves addressing emerging compliance regulations, accommodating shifts in customer behavior, or scaling to meet surging demand, a software partner's agility can prevent disruptions and uphold operational continuity.

When choosing a technology provider, ensure the vendor is continuously investing in its product but also committed to ensuring your organization is informed and able to take advantage of the new functionality.

The below graphs represent how real users felt regarding their partner's strategy and innovation practices.

Scoring is based on the Net Promoter methodology using selected components of the **strategy and innovation experience working with the vendor.**

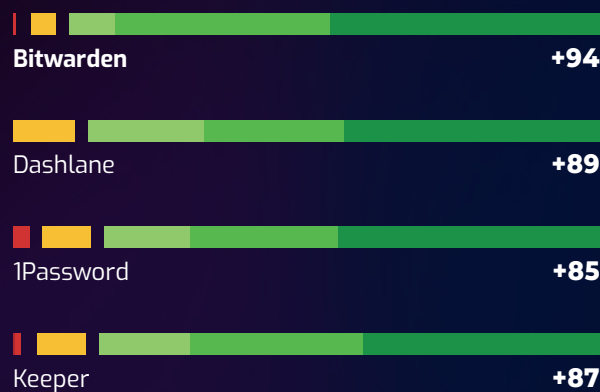
## Emotional Spectrum Scale



### Helps Innovate vs. Roadblock



### Continually Improving vs. Stagnant



### Includes Product Enhancements vs. Charges For Them



# Measure Your **Product Experience** Beyond Feature Performance

Software is acquired to support a business process or capability; therefore, the best software needs to reliably enable your business performance and productivity. This can be the difference between a product propelling your organization forward or being dead weight that costs your organization time and money.

For software buyers, understanding the product experience category is paramount in making informed purchasing decisions. A positive product experience signifies that the software

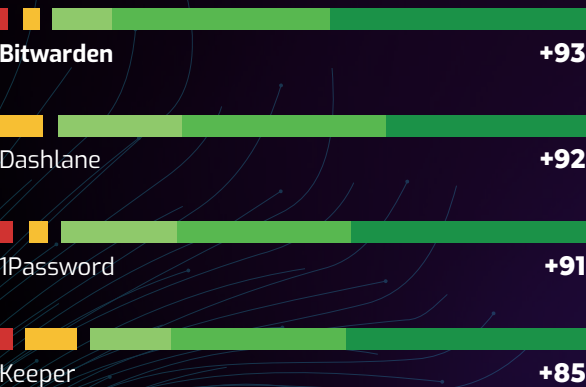
meets or exceeds user expectations across critical dimensions, indicating reliability, efficiency, security, and innovation. Comparing the product experience serves as a crucial benchmark for software buyers, guiding them toward solutions that not only meet their immediate requirements but also promise long-term value and user satisfaction.

The below graphs represent how real users felt regarding their partner’s product experience, offering a detailed picture of its strengths and weaknesses.

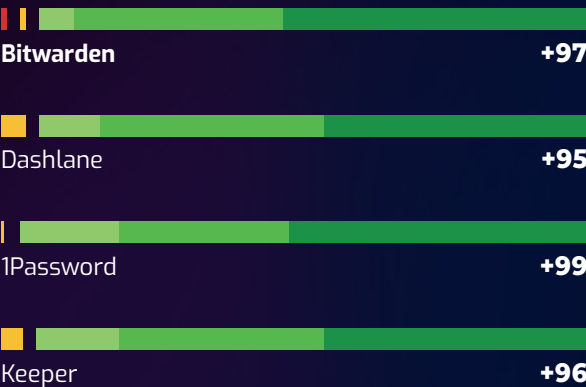
Scoring is based on the Net Promoter methodology using selected components of the **product experience working with the vendor.**



## Unique Features vs. Commodity Features



## Performance Enhancing vs. Performance Restricting

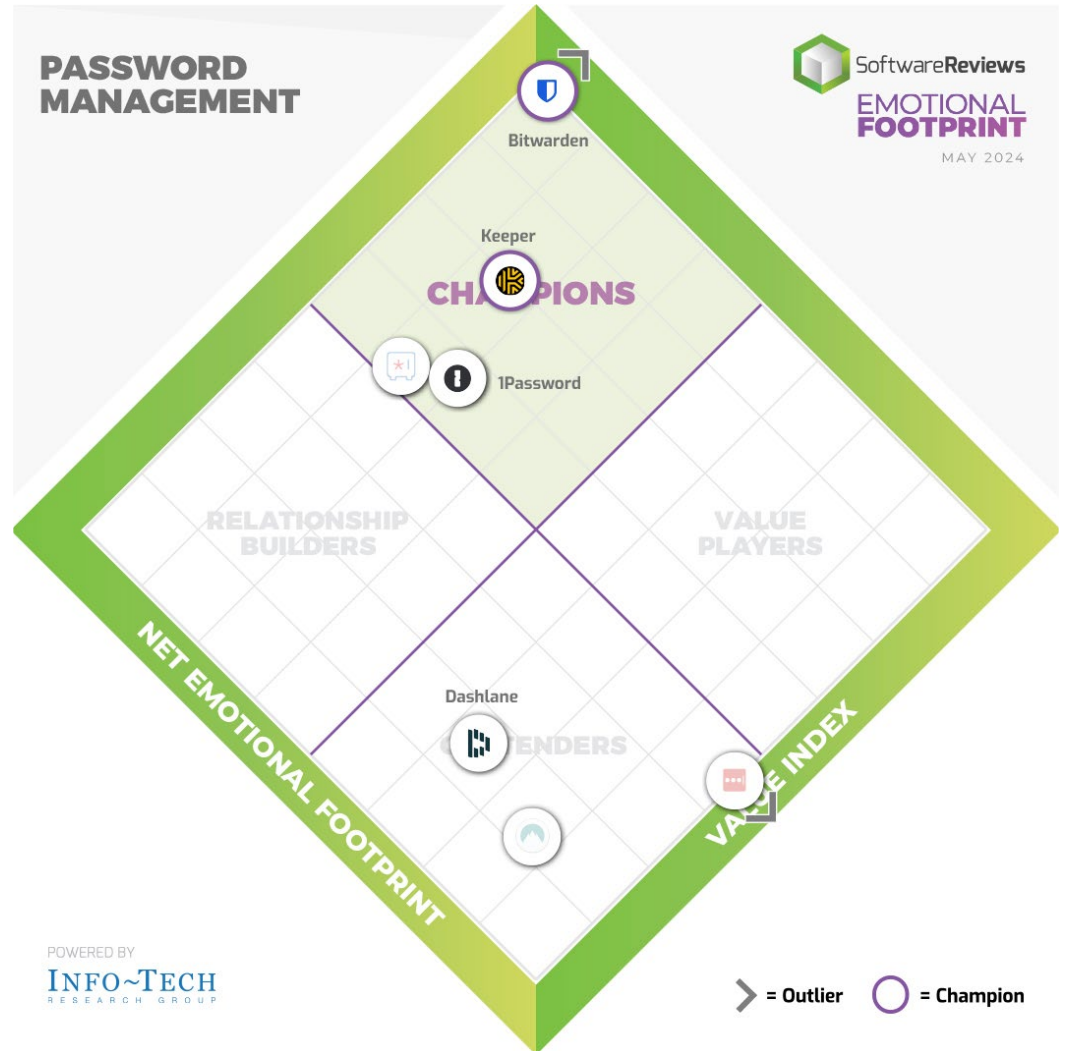


# How Vendors Performed in the Emotional Footprint

## What Is the Emotional Footprint?

The Emotional Footprint Diamond captures the overall experience of working with a software vendor and its platform. Organizations increasingly rely on software vendors to be true partners to help improve their operations. The Emotional Footprint helps you understand how you can trust and rely on the vendor to support you through your relationship.

We collect 25 data points outlining that experience, from the initial contracting and negotiation phase, through how they will support you during conflicts, to how their overall product strategy and direction will help you improve. Use this report to understand which vendors focus on building relationships to create a loyal customer base.



# Focus on What Matters to You

Regardless of whether you are at the beginning of your journey or reevaluating your software needs, finding a solution that will meet the needs of your business, your employees, and your customers today starts with good data.

When first evaluating software, avoid being drawn in by those surface-level factors that catch your attention and focus on what will drive satisfaction in the long run. When finally making that decision, remember that satisfaction with your software vendor extends well beyond strong features at a competitive price point.

Long-term partnerships do start with a product that meets your functional needs, but long-term satisfaction relies on your relationship with your vendor: the vendor's ability to understand your business priorities and commit to its software supporting your business processes, not just after the initial sale, but into the future.

## SURFACE-LEVEL SATISFACTION DRIVERS

Surface-level satisfaction has immediate effects, but these are sometimes short-term or limited to certain groups of users. These factors include:

- Novelty of New Software
- Ease of Implementation
- Financial Savings
- Breadth of Features

## DEEP SATISFACTION DRIVERS

Deep satisfaction drivers have long-term and meaningful impact on the way that organizations work. They maintain and increase satisfaction over time by reducing complexity and delivering exceptional quality. These factors include relationship sentiments such as:

- Strategy and Innovation
- Service Experience
- Product Experience
- Negotiation and Contract

# About This Report

## What Is Password Management?

Password management is the organization and encryption of passwords and other sensitive information. Users can safely store, generate, and manage their passwords for online applications and securely share items with others. Software utilizes encrypted databases stored either locally or remotely. Some software solutions offer additional capabilities that provide enhanced security features and increase the user experience.

## About Bitwarden

Bitwarden empowers enterprises and individuals to securely store and share sensitive information with a trusted, open-source, end-to-end encrypted approach to password management. Access Bitwarden from any location, on any device, and deploy in cloud-based and self-hosted environments. Strengthen your security with MFA, vault health reports, enterprise policies, and event logs. Single sign-on (SSO), SCIM, and directory service integrations make it easy to incorporate Bitwarden into your existing enterprise environment.

For more information visit  
[bitwarden.com](https://bitwarden.com)

## Data Sources

This report has been created on behalf of Bitwarden, using selected data from the May 2024 Password Management award cycle. The opinions and data represented in this report are not based on the opinions of SoftwareReviews or Info-Tech Research Group analysts.

Data for **Bitwarden** was sourced from the May 2024 Product Scorecard Report.

Data for **Dashlane** was sourced from the May 2024 Product Scorecard Report.

Data for **1Password** was sourced from the May 2024 Product Scorecard Report.

Data for **Keeper** was sourced from the May 2024 Product Scorecard Report.

# About SoftwareReviews

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation experience.

## Our Methodology

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level rollup and a more detailed drill-down.

Software reports are available to download at [softwarereviews.com/categories](https://www.softwarereviews.com/categories)

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