

# Aha!

With Duo Security, cloud-based SaaS roadmapping tool Aha! found a convenient way for customers to enhance their end user security with no hassle.

**THE CHALLENGE:**

Aha! is the new way to build brilliant product strategy and visual roadmaps for product managers and engineers that want to build software that matters. The company is growing fast and wanted a convenient way for customers to further secure how their end users were accessing Aha!, which is a cloud-based service.

**Relying on passwords alone for security can fail to protect against theft.**

According to the [Aha! blog](#), basing security on forced password changes or complexity only encourages users to write passwords down; failing to protect them against theft. Security-conscious customers were looking for an effective, layered security solution that could protect their end users from the bad guys (as well as bad security habits), while still allowing them to access Aha! with ease.

“We put our customer’s experience above all else and Duo Security was the obvious choice when it came to adding enhanced security without compromising the joy of using Aha!”

**Dr. Chris Waters, CTO, Aha!**

“We added Duo Security’s two-factor authentication because it was the right thing to do.”

**Brian de Haaff, CEO**


Learn how Duo can help you at [duo.com](https://duo.com)



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Duo Security, now part of Cisco, is the leading multi-factor authentication (MFA) and secure access provider. Duo is a trusted partner to more than 40,000 customers globally, including Yelp, Box, Generali, La-Z-Boy, Eastern Michigan University, Sonic Automotive and more.

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