

• CASE STUDY •

How JumpCloud Fixed a Disjointed Research Process

Redpoint helped JumpCloud cut research timelines, uncover deeper insights, and improve report quality.

Shortened research timelines by two months

Research insights used in all departments

Collaboration from survey design to final story



“With Redpoint, we actually had help crafting good questions and building a cohesive story. That made a huge difference—not just in the data we got, but in how we could use it across the company”

Josie Judy

Communications Manager at JumpCloud

HIGHLIGHTS

Challenges

- Disjointed research process
- No clear narrative guiding the research or final reports
- Limited visibility into timelines and progress during the project
- Frequent survey programming errors consuming internal time and causing delays
- Raw data dumps which made data analysis challenging

Solution

- End-to-end research support, from survey design to final narrative
- Clear communication, defined timelines, and a collaborative approach
- Clean, in-depth analysis of data that's easy for stakeholders to understand and use

Results

- Shortened research timelines by two months
- Delivered high-impact, narrative-driven reports
- Uncovered deeper, more actionable insights
- Freed up internal resources to focus on priority initiatives
- Enabled broader use of research across the company

Challenge

A disjointed, ineffective research process

Since 2021, JumpCloud, a platform that helps IT teams manage and secure user access, identities, and devices, has been running survey-based research but faced a fragmented, frustrating process. Their previous vendor handled only the survey execution, so JumpCloud didn't have assistance with shaping the narrative or developing thoughtful survey questions, and so the process wasn't very cohesive. "We wouldn't know the story to tell until the data came back," said Josie Judy, Communications Manager at JumpCloud. Communication gaps and back-and-forth follow-ups often slowed progress, and survey errors and logic issues led to delays. "Sometimes we thought they'd forgotten about us," Judy recalled.

After receiving raw data, JumpCloud's team was left to analyze and assemble the report themselves—often leaning on their PR agency, at extra cost. The lack of attention to detail, unclear timelines, and disjointed process stretched projects out to four to six months. "It didn't feel like a partnership, just a transaction," said Judy.

“The previous process was really disjointed. We had to do a lot of follow-up and the survey vendor just handed over raw data, which meant we had to spend even more time trying to make sense of it.”

- Josie Judy Communications Manager at JumpCloud

Solution

A true partnership, from survey design to final story

Partnering with Redpoint was a “night and day difference,” according to Judy. Redpoint’s process started with clear communication and a true partnership approach—holding a kickoff to get input from JumpCloud’s SMEs and ensuring the survey narrative aligned with business goals. “Redpoint helped us craft good questions, so we actually had a narrative upfront and could tell other stakeholders what the story was going to be,” said Judy.

Redpoint handled everything from survey design to analysis, delivering clean, reliable data that JumpCloud could immediately use. “Having someone who understands the data helps us understand it—making it cleaner, more digestible, and something we can use across PR, thought leadership, sales, and executive presentations,” Judy shared. Transparent timelines and attention to detail meant the entire marketing team could plan ahead with confidence.

Results

Faster and better research reports

With Redpoint, JumpCloud significantly shortened their research timeline—turning a once slow, fragmented process into one they could confidently plan around. “Because you gave me a timeline, I could tell the design team, ‘Expect to see this by X,’ and the rest of the marketing team could build out their plans,” said Judy.

Redpoint’s end-to-end approach ensured every stage—survey design, analysis, and reporting—ran smoothly, freeing up internal resources and delivering clear, narrative-driven insights. “The data’s digestible, the narrative is clear, and we can use it everywhere—PR, sales enablement, thought leadership, executive presentations,” Judy said. The partnership’s success has led JumpCloud to continue working with Redpoint on additional research projects, knowing they can rely on efficient, high-impact research that drives lasting value.

“What I appreciated with this process was how much smoother it was—clear communication, fewer revisions, and it actually saved us a couple months compared to before.”

- Josie Judy Communications Manager at JumpCloud

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