

# Welcome to a Passwordless World

Saying goodbye to passwords reduces vulnerabilities

## Why in the world is everyone going passwordless?

For starters, passwords create major security risks, are considerably more expensive, and, quite frankly, can be really hard to manage



### A passwordless enterprise

### A passwordless consumer

By 2022, **60%** of large global enterprises, and

**90%** of midsize<sup>1</sup> enterprises will implement passwordless methods in 50% of use cases

Passwordless authentication is a more significant cybersecurity investment priority<sup>2</sup>

By 2023, **30%** of organizations will leverage **at least** one form of passwordless authentication<sup>1</sup>

The average user has **90+** online accounts<sup>3</sup> and manages **80 passwords**<sup>4</sup>

Password management solutions for mobile devices will rise to **\$2B+** by 2025<sup>5</sup>

**39%** of organizations mention regional compliance mandates like PSD2 (EU) and SCA driving the change to 2FA and biometrics<sup>6</sup>

## Reasons enterprises are ditching passwords



**Data breaches, phishing, and brute force attacks**  
**80%** of hacking-related breaches are caused by compromised credentials<sup>7</sup>



**Passwords are expensive**  
**50%** of help desk costs are made up of password resets<sup>8</sup>



**Workforce login issues**  
**90%** of respondents cite policy violations as the #1 reason for going passwordless<sup>9</sup>



**A better user experience**  
**72%** of people have trouble remembering passwords<sup>10</sup>



**Passwordless and SSO are better together**  
**52%** of Americans use 1 password across different accounts, and **13%** use the same password for all accounts<sup>11</sup>



**Use of biometrics is rising too**  
**82%** of users identified biometric approach as a solution for passwordless. The biometric authentication market is expected to reach \$93B+ by 2025<sup>9</sup>



**FIDO as the alternative**  
FIDO is leading the fight against passwords. Not only is it a secure alternative, but it also has high adoption across industries – with **500+** certified solutions and support across browsers and platforms<sup>12</sup>

## What's next?



### Decentralized digital identity

With **60%** of the global GDP expected to be digitized by 2022, the economy will be highly dependent on identity. Decentralizing credential storage using blockchain along with secure passwordless authentication is the way forward.<sup>13</sup>



### Mobile is fundamental

Smartphones have been a driving force in bringing biometrics to the masses. Consumers expect biometric authentication for their most sensitive information, especially when it comes to mobile banking and payments.

## The 5 technologies

Here are the technologies security and risk management tech professionals can use to go passwordless right now:



Learn more about our passwordless solutions at [entrust.com/go/passwordless-login](https://entrust.com/go/passwordless-login)

#### SOURCES

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