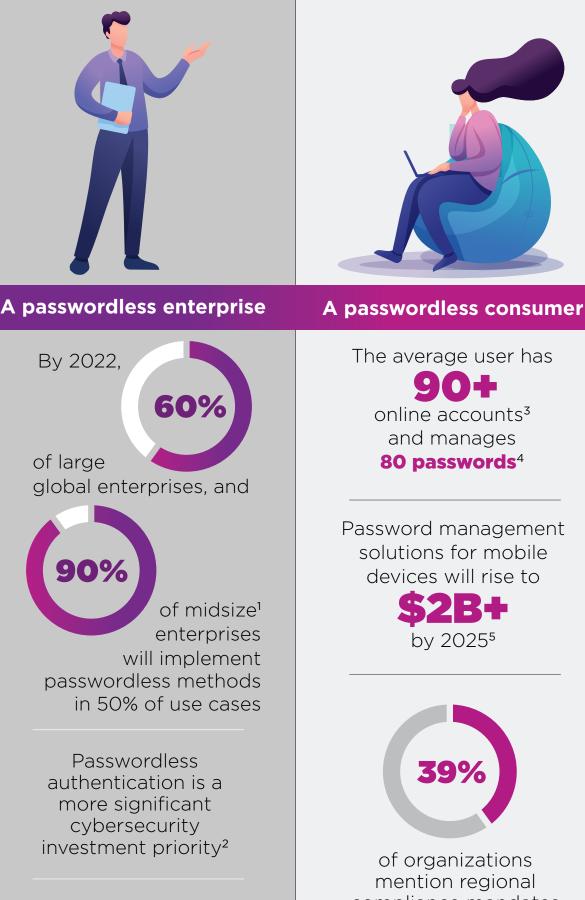


# Welcome to a Passwordless World

### 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



By 2023, **30%** of organizations will leverage **at least** one form of passwordless authentication<sup>1</sup> 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 expensive50% 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>



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

#### SOURCES

- 1 "Embrace a Passwordless Approach to Improve Security," March 2019, Gartner
- 2 "Cybersecurity investment priorities for organizations worldwide in 2020," March 2020, Statista
- 3 What is FIDO?, FIDO Alliance website
- 4 January 2020 user study, NordPass
- 5 "Trusona raises \$20 million to bring passwordless authentication to more businesses," January 2020, VentureBeat
- 6 Companies Move "Beyond the Password" to Strong Authentication, 2019 survey by ThumbSignIn, One World Identity (OWI), and Gluu
- 7 Verizon 2020 Data Breach Investigations Report
- 8 Passwordless Authentication: The next breakthrough in secure digital transformation, January 2020, World Economic Forum white paper
- 9 Passwordless Authentication: Bridging the Gap Between High-Security and Low-Friction Identity Management, June 2019 Enterprise Management Associates research report
- 10 Poor password management puts US companies at risk, onelogin infographic
- 11 Online Security Survey, February 2019, Google/Harris Poll
- 12 "On-Device Biometrics Month: The Rise of FIDO," May 2019, FindBiometrics
- 13 "The digital future we need," January 2019, Reuters