

6 Reasons You Need Multifactor Authentication

Passwords

- 1 Passwords are fast, easy, and inexpensive. Unfortunately, they are also vulnerable to many attacks.
- 2 76% of intrusions involve compromised credentials.*
- 3 Passwords alone are insecure, but can be reinforced with additional authentication factors.



Average total cost of a data breach in 2015.**
 While Cybersecurity insurance can help with lawsuits, mitigation, and remediation, many insurance policies cannot protect against loss of business or damage to reputation.

\$3.79M

Humans



- Humans struggle to retain long, randomly-generated passwords.^
- To compensate, many users use insecure passwords across multiple sites.
- 61% of users reuse passwords.^
- 77% use 5 or less passwords/day, yet may access more than 80 sites.^
- Most common password in 2014: **123456+**

Shared Accounts

- Frequently access sensitive data or elevated rights.
- Complicates password maintenance.
- Difficult or impossible attribution.
- Often stored somewhere central, which can lead to...



Insecure Credential Storage



Many users seek to ease the burden of credential sprawl. Secure options exist, but many users want faster, easier options including:

- POST IT NOTES
- PLAIN TEXT FILES
- PRINTED LISTS
- EMAIL OR IM

SENSITIVE DATA

Intellectual Property

Intellectual Property (IP) can be an organization's greatest competitive advantage. Its loss can be devastating.

Customer Data

Retaining sensitive information such as financial records, Personally Identifiable Information (PII), Personal Health Information (PHI) and intellectual property increase risks.

Personal Data

Personal information can be highly sensitive (PII, PHI).
 Loss of this data can result in anything from unhappy users to lawsuits and government intervention.
 Some personal data is worth as much as \$250 on the black market.++

Financial Data

Financial records can include payroll and banking information for both the organization, its employees and even its customers and business partners.



SUMMARY
 A comprehensive Multifactor Authentication solution can help organizations of all sizes avoid the cost and damage associated with data breaches. To learn more, visit www.transauth.com



REFERENCES
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 ** IBM and Ponemon Institute 2015 Cost of Data Breach Study
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