

### What does the YubiKey do?

- The YubiKey is a Multi-Factor Authentication (MFA) hardware device.
- They provide secure login for computers, phones, online services and servers.
- They protect against Phishing, MITM attacks and Credential Theft.
- There is no YubiKey specific software required, you simply link the YubiKey to an online account or service. Plug in and touch the YubiKey or tap it on your mobile device to authenticate.

### Key Benefits:

- The YubiKey is a secure authenticator that cannot be copied or cloned, all whilst being easy and convenient to use.
- The YubiKey can be used without a network connection and does not require a battery.
- Support across huge number of cloud services.
- Password resets are costly to a company. Adding the YubiKey will not require employees to change their passwords regularly.
- Google switched from mobile one time passwords (OTPs) to the YubiKey in 2009, resulting in:
  - Zero account takeovers
  - 4x faster logins
  - 92% fewer IT support calls

### The Problem:

- 4+ billion stolen credentials reported in 2019
- 81% of data breaches were from weak/stolen passwords - [2019 Verizon Data Breach Report](#)
- \$3.9M average cost of a breach (\$148/ record)
- Users routinely reuse passwords across accounts
- Secure environments such as call centres prohibit the use of mobile devices and authenticators.
- Password reset is one of the #1 IT cost to a company.

### Qualifying Questions

- How are you protecting your employees?
- What would be the consequences if your user account was hijacked?
- Do you have any external people accessing your networks?
- Do you know how much you're spending on password resets?
- Do you have any plans to utilise more cloud services?
- Do you use/plan to use any Identity Access Management (IAM) solutions?

