



MagicEndpoint – Beyond Passwordless with No User Action

Seamless, Future-Proofed Zero Trust for Secure Online Access Today!

Built for Enterprises, Best for Users – Effortless, Invisible, Secure

MagicEndpoint revolutionizes enterprise security with a paradigm shift in authentication. With MagicEndpoint the user and the user's device combine to become the cryptographic factor for secure access to online apps eliminating need to use passwords, PINs, tokens, and authentication apps. This ensures high security while freeing users from the burdens of traditional MFA, providing uninterrupted access that is protected invisibly in the background. Security and user experience merge seamlessly, removing MFA fatigue while keeping standards at their highest.

Solving Key Authentication Challenges

Despite the prevalence of MFA, high-profile breaches like MGM/Caesar and RockYou2024 underscore persistent vulnerabilities in traditional authentication methods. MagicEndpoint's No User Action feature is a breakthrough solution, reducing user friction, eliminating weak authentication risks, minimizing human error, and enabling Zero Trust-aligned principles—securing access without user interaction and reducing costs, risks, and friction.

With No User Action, MagicEndpoint delivers uncompromised security, frictionless access, and alignment with Zero Trust principles, making it an essential asset for today's security-conscious organizations.

MagicEndpoint: No User Action Required, Innovatively and logically provides unmatched High Standards in Security

In today's high-stakes environment, security needs to be frictionless yet powerful. MagicEndpoint shifts the authentication burden from user to device by making the device responsible for security, rather than the user. Through our No User Action approach, users access systems securely without any extra steps—ideal for productivity-focused organizations that prioritize security without inconvenience.

Key Benefits – Effortless Access, Exceptional Security

- ✓ No device prompts or phone-based reauthentication
- ✓ Protection against MFA bypass and credential compromise
- ✓ Password-free access, eliminating reset or SMS code hassles
- ✓ Resistant to phishing and credential theft



A New Era in Zero Trust: Identity First and Continuous Verification

Aligning with the White House Zero Trust Mandates (OMB M-22-09)

- **The Endpoint Advantage:** By using the endpoint as a security cornerstone, MagicEndpoint enhances identity and verification standards. This approach cuts out common attack vectors like phishing, minimizes credential risks, and enables continuous verification.
- **Leveraging Public Key Cryptography:** With secure, non-transferable cryptographic keys, MagicEndpoint binds the user to their device, creating a theoretically unbreakable “user on device” identity relationship. This connection is central to secure, uninterrupted access in line with Zero Trust principles.
- **Persistent Connection as a Trusted Channel** – Before and After Login: MagicEndpoint's continuous verification uses a persistent, trusted channel between the endpoint and IdP. This is similar to the security measures found in banking—only verified users on trusted devices gain access. This mature approach, used in the banks today is utilized to ensure that only the trusted user on trusted device receives these services. In other words, hackers cannot get access no matter what. This persistent connection ensures real-time monitoring, enabling rapid response and higher security standards.



MagicEndpoint: Effortless. Invisible. Secure.

How MagicEndpoint Elevates Security Standards

- **Identity First, Highest Level Verification:** Our identity-first approach uses cryptographic keys to verifiably bind users to devices, creating a secure, continuous link between identity and endpoint
- **Continuous Monitoring for Complete Authentication:** Pre-login and post-login, MagicEndpoint ensures only the trusted user on a trusted device gains access, maintained through a persistent connection.
- **Compliance with Zero Trust Principles:** Continuous, multi-layered verification of user, device, and transactions aligns with Zero Trust best practices, future-proofing against evolving threats.
- **Future-Proofed Design:** MagicEndpoint's scalable authentication framework, layered security, and robust endpoint verification keep organizations ahead of cybersecurity challenges—without user involvement.

With MagicEndpoint, outdated and insecure methods like SMS codes, OTP, and push notifications are obsolete. It's modern, secure, and completely seamless.

MagicEndpoint: Solve Authentication Better, Solve It Completely

Addressing Authentication from End-to-End: Comprehensive, User-Centric Solutions

- **For Device Access:** MagicEndpoint secures Windows login with passwordless MFA, as well as pre-boot authentication with full disk encryption, providing continuous verification centered on the user and endpoint.
- **For Online Access:** Our technology extends security to online authentication, delivering a seamless experience without user interaction, across all applications.



Why Choose MagicEndpoint?

WinMagic's commitment to security innovation drives our efforts to stay at the forefront of cybersecurity advancements. MagicEndpoint is built on the principles of Zero Trust and designed to be the most user-friendly security solution available, with unmatched protection and frictionless access. We are committed to making the digital world safer and more accessible for everyone. You have our commitment you will always have the most secure solution with the best possible user experience — no user action!

Experience Unmatched Security without Compromising User Experience

- **Robust Threat Protection:** Our solution is resilient against even the most sophisticated attacks, thanks to advanced cryptographic identity verification.
- **Dependable Public Key Cryptography:** MagicEndpoint uses non-replicable cryptographic keys to bind users to their endpoints, vastly reducing attack risks.

MagicEndpoint: Your Comprehensive Passwordless Solution

MagicEndpoint embodies the next level of enterprise security—our solution doesn't just meet Zero Trust and compliance standards; it elevates them. It's security that "just works," creating a frictionless experience that meets the needs of both the user and the enterprise.

Schedule a Demo Today!



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For more information, [click here](#) or contact WinMagic

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Authenticate. Encrypt. Achieve.