



Introducing MagicEndpoint FIDO Eazy

A More Secure Passwordless Experience

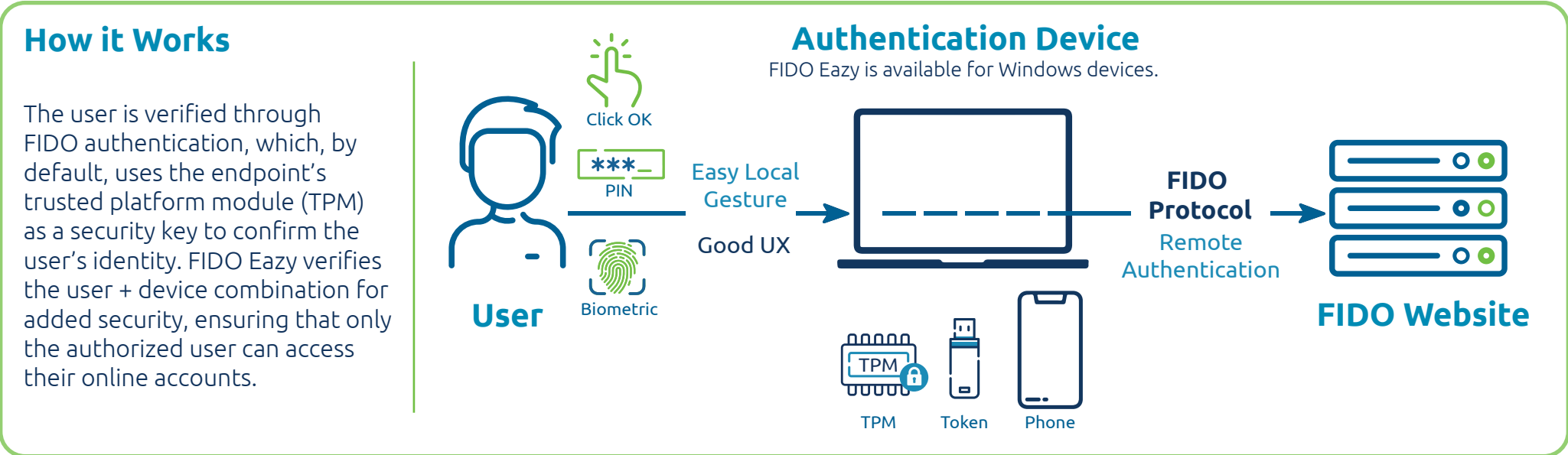
History has proven that passwords and traditional MFA (using SMS, Push or OTP) provide insufficient protection against identity theft, account takeover and online fraud. Users and companies alike have been turning toward FIDO security, which uses public key cryptography to verify users.

Advancing Past USB Keys

In 2017, Google eliminated all phishing attacks on its employees by adopting FIDO USB keys.¹ While these results are phenomenal, WinMagic has taken the user experience one step further.

With FIDO Eazy, users now have the option to use either their computer’s native Trusted Platform Module (TPM) or their smartphone via Bluetooth Low Energy (BLE) to perform the same secure FIDO authentication as a USB key. These alternatives eliminate the need to buy and carry around a separate USB device.

MagicEndpoint FIDO Eazy provides a password-free login experience to your favorite online services and apps that support FIDO authentication. The software is easy to use, delivering a great user experience to anyone looking for a next-generation authentication solution that offers advanced security.



USB Key vs. FIDO Eazy Comparison

VALUE COST	USB KEY \$\$\$	FIDO EAZY \$
User experience	✗ Users must plug a USB key into the device to access online accounts	✓ The device’s TPM performs authentication on the user’s behalf
Backup key	✗ The user must purchase a second USB key	✓ A phone or software token can work as a backup key
Phone as a security key	✗ Not available	✓ The user’s phone acts as a security key
Support multiple users per device	✗ Each user must purchase their own USB key	✓ Each user has a unique security key for the same device
Replacement costs	✗ Users must repurchase a USB token	✓ Downloadable FIDO Eazy software

Contact sales about FIDO Eazy today.

¹ Krebs, B. (2018, July 23). Google: Security keys neutralized employee phishing. Krebs on Security. Retrieved January 30, 2023

Authenticate. Encrypt. Achieve.