



YOUR GUIDE TO GOING PASSWORDLESS IN 2023



Introduction to Passwordless

Passwords are becoming a thing of the past.

Did you know the first digital password was created in the 1960s?

Yep, the first password was created for the Massachusetts Institute of Technology's massive time-sharing computer called a Compatible Time-Sharing System (CTSS).

But, passwords aren't actually that secure. No matter how good a password is, or how well implemented the authentication system, there's always a risk bad actors will compromise credentials.

Add more resources in the cloud and the risk is even greater. More people are working remotely on their own networks from various devices. In that environment, ensuring the safety of corporate assets is challenging. Perhaps that's why stolen or poor passwords are responsible for over 80% of data breaches.

The rise of remote access has also given rise to evermore sophisticated ransomware and other cyber attacks. To combat these attacks, a host of MFA, SSO and passwordless authentication solutions have been created. But, they all miss the mark. Why? Because their focus is either on the user or third-party devices like phones, which can slow productivity and increase risk.

Introducing MagicEndpoint Passwordless Authentication

MagicEndpoint from WinMagic is the passwordless authentication solution that protects access by focusing on the endpoint, not the user. It requires no user action and no third-party devices or keys. So, it's seamless, secure and virtually invisible.

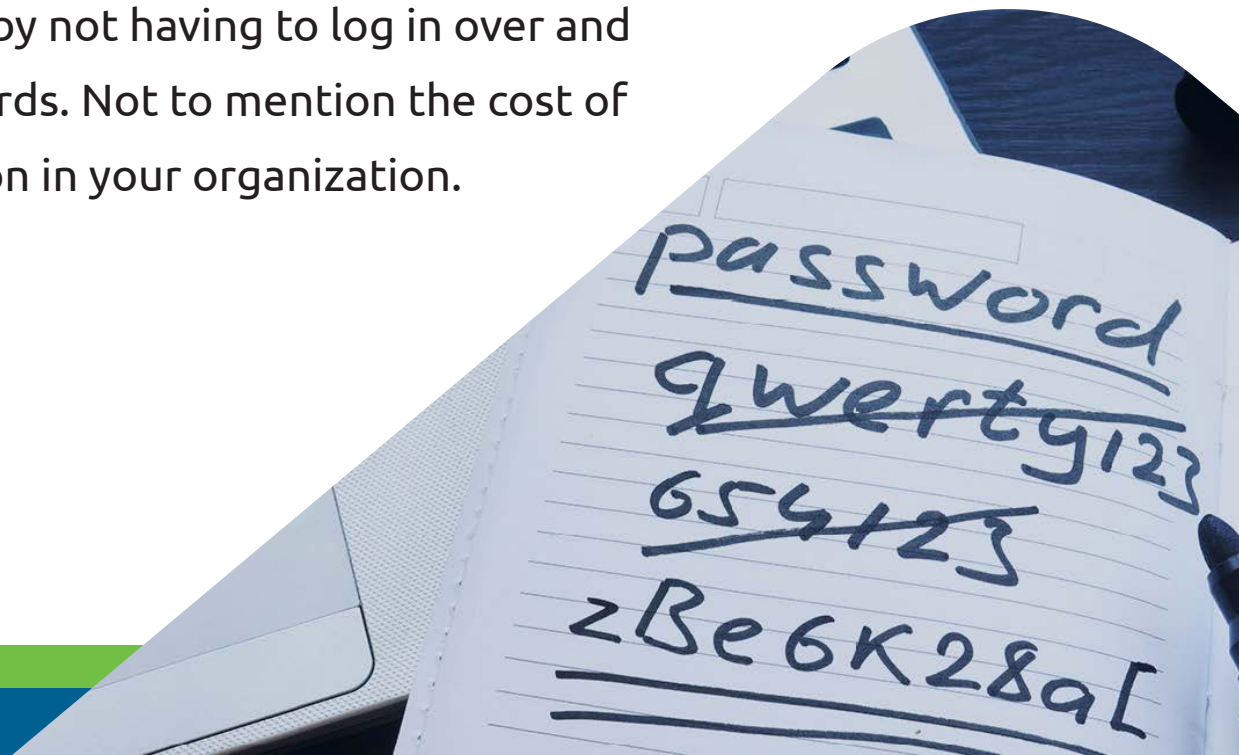
Gartner predicts that, this year, 60% of large and global enterprises and 90% of mid-size enterprises will implement passwordless methods in more than 50% of use cases.

Here are our top 8 reasons why passwordless is the future.

#1

Say Goodbye to Annoying Password Management

Passwords are easy to mistype or forget. And, why are there so many!? To make things easier, we make up weak “MacGyver-style” passwords like p@ssw0rd. We write them down on sticky notes or keep them in a document on the computer — thus putting data at risk. With passwordless authentication, there are no passwords to maintain. Save time by not having to log in over and over or look up passwords. Not to mention the cost of password administration in your organization.



#2

Save Money on IT Support

Forrester Research determined that large organizations spend up to \$1 million per year on staffing and infrastructure to handle password resets alone.

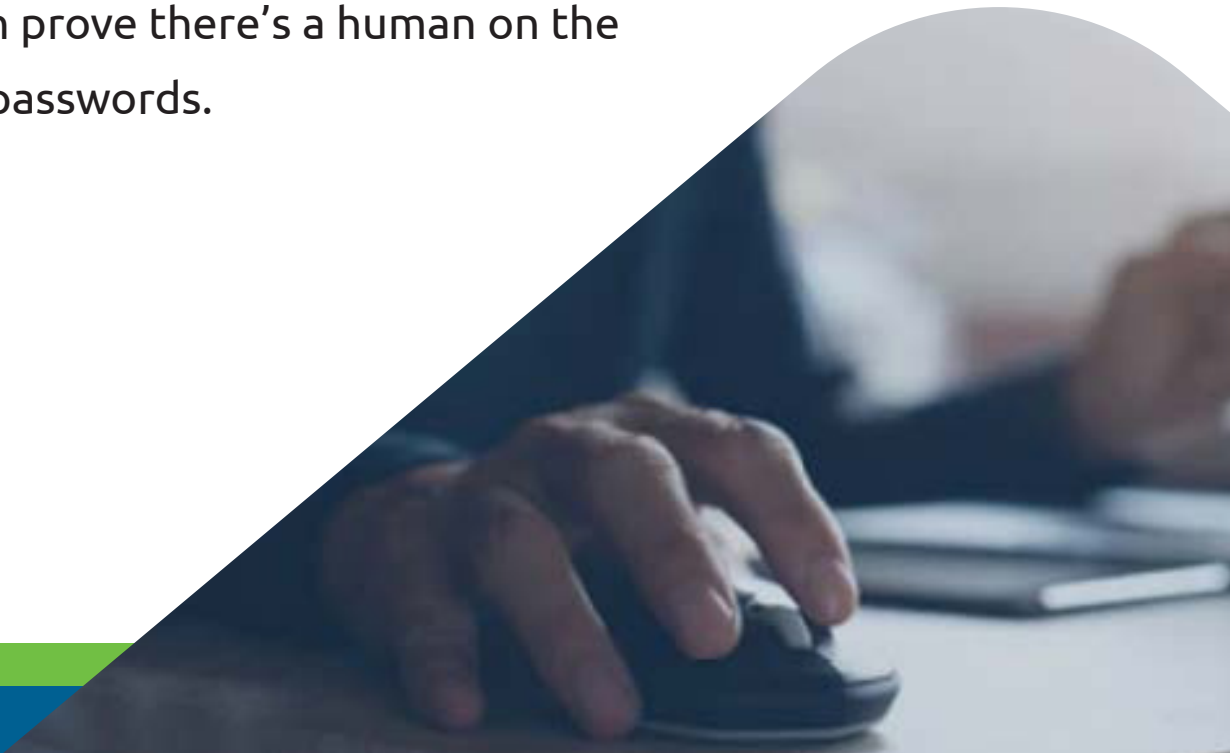
Passwordless authentication can drastically reduce help desk calls.



#3

Reduce the Risk of Bot Attacks

Bot attacks are an increasing cyber threat for enterprise companies. Yet, few companies are prepared to fight them. Bot-based attacks are complex and can take many forms. Plus, passwords are susceptible to them. Passwordless authentication mitigates that risk. By having a user actively click on their screen or enter a pin to authenticate, you can prove there's a human on the other end. Not so with passwords.



#4

Protect Your Data From Malicious Malware Attacks

Keyloggers use malware to spy on users remotely as they type login information. They record keystrokes as they happen, essentially stealing precious user passwords. This type of attack is very popular for grabbing bank details and hijacking business email accounts. When you go passwordless, you mitigate this attack. Even if someone steals your PIN, it's of no use to them without also physically stealing your device.



#5

Thwart Business Email Compromise Attacks

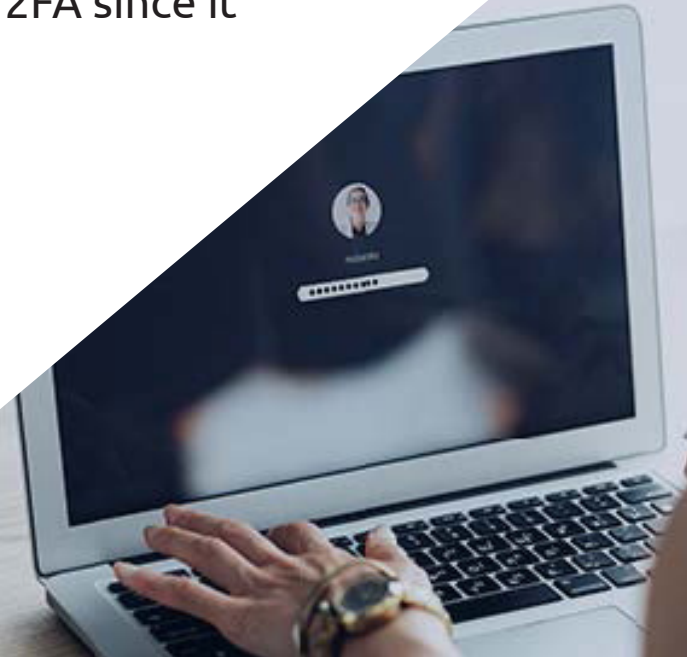
Speaking of email account hacking, Business Email Compromise (BEC) scams use phishing, spoofing and keylogging to enable fraudulent money transfers. They use crafty emails to pose as CEOs, executives, vendors or suppliers requesting a payment or transfer. Protect your employees from costly and embarrassing BEC scams by cutting fraudsters off at the source.



#6

Avoid SMS Attacks During Two-Factor Authentication

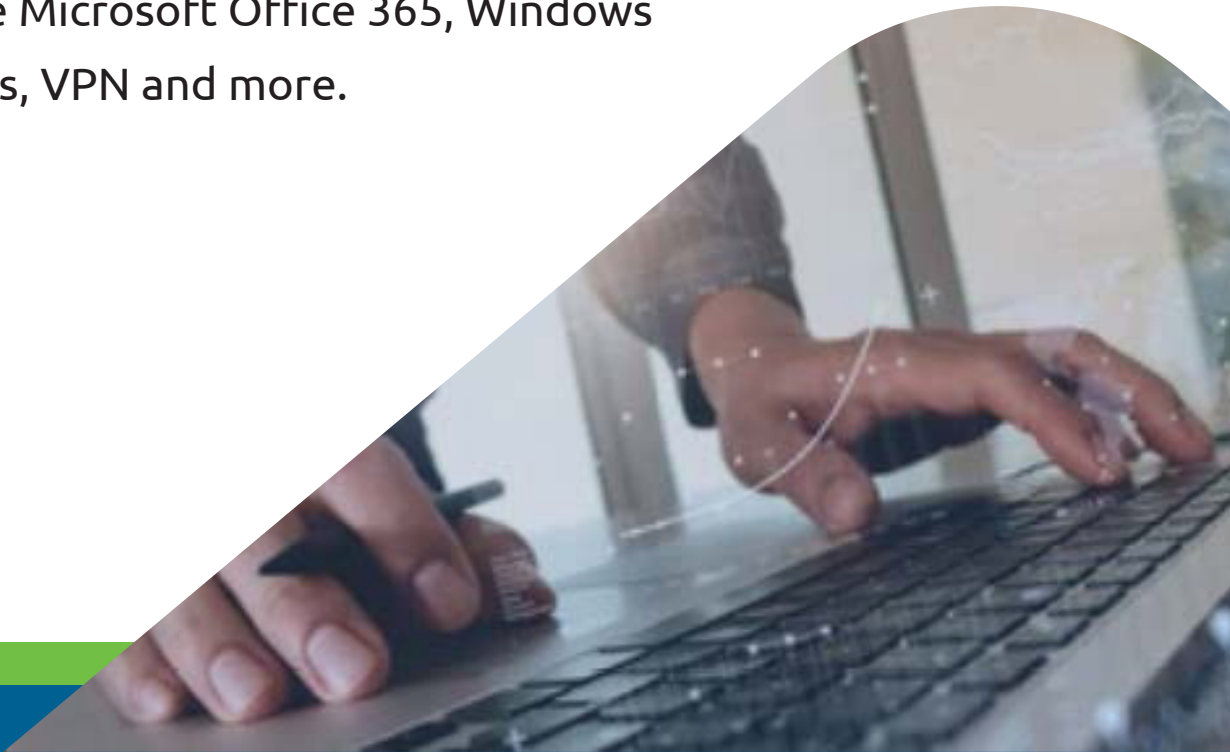
One of the most common methods of two-factor authentication (2FA) and two-step verification is an SMS or text message. But, text messages are insecure and thus vulnerable to attacks. From code-cracking and phishing to spoofing and SIM swapping, there are a number of ways for hackers to intercept your SMS code and gain access to private data. Passwordless authentication is a safer alternative to 2FA since it doesn't rely on SMS text messages.



#7

Easy to Integrate Into Your Organization and Seamless Integration With Your Existing Tech Stack

The movement is already in motion! Passwordless authentication is now available for endpoint devices. Passwordless authentication is easy to integrate with enterprise solutions like Microsoft Office 365, Windows Logon, SaaS applications, VPN and more.



Choices to Fit Every Situation

One size doesn't fit all when it comes to authentication. Certain authentication methods may not be reliable, depending on the situation. That's why passwordless authentication offers options for what can be used as a Security Key*:

- Software-based authenticators (e.g., FIDO certified)
- Trusted Platform Module (TPM) based authenticators (e.g., FIDO certified)
- Certificate-based Passwordless Authentication (e.g., VPN)
- Smartphone-based authenticators (e.g., using Bluetooth connectivity)
- Hardware-based authenticators (e.g., USB connectors)
- Biometrics-based authenticators (e.g., fingerprint, face recognition)

* Both our Software and TPM based FIDO Security Keys are The FIDO, FIDO ALLIANCE, FIDO AUTHENTICATION, FIDO CERTIFIED and FIDO2 trademarks and logos are trademarks of FIDO Alliance.



Endpoint focused. Incredibly secure. Practically invisible. That's MagicEndpoint Passwordless Authentication.

WinMagic's MagicEndpoint includes next-generation zero-factor authentication capability that seamlessly alleviates the user of the authentication burden, making it a true passwordless authentication solution. Working silently in the background, MagicEndpoint performs ongoing user+device authentication as well as device health checks, enabling businesses reach their zero-trust goals by making "always verify" possible without any burden to the end user.

Contact WinMagic to get an initial consultation or a FREE demo.

Email sales@winmagic.com to begin your Passwordless journey!



About the FIDO Alliance

The FIDO (Fast ID Online) Alliance is an open industry association with a focused mission: authentication standards to help reduce the world's overreliance on passwords. The FIDO Alliance is working to change the nature of authentication with open standards that are more secure than passwords and SMS OTPs, simpler for consumers to use and easier for service providers to deploy and manage.

FIDO uses standard public key cryptography techniques to provide stronger authentication. It supports a full range of authentication technologies, including biometrics such as fingerprint and iris scanners, voice and facial recognition as well as existing solutions and communications standards such as Trusted Platform Modules (TPM), USB security tokens, embedded Secure Elements (eSE), smart cards and near field communication (NFC).



MagicEndpoint Passwordless Authentication by WinMagic

With WinMagic, get a comprehensive multi-platform client software that supports from the easiest to the highest-end encryption needs. Your computing device — mainly the laptop — protected by MagicEndpoint, offers businesses an easy entry to the passwordless era with the fewest moving parts. Simply being logged in to a MagicEndpoint-encrypted device can serve as the one-time set of credentials that permit users access to all approved applications and sites. WinMagic has been a member of FIDO Alliance since September 2020.

Authenticate. Encrypt. Achieve.

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

