

# HYPR Passwordless Multi-Factor Authentication



HYPR eliminates the need to choose between security assurance and a consumer-grade experience with advanced passwordless multi-factor authentication that protects organizations from phishing, MiTM attacks, ATO fraud and other credential-based threats.

## Secure Distributed Access Is Critical

The distributed workforce is a global reality – and authentication is key to enabling people to securely work from anywhere. Password-based authentication creates enormous security liability for organizations. Moreover, the sheer number of complex and application-specific passwords that users must apply and IT teams administer has become untenable. Legacy multi-factor authentication (MFA) only makes the user experience worse and has failed to solve the security issue. In fact, authentication and password-related attacks are more prevalent and destructive than ever, with readily available attack kits that can bypass MFA controls.

- 89% of organizations experienced a phishing attack in the past year
- 34% of organizations reported credential stuffing attacks
- Organizations saw a 33% increase in push or push fatigue attacks
- 64% of organizations kept their same password approach even after this approach was used as a point of attack

By eliminating the password and all other shared secrets, we can eliminate the most common attack vector.

## The Challenge

Most organizations face an impossible trade-off between security or usability. Traditional IAM and password-based technologies force organizations to choose between highly secure authentication and a frictionless login flow. Organizations are struggling or failing with authentication at the worst possible time.

With traditional MFA solutions providing little additional assurance, organizations are vulnerable unless they make a change.

## The Solution: HYPR Passwordless MFA

HYPR fixes the way the world logs in by eliminating the trade-off between security assurance and frictionless, consumer-grade experience. HYPR's passwordless multi-factor authentication (PMFA) provides organizations with the strongest level of access protection while delivering the frictionless user experience they've come to expect in their lives as consumers. HYPR's phishing-resistant PMFA platform complies with security and data privacy regulations and conforms to FIDO standards from end to end. FIDO-based authentication is considered the gold standard by CISA and plays a central role in Zero Trust architectures.

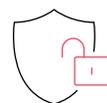
## HYPR's Unique Benefits

**Lower risk** by changing the economics of attack and reducing the likelihood of a breach. For example, HYPR clients have achieved a **98.4% reduction** in account takeover and **zero** credential-related phishing incidents.

**Improve user satisfaction** with a frictionless authentication experience. For example, users of HYPR spend **300% less** time authenticating than with traditional authentication approaches.

**Lower TCO** of authentication deployment and administration. For example, HYPR customers have experienced 35% fewer helpdesk calls, and as much as \$2.4M savings in incident response costs.

## Did Your Know?



**65%**

of organizations believe their authentication is not secure.



**49%**

of organizations have struggled to deploy MFA due to poor user experience



## HYPR enables uncompromising security assurance:

- **Complete elimination of shared secrets:** HYPR completely eliminates passwords and other shared secrets with its passwordless authentication approach. A private key is stored in the TPM on a user's device while a public key is securely stored in the HYPR cloud. Authentication is initiated by the user and executed via challenge and signature, with passwordless MFA into desktops, VPN and SSO. As a result, there is no compromisable push to the device, no passwords, no one-time passwords (OTPs), no SMS – no shared secrets that can be breached, hacked or phished.
- **Secure, device-centric MFA:** HYPR turns an ordinary smartphone into a secure FIDO authenticator. Users confirm their identity through secure on-device methods such as Touch ID or Face ID. The process is inherently multi-factor as it involves both something you possess (the smartphone) and something you are (the biometric verifier). It also works with smartcards, security keys and other FIDO-compliant authenticators as alternative or supplemental options. HYPR fundamentally changes the economics of an attack as a successful attack requires the defeat of each and every device rather than a single, centralized credential database.
- **Eliminate push attacks, phishing and account takeover by putting the user in control:** Every login is initiated by the user and starts on their own device. This means every login is a deliberate, conscious act, is phishing-resistant, and leverages the device's security. There are no back-end shared secrets or fallbacks to a password. This stands in contrast to traditional MFA, which is easily bypassed, easily phished, can confuse users and leads to push fatigue attacks.

## HYPR delivers a consumer-grade experience:

- **Rapid deployment:** HYPR can be installed rapidly and is fully integrated with leading single sign-on providers such as Okta, Google, Azure, Ping Identity and more. The deployment process is straightforward: users are invited via a magic link that downloads the HYPR App, they enroll (with the app being branded as the organization). Within minutes, users can immediately start logging in with HYPR and without passwords.
- **Unparalleled user experience:** the HYPR user experience is intuitive and seamless. It's 300% faster than legacy password logins. It's seamless from desktop to cloud with the same login experience everywhere. This same experience is maintained even under less-than-ideal conditions such as being offline or not having access to your smartphone. And HYPR interoperates with other FIDO tokens depending on the environment.



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HYPR fixes the way the world logs in. HYPR's true passwordless multi-factor authentication (PMFA) platform eliminates the traditional trade-off between uncompromising assurance and a consumer-grade experience so that organizations decrease risk, improve user experience and lower operational costs.

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