PASSWORD

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YOUR DAYS ARE NUMBERED

Passwords are still used globally to protect our valuable information, but they're failing miserably—**opening up massive opportunities for criminal networks and putting companies and individuals at risk.**

IT'S TIME TO EMBRACE A NEW MAIN LINE OF DIGITAL DEFENSE.

A WORLDWIDE PROBLEM

CONSUMERS

AUG 2014
Russian hackers **infiltrated 420,000+ websites**

STEALING
1.2 BILLION +
USERNAMES AND PASSWORDS

AFFECTING **40%** of the **entire Internet population**

"It won't happen to me."

It's easy to think you're safe, **but hacking has grown in recent years**—both in numbers and expertise, at the consumer and business levels.

CRIME OF THE CENTURY

BUSINESSES

2013
53.4% of reported data breach incidents **occurred in the business sector**

2014
29,087 records are exposed after a company breach, on average

2015–2016
19% chance of data breach for **American-based companies**

ECONOMIC IMPACT

$3.5 MILLION
average company cost in **2014**

UP **15%** FROM 2013

PASSWORD: PROTECTION OR ANNOYANCE?

The digital world needs a new standard for security.

1Qzhx463210ioE

More than 90% of user-generated passwords will be **vulnerable to hacking.**

— YET —

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54% of Americans trust systems that only rely on password authentication.

Passwords alone have proven too weak to protect us from security breach—**sometimes becoming more dangerous,** lulling us into a false sense of security.

LIFE AFTER PASSWORDS

It doesn't have to be this way. The security industry already has many technologies poised to help protect companies and their customers **beyond the basic 8–16 characters.**

WHAT YOU HAVE

Device-Based Authentication
Automatic wireless authentication sent between your computer and mobile devices

WHAT YOU KNOW

Password Managers
Programs that create long, difficult passwords unique for each Web service

App Single Sign-On
Consolidated authentication, with more complex passwords and a reduced chance of forgetting

WHAT YOU ARE

Physiological Biometrics

Finger-Scanning Identification Technology
Used in Apple's iPhone 5s, 6, and 6 Plus

Iris Recognition
More accurate than both finger-scanning and facial recognition techniques.

Facial Recognition
Facebook's DeepFace system: 97.25% accuracy

Behavioral Biometrics
Gyroscopic identification based on a mobile device's information patterns

#PasswordGames Are you playing games with your passwords?

TOP 10 RIDICULOUS PLACES TO STORE YOUR PASSWORD

From a recent poll with the IT Pros at Spiceworks

10 — Entered as a mobile phone contact
09 — On a keyboard, written in permanent marker
08 — On a whiteboard, out in plain view
07 — Taped inside or underneath various desk accessories
06 — Filed in a Rolodex under "P"
05 — In a notebook, sitting next to the computer
04 — On an unlocked Excel spreadsheet
03 — Under the keyboard
02 — On a sticky note taped to the monitor

01 ALL OF THE ABOVE

The **post-password era** has dawned. **Think beyond the password,** and keep the hackers guessing as they work to catch up to technology's next great security advancements.

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Ping Identity