MFA and Zero Trust

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Current cybersecurity reality

Known vulnerabilities

49% of all breaches include the human element (via error, privilege misuse, use of stolen credentials or social engineering)

Verizon, DBIR Report 2023)

Cost of a breach

9.44m USD is the average cost of a breach in the US

IBM, Cost of a Data Breach Report, 2022

Long-term impact

47% of US consumers permanently stop using an org's services after a breach

Okta, The State of Digital Trust 2021

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The trusted approach to cybersecurity

Before: Perimeter Defense
Trusted individuals (insiders) were allowed inside the network perimeter and non-trusted individuals (outsiders) were not.

Today: The Zero Trust Model
Everyone begins as non-trusted and must be authenticated and continuously authorized to earn access.

The right people → Have the right level of access → To the right resources → In the right context → On any device, from anywhere → And assessed continuously

with the least friction possible

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