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*
HACKER: 'I have all your passwords'
ME: 'OMG thank you! What are they?'

Sarcasm
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.
"I don't think you understand the concept of cybersecurity."