



PARTNER WITH YUBICO TO CULTIVATE PHISHING-RESISTANT USERS

Modernizing authentication across retail and hospitality

Global retail and hospitality organizations are deploying modern authentication with hardware-backed passkeys



Phishing, ransomware, and credential harvesting remain top threats¹

68%



of cyber incidents result from human error: clicking on phish links and failing to follow standards²

56%



of organizations believe that GenAI will provide an overall advantage to attackers within the next two years³

According to the National Institute of Standards and Technology (NIST) Special Publication (SP) 800-63-B4, only two forms of authentication currently meet the mark for phishing-resistant MFA: Smart Card/PIV and the modern FIDO2/WebAuthn authentication standard.

¹ RH-ISAC, Retail & Hospitality Industry Insights 2024 Verizon Data Breach Investigation Report Analysis

² RH-ISAC, Retail & Hospitality Industry Insights 2024 Verizon Data Breach Investigation Report Analysis

³ Accenture, Prioritizing Security for Success: Analyzing Organizational Security Structures 2024

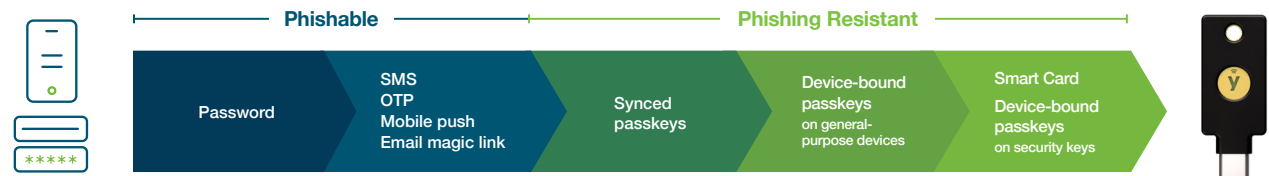
We believe in hospitality

Welcome everyone with confidence but keep malicious cyber criminals out

As a retail, hospitality, and travel organization, people turn to you for joy and to create a lifetime of happy memories through the services and experiences you provide. Cyber criminals are also targeting these sectors with cyber attacks due to the vast array of lucrative information collected such as payment card data, Personal identifiable information (PII), loyalty program details, reservation sites, purchase history and customer data sitting in point-of-sale systems, call centers and shared workstations. This accumulation of data which is often critical to operations is seen as a treasure trove to malicious actors.

Not all MFA is created equal

Multi-factor authentication (MFA) should be a first-line defense of any cybersecurity strategy to protect data, information technology (IT), and operational technology (OT) environments. And while any MFA is better than passwords, not all forms of MFA offer the same level of security or frictionless user experience.



Usernames and passwords are easily hacked. Legacy mobile-based authentication OTP codes, and push notifications are highly susceptible to phishing attacks, malware, SIM swaps, and attacker-in-the-middle attacks. Mobile-based MFA can also be costly as organizations may be liable for mobile-related service costs. In addition to stronger security, a seamless user experience enabled by modern MFA is critical for the retail and hospitality industry given the focus on customer and guest facing interactions. Legacy MFA may also increase cyber insurance premiums or reduce payouts. Accounts using MFA that are not based on phishing-resistant protocols are susceptible to having credentials stolen.

Protecting all users in the enterprise

Start by addressing key user populations. Expand to broader set of stakeholders.



Privileged access
Secure privileged account users



Mobile restricted
Secure call centers for mobile restricted users



Shared workstation
Protect POS terminals and shared devices



Remote workforce
Enable remote workforce



Office workers
Improve UX and security for office workers



3rd party access
Protect corporate system access by 3rd parties



End customers
Safeguard Yubico's customers' end-customers

Secure user access across retail and hospitality organizations with Yubico

Yubico solutions meet you where you are on your cybersecurity journey, while paving the way to a modern authentication infrastructure, and jumpstarting your plans to implement a Zero Trust framework.



The YubiKey

A pioneer in modern, hardware-based authentication and Yubico's flagship product, the YubiKey is designed to meet you where you are on your authentication journey by supporting a broad range of authentication protocols, including FIDO U2F, WebAuthn/FIDO2 (passkeys), OTP/TOTP, OpenPGP and Smart Card/PIV.

yubi.co/key



YubiKeys as a Service

Get peace of mind in an uncertain world with a YubiKey subscription service that makes supporting new hires, tackling employee turnover and securing remote/ hybrid workers fast, flexible and future-proofed—all with a lower cost to entry.

This service provides priority customer support, ease of form factor selection, backup key discounts, and replacement stock benefits.

yubi.co/YKSvc



YubiEnterprise Delivery

Accelerate your journey to phishing-resistant MFA with an end-to-end domestic and international YubiKey delivery service. Let Yubico and our global partners worry about the logistics so you can focus on bigger business issues.

yubi.co/delivery

These are real stories of global retail and hospitality organizations and other leading brands and how they've changed the game for modern enterprise security by partnering with Yubico.

“ The biggest benefit that Hyatt is going to receive from deploying YubiKeys is to be able to get rid of passwords in our environment. You can’t compromise what you don’t have. I think we’re going to have a great big party once we turn that button off and there’s no more passwords anywhere in the environment.”



Art Chernobrov |
Hyatt Hotels Corporation |
Director of Identity, Access,
and Endpoints

Hyatt Hotels leverages passwordless to reduce risk & elevate the guest experience

Hyatt Hotels Corporation has approximately 1,500 hotel and all-inclusive properties spanning across 70 countries. Art Chernobrov, Director of Identity, Access, and Endpoints, and his team of fifteen are responsible for managing the identities of all 200,000 colleagues as they move around the organization, as well as over 50,000 endpoint devices around the globe.

They are taking important steps to protect the safety of guests and colleagues by requiring phishing-resistant MFA methods for all applications that expose both PII and cardholder data. The YubiKey is also being used in their call center and with their loyalty programs, who either work in mobile-restricted environments or remotely on insecure networks, and for access to privileged access management (PAM) and enterprise resource planning (ERP) systems.

“There’s no amount of social engineering or MFA fatigue that will get past the fact that I can’t get into this system without a YubiKey in my hand.”

Art Chernobrov | Hyatt Hotels Corporation | Director of Identity, Access, and Endpoints

Yubico and Microsoft deliver strong identity, endpoint and access controls to Hyatt’s global operations. With the YubiKey and Entra ID (formerly known as Azure AD), they are now able to provide passwordless authentication to all the apps a user needs to access for their role. They provide front-of-house colleagues with the YubiKey 5 NFC to support portable tap-and-go authentication and provide call center colleagues and back-of-house knowledge workers with the 5C Nano, although users are provided information to support the choice in form factor. With the aid of videos demonstrating the YubiKey in action, the rollout has been easy for them. In fact, the rollout has been so easy that the anticipated support calls simply “never materialized.”

READ THE CASE STUDY

yubi.co/Hyatt



“ Instead of YubiKey being a highly recommended solution for our clients, we’re moving towards making them a required solution. We are building it into our hosting suite, and into our user fees.”



Dustin Morse |
Business Operations
Manager | Retail
Control Systems

Retail point of sale provider provides PCI compliance and easy multi-factor authentication with YubiKey

Retail Control Systems (RCS) markets and supports business management systems solutions, chiefly to retailers and restaurants. RCS sought a robust, convenient, and manageable secondary/multi-factor authentication solution that could be used internally by RCS to secure administrative access to their systems, as well as integrated with the RCS software portfolio to protect their customer’s access to sensitive data.

“We decided to utilize YubiKeys to streamline authentication to our Duo implementation. Obtaining YubiKeys is very straightforward and it is a very easy process for us to manage and deploy to our end-user customers.” Dustin continues, “The ability to say, ‘With the YubiKeys, we offer a PCI compliant environment for you’, opens the door much easier with our more security conscious clients. The PCI-DSS compliance mandated by the payment card industry also increased the marketability of the RCS platform to agencies requiring audited compliance merits from MFA implementation into the RCS product line.”

YubiKeys multi-protocol support positioned RCS to meet future authentication needs and where they have the ability to secure endpoints, whether desktop computers, laptops, or POS hardware into a unified authentication platform that aids in security and PCI compliance.

READ THE CASE STUDY

yubi.co/RCS



“ The advantage of the YubiKey is its versatility and the ability to do both OTP and also store certificates on the key.”



François Kayser |
IT Domain Director |
Infrastructure Flow
and Security

The Beaumanoir Group in France secures privileged accounts with the YubiKey

The Beaumanoir Group (“Beaumanoir”) is a textile group with more than 3,000 stores and 15,000 employees across France, but also Switzerland, Spain, Portugal and Italy. While Beaumanoir felt that protections were in place for opportunistic attacks, they were concerned about targeted phishing and malware attacks being on the rise and wished to raise the bar for security to protect sensitive data.

François Kayser, IT Domain Director, Infrastructures Flow and Security, felt that multi-factor authentication (MFA) was the only certain way to significantly lower the risk of targeted attacks. Beaumanoir leverages public key infrastructure (PKI) to provide high-assurance authentication to on-premise workstations, but this solution on its own lacked flexibility for remote and cloud-based administrator access. For this, Beaumanoir chose the YubiKey 5C NFC, which can support PKI across a wider range of devices and cloud-based applications through both Smart Card and FIDO2/WebAuthn standards.

In his role, Kayser has to support access to corporate IT systems such as email and Microsoft Office 365 resources, as well as privileged access to data, devices or systems operated by technical administrators, network system administrators, developers and Software-as-a-Service (SaaS) application system admins.

“We use the YubiKey when we have administrator access that requires MFA and when MFA cannot be provided by a mobile phone, whether that concerns on-prem or SaaS applications,” says Kayser.

READ THE CASE STUDY

yubi.co/Beaumanoir



“ We have a solution that is practical for us and, above all, sustainable. We know that we can use them for years to come. That’s why it was so important for us to make the strategic decision to use YubiKeys. It was a huge step forward.”



Sascha Neuhaus |
Information Security Officer
Louis

“ We were able to prove that the Security Key NFC by Yubico in combination with HID readers is the best possible solution for Louis. With YubiKeys, Louis will achieve a stronger security level with seamless user authentication, reducing the risk of breaches and enhancing productivity.”



Michael Krause |
CEO | TAP.DE

Louis adopts YubiKeys for fast and secure passwordless authentication at Point of Sale

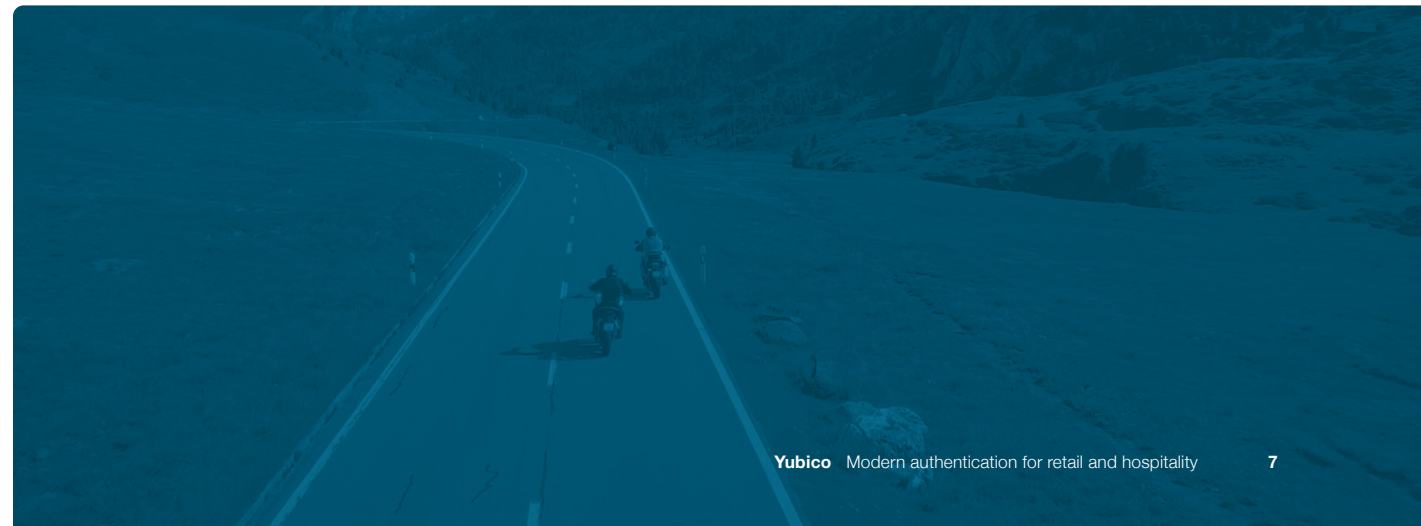
Detlev Louis Motorrad-Vertriebsgesellschaft mbH (Louis) is Europe’s leading retailer for motorcycle clothing, equipment and accessories, with over 500 different brands and more than 55,000 products. Run by and for motorcycle enthusiasts, Louis operates 88 retail stores in Germany, Austria, the Netherlands and Switzerland, and an online shop with presence across Europe.

They face ransomware, malware, social engineering and identity theft. New technology, such as AI, is helping threat actors create automated attacks that are much more difficult to differentiate from normal emails—and faster than ever before. Neuhaus decided that Louis needed to take their authentication security to the next level. Despite some multi-factor authentication (MFA) in place, retail workers had still been required to enter their passwords when logging in. Louis needed to get rid of passwords altogether, and so partnered with workplace security and identity experts TAP.DE to identify the right passwordless solution.

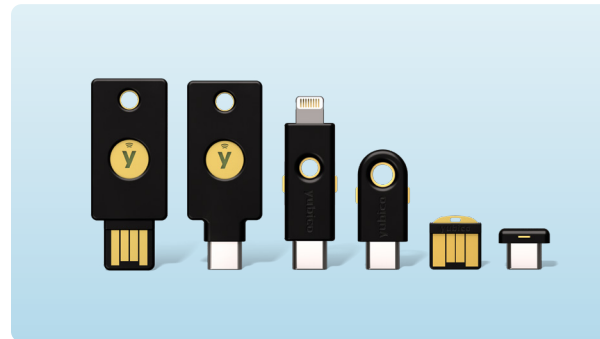
After consultation it was decided to implement the Security Key NFC by Yubico, a hardware security key offering highest assurance phishing-resistant MFA, combined with HID readers. The YubiKey stores the highest assurance device-bound passkeys (FIDO2 credentials) and offers ease of use at scale. With the workstation device housed securely under the front desk of all Louis stores, users simply tap their YubiKey on the HID reader for seamless authentication to Microsoft 365 and SAP systems. In the longer term, Neuhaus hopes that phishing-resistant passwordless authentication will also be available on the Louis online store, protecting the digital identities of its online customers.

READ THE CASE STUDY

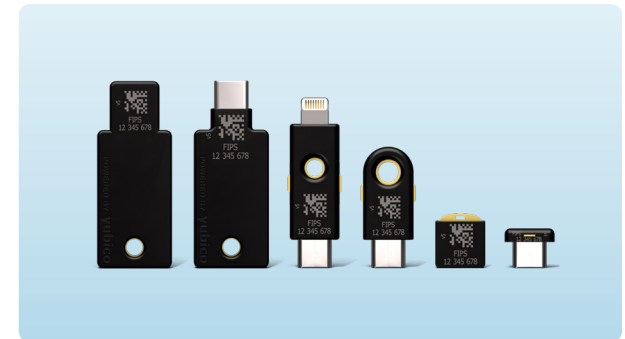
yubi.co/Louis



Cultivate phishing-resistant users with the YubiKey



The YubiKey 5 Series—from left to right: YubiKey 5 NFC, YubiKey 5C NFC, YubiKey 5Ci, YubiKey 5C, YubiKey 5 Nano and YubiKey 5C Nano



The YubiKey FIPS series—from left to right: YubiKey 5 NFC FIPS, YubiKey 5C NFC FIPS, YubiKey 5Ci FIPS, YubiKey 5C FIPS, YubiKey 5 Nano FIPS and YubiKey 5C Nano FIPS

The YubiKey is the most secure and user-friendly option for protecting all users across business units; providing authentication that moves with users no matter how they work across devices, platforms and systems. Also stay ahead of evolving cyber threats and regulatory requirements (PCI DSS v4.0.1, PSD2, NIS2 and more).

YubiKeys work with leading IDPs, IAM, and PAM solutions and secure user access across 1,000+ of applications and services. Some partners we collaborate with as part of our Works with YubiKey (WWYK) catalog:



Learn more at yubi.co/WWYK

The path forward to cultivate phishing-resistant users

No matter where you are on your MFA journey, we'll meet you there. You can accelerate your zero trust approach and gain a bridge to a passwordless future. With a tried and true process that many retailers and hoteliers have followed already—and with a 'YubiKey as a Service' model—it's not a matter of if you'll be successful but when you'll be successful in raising your bar for security with modern, hardware-backed passkeys such as the YubiKey.



Plan

Ensure **readiness** by clarifying use cases and user populations



Validate

Confirm the **process** with a small group of users before broader rollout



Integrate

Ensure key apps and services are **YubiKey-ready**



Launch

Distribute keys to users with **turnkey delivery** services or channel partners



Adopt

Drive adoption with best practice **training and support**



Measure

Report on security and business value impact



 **Contact us**
yubi.co/contact

 **Learn more**
yubi.co/retailandhospitality

yubico
The key to trust

Yubico (Nasdaq Stockholm: YUBICO) is the inventor of the YubiKey, a hardware security key that is the gold standard in phishing-resistant multi-factor authentication (MFA). Yubico's solutions offer organizations and users deployment expertise and operational flexibility as YubiKeys work across hundreds of consumer and enterprise applications and services.

Yubico is a creator and core contributor to the FIDO2/passkey, WebAuthn, and FIDO Universal 2nd Factor (U2F) open authentication standards, and is a pioneer in delivering hardware-based passwordless authentication using the highest assurance passkeys to customers in 160+ countries. For more information, please visit: www.yubico.com.

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