

Frequently when introducing new technology to users, there is frustration and confusion on why they have to learn yet another new tool. This type of frustration can often be mitigated by showing the key benefits to them and the organization they belong to, giving them ownership in the outcome of the process. These key points will help your end users to understand the benefits and advantages of implementing the YubiKey.

1. Why do we need the YubiKey?

Cybercrime is now the largest and fastest-growing crime in modern society, and the biggest problem is stolen login credentials.

Yubikey is the only authentication technology proven to stop account takeover at scale. It also enables faster logins, reduced support calls, and is loved by millions of users in 160 countries. That's why it has been deployed by 4000 businesses across all industries, including the Internet thought leaders Microsoft, Google, and Amazon.

2. Why did we choose the YubiKey?

Suggest that you include your own evaluation criteria, however, most organizations will highlight how the choice revolved around choosing a solution that would offer the most simplified user experience available. Key facts:

- ***4x faster login***
- ***No need to memorize 6 digit codes between phone and computer***
- ***No personal device required***
- ***Anticipated reduction in support costs***

3. Why don't we use the mobile push apps or texts/emails like some other companies?

The YubiKey leverages the most modern authentication protocols designed to stop account takeovers from phishing and MiTM attacks. Most phone methods use a legacy protocol called OTP (One-Time-Password), which is susceptible to Phishing and MiTM (Man in the Middle) attacks, as well as other well-known vulnerabilities such as SIM swap attacks.

Additionally, the YubiKey cannot be manipulated by loading malicious software or applications thus reducing the attack surface. Lastly, the communications to/from the YubiKey cannot be redirected without the user's knowledge, such as porting of a phone number to an attacker's device, also known as a SIM swap.

4. The YubiKey can be used for personal accounts.

The YubiKey has no shared secrets across services/applications, so privacy and security is maintained, presenting no risk in using the YubiKey for both.

Encouraging users to leverage their YubiKey for business and personal accounts will reinforce good habits and can create employee goodwill.

We recommend using the above points as a foundation to build excitement and support for the YubiKey.