

# Phishing-resistant users: The next evolution in authentication

Your journey towards cyber resilience begins and ends with the YubiKey

## Enterprises face constant cyber threats

Enterprises' registration, authentication, and recovery processes are prime phishing and social engineering targets because cybercriminals have found effective ways to exploit the organization's weakest link: gaps in the credential lifecycle.

## MFA isn't enough

Many organizations who have implemented multi-factor authentication (MFA) in some form believed it would effectively prevent account takeovers, but their authentication processes have remained vulnerable to phishing attacks. That's because **not all MFA is created equal**. Attackers have found new ways to exploit vulnerabilities in some two-factor methods, leaving enterprises scrambling for stronger protection.



of breaches involve a human element

[Source](#)



of all cyberattacks leverage social engineering

[Source](#)



The median time it takes for users to fall for phishing emails

[Source](#)

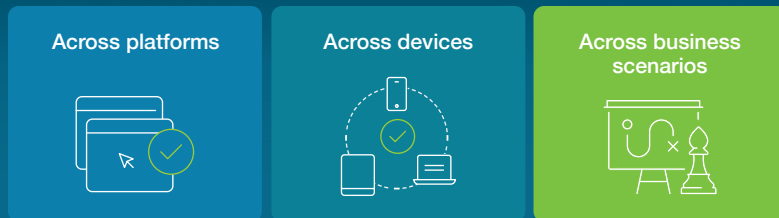


The average cost of a phishing-related data breach

[Source](#)

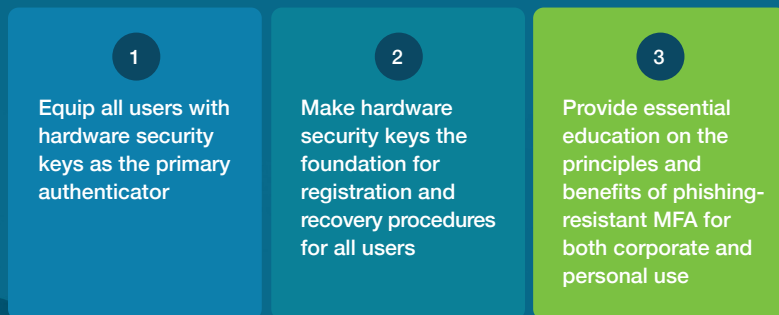
# For ultimate protection, shift from phishing-resistant authentication to phishing-resistant users

Phishing-resistant authentication is only effective when it moves effortlessly with the user:



By safeguarding registration, authentication, and recovery across all devices, platforms, and processes with purpose-built, portable hardware security keys, such as YubiKeys, enterprises build the highest-assurance foundation to combat evolving threats.

Cultivate phishing-resistant users in three steps:



Yubico (Nasdaq First North Growth Market Stockholm: YUBICO) is the inventor of the YubiKey, the gold standard in phishing-resistant multi-factor authentication (MFA). The company is a pioneer in delivering hardware-based passwordless authentication using the highest assurance passkeys to customers in 160+ countries. For more information, visit: [www.yubico.com](http://www.yubico.com).

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With the YubiKey for modern authentication, organizations can drive business continuity, be cyber resilient, satisfy cyber insurance and regulatory requirements, all while ensuring the best security and user experience for employees and end-customers alike. By properly equipping all their users with the most secure phishing-resistant MFA available, enterprises minimize reliance on users to make security decisions and effectively safeguard sensitive data and operations.

## Why choose the YubiKey for phishing-resistant authentication?



of help desk costs with self-service password resets reduced

[Source](#)



of risk of credential theft is reduced and stops account takeovers while delivering 203% ROI

[Source](#)



help lower cyber insurance premiums by 30%

[Source](#)

- Provide secure user access at scale on any device with the best user experience
- Does not need battery or cellular connectivity to function
- Bridge to modern passwordless with multi-protocol support for Smart Card/PIV, FIDO2/WebAuthn, FIDO U2F, OTP and OpenPGP on a single key
- Deploy the most secure passkey strategy: device-bound that is purpose-built for security, FIPS 140-2 validated and Authenticator Assurance Level 3 (AAL3) compliant
- Drive regulatory compliance to BSI-KritisV, CCPA, E8MM, eIDAS, FedRAMP, FER, GDPR, NERC-CIP, NIS2 Directive, PCI DSS 4.0.1, PSD2, SOCI Act, SOC2, SOX, TSA.

The cornerstone of building resilience lies in fostering a culture of phishing-resistant users. Your journey towards true cybersecurity begins and ends with the YubiKey.

 **Contact us**  
[yubi.co/contact](http://yubi.co/contact)

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