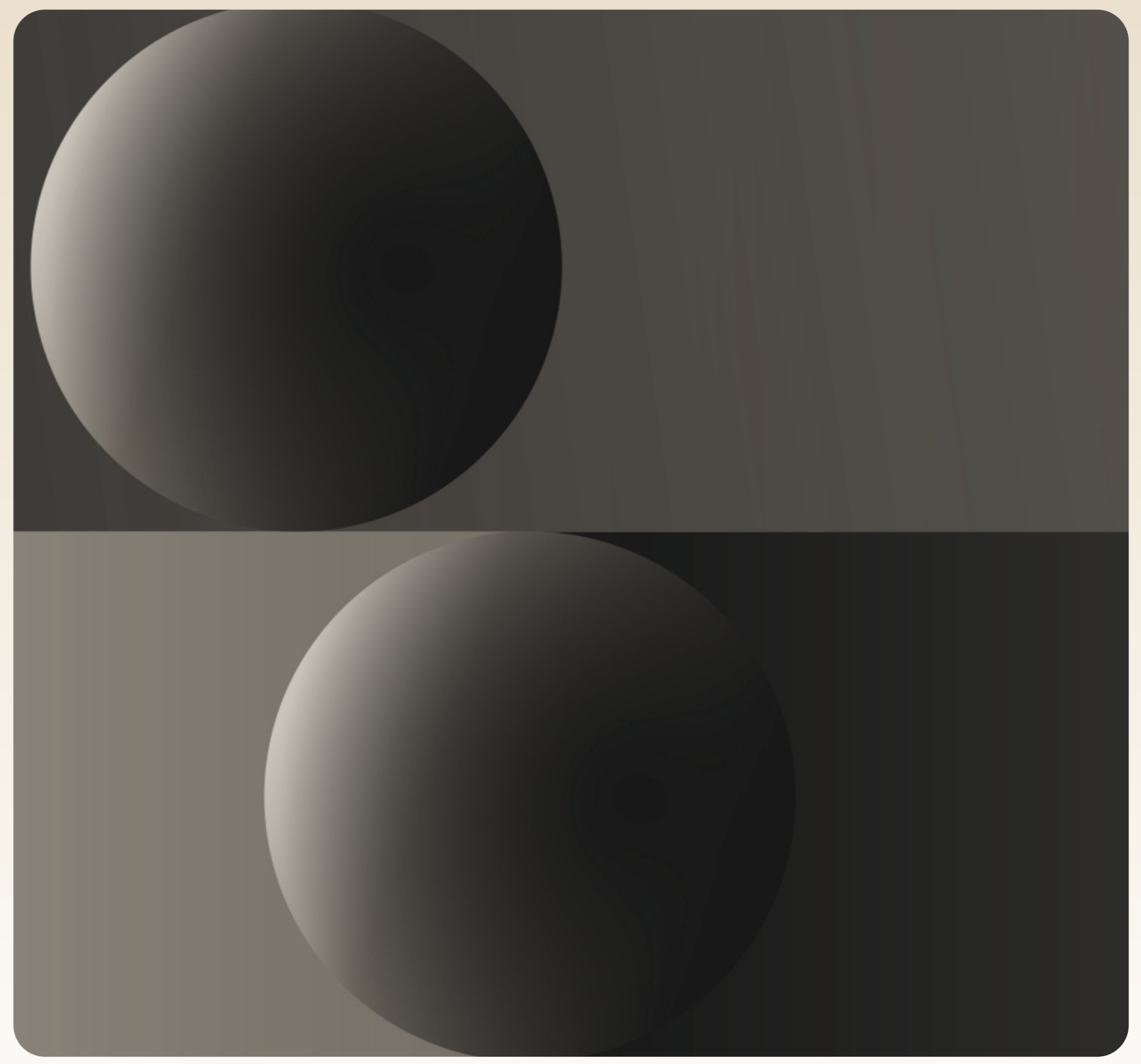


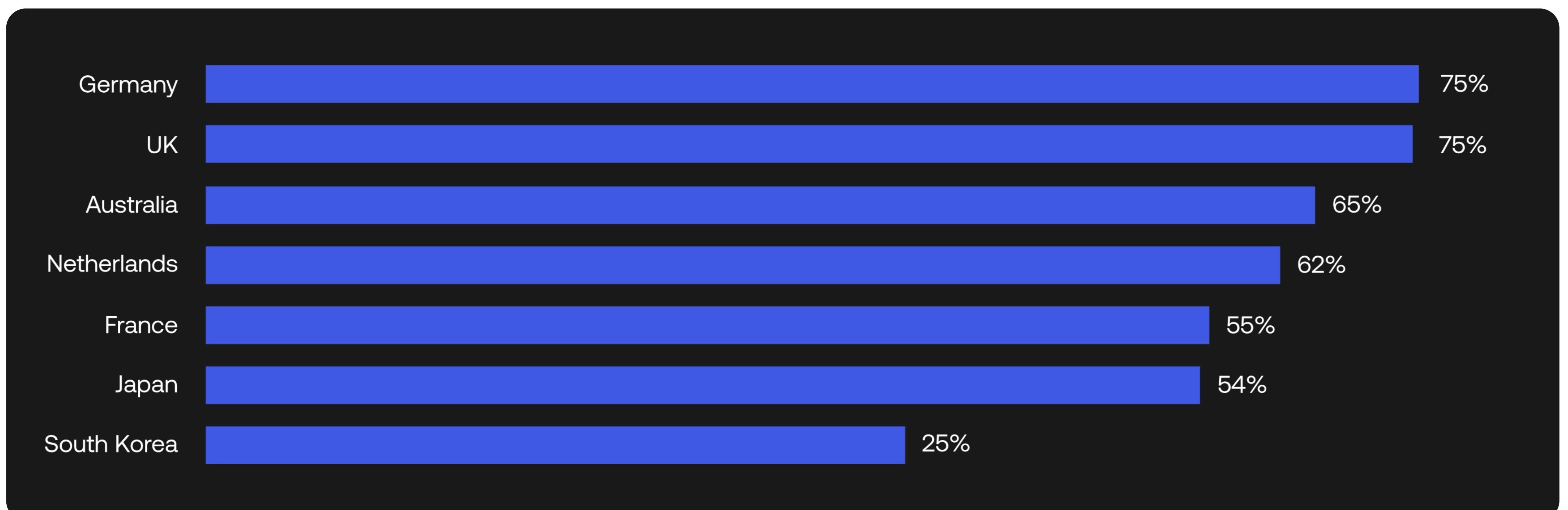
Five tips to improve your authentication strategy

Stronger compliance, enhanced security and more seamless user experiences are just some of the benefits your business can gain by modernising its authentication strategy – but where should you begin? Here's five tips to get started:



1. Embrace MFA (like everyone else)

Adding an extra layer of security to every login attempt with Multi-Factor Authentication is already a key priority for many businesses across Europe.



2. Consider phishing-resistant authenticators

Mitigate the risk of phishing and other credential-based attacks by adding passwordless authenticators to your login-process.

50%

of growth in MFA adoption amongst Okta customers can be attributed to phishing-resistant authenticators

Source: [The Secure Sign-in Trends Report, Okta](#)



3. Implement a Zero Trust approach

Make Identity your new perimeter to ensure you're only giving the right people access to the right resources at the right time.



97%

of companies say they either have a Zero Trust initiative in place or would have one in place in the coming 12–18 months

Source: [The State of Zero Trust Security 2022, Okta](#)

4. Leave passwords in the past

Start developing your long-term plan to minimise or eliminate passwords usage and give users a safer, more convenient way to access your products and resources online.

33%

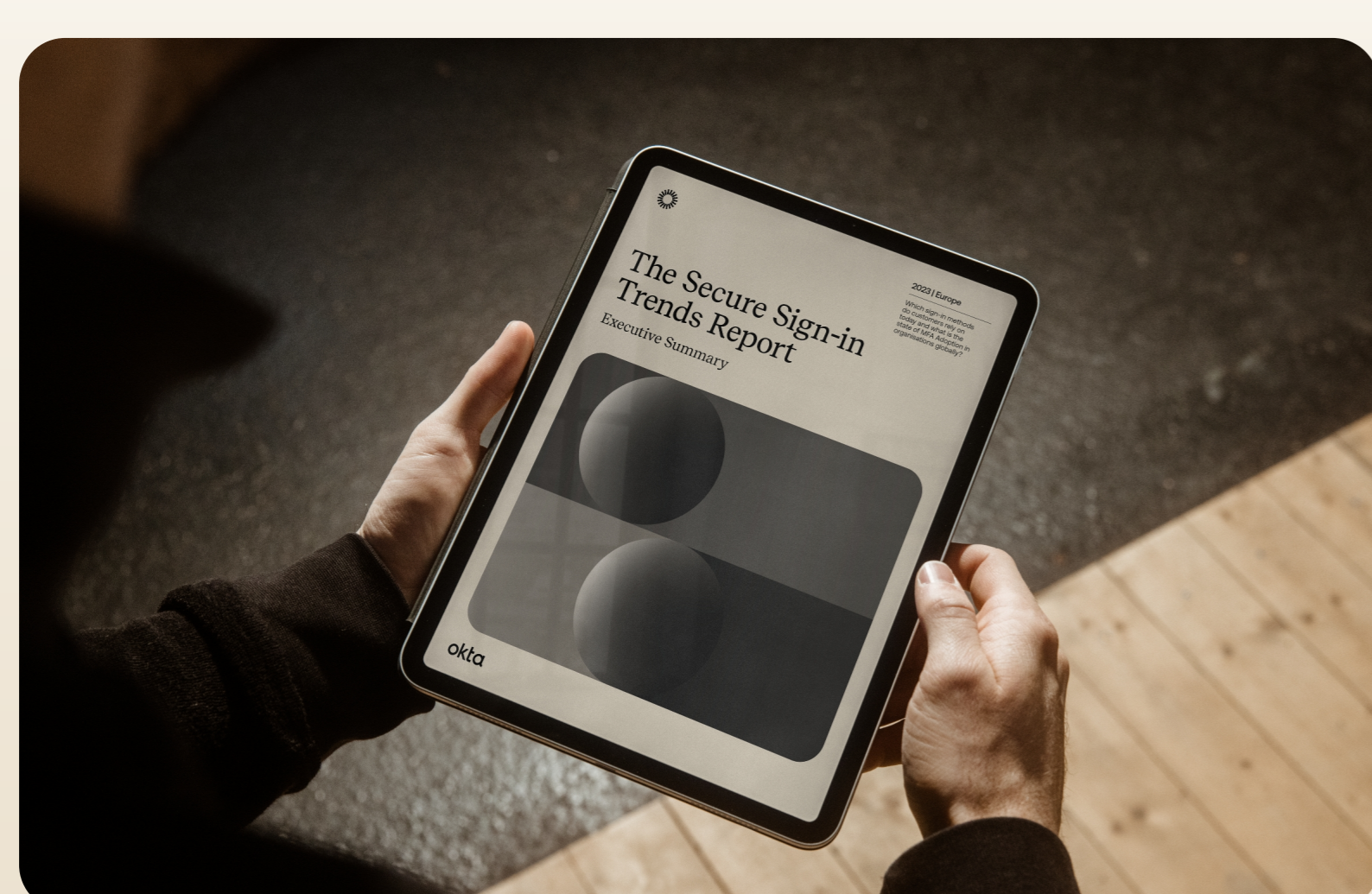
of customers get frustrated when they have to create a password that meets certain requirements.

Source: [Customer Identity Trends Report 2023, Okta](#)



5. Create more dynamic access policies

Reduce unnecessary authentication steps for trusted devices, locations, or user behaviours, to improve user experience and drive productivity.



To learn more about which approaches European brands are taking to verify the users' identities and prevent unauthorised access, read **The Secure Sign-in Trends Report: Executive Summary**.

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