



Passwords suck.

It's true. They're insecure and inconvenient.

The good news is, you're not stuck using them. Okta has a better solution to the world's password problems.



Faster is better.

Don't test your customers' patience with dated password policies. Passkeys are 2x as fast as passwords.¹

Passkeys beat passwords hands down when you're logging in.¹

14.9

Passkey log-in time in seconds

30

Password log-in time in seconds



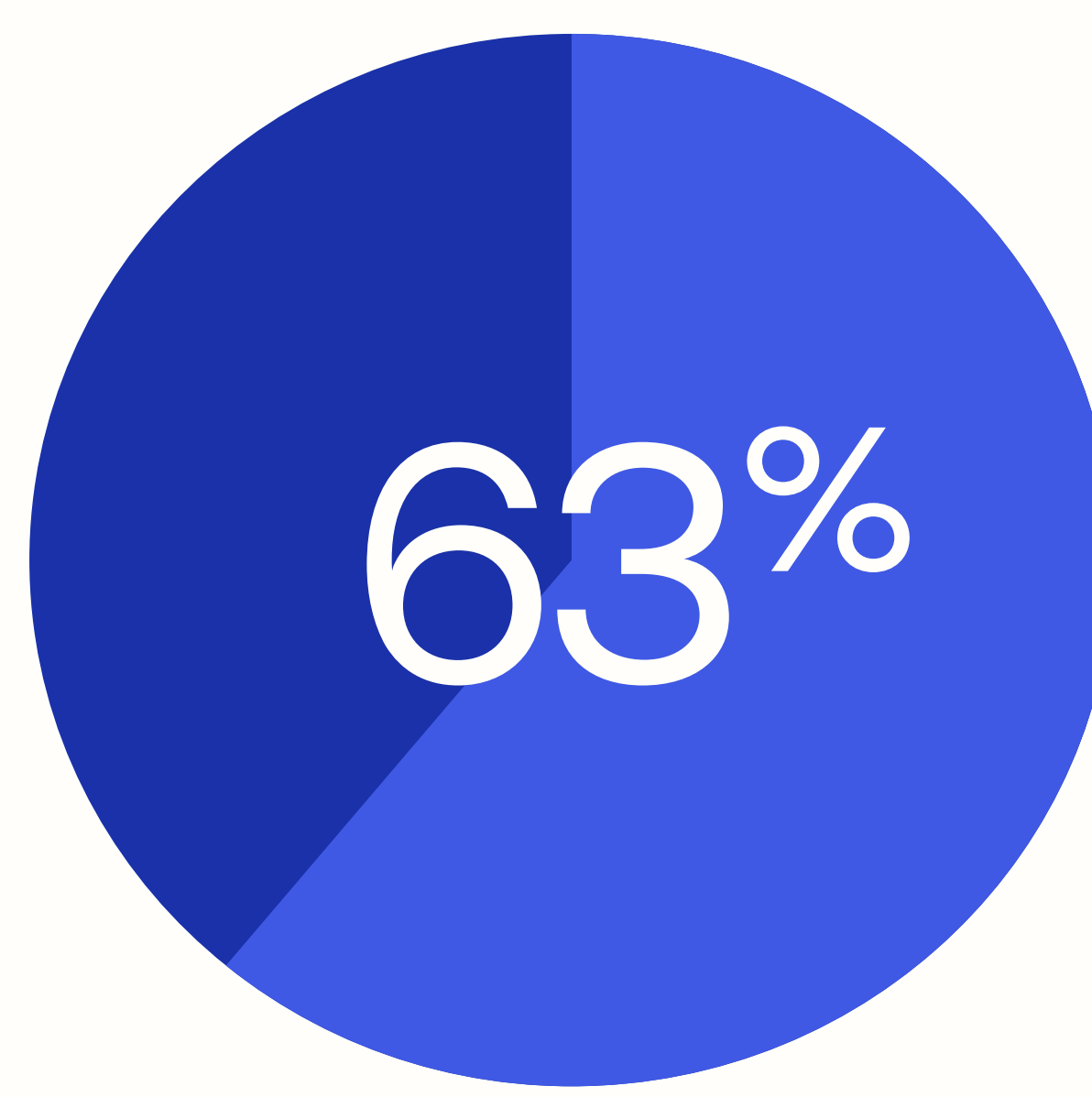
Easy is better.

Increase conversion and decrease customer frustration when you get rid of passwords.

10

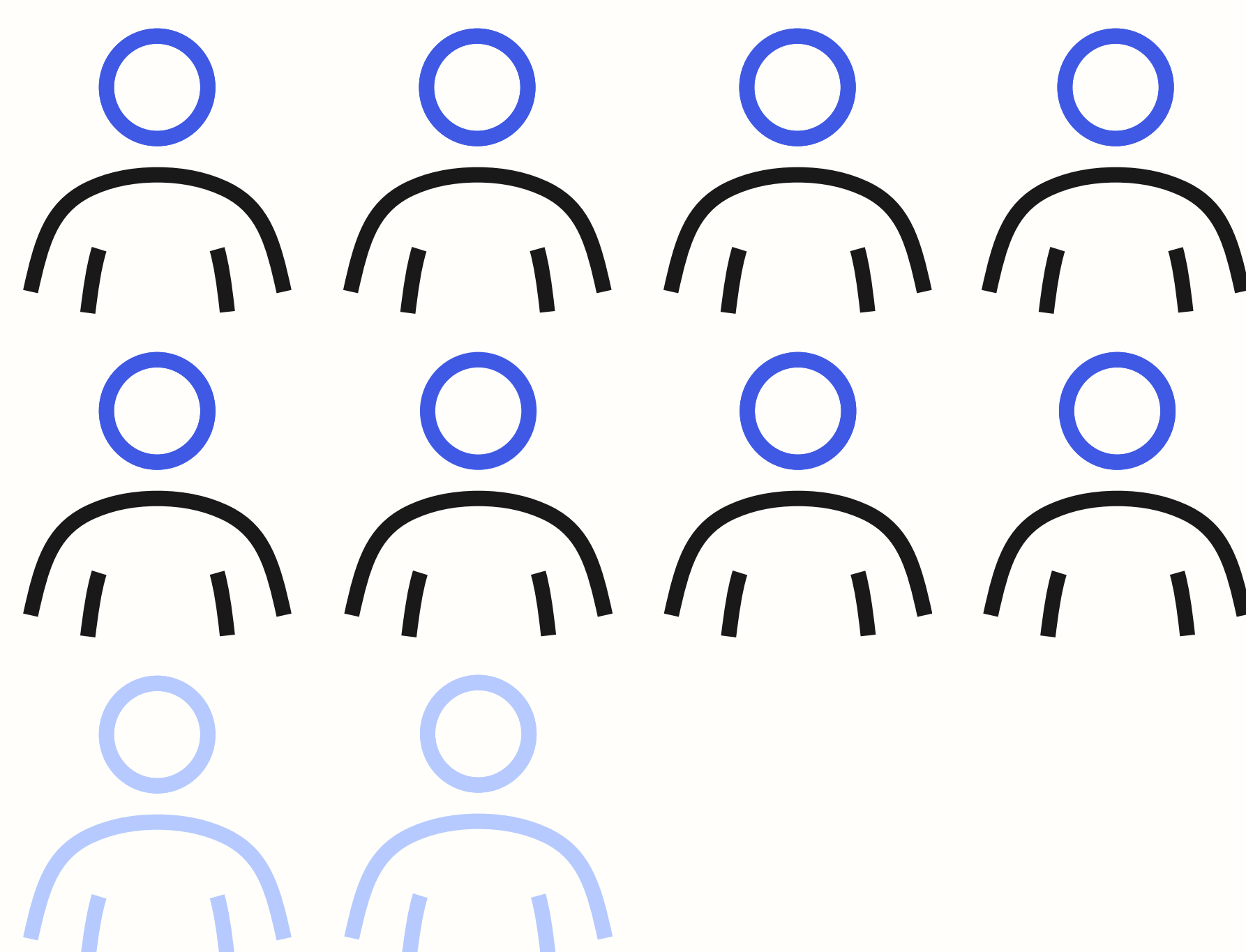
6

6 in 10 online shoppers told us they're more likely to spend money on sites with a simple, secure, and frictionless login process.²



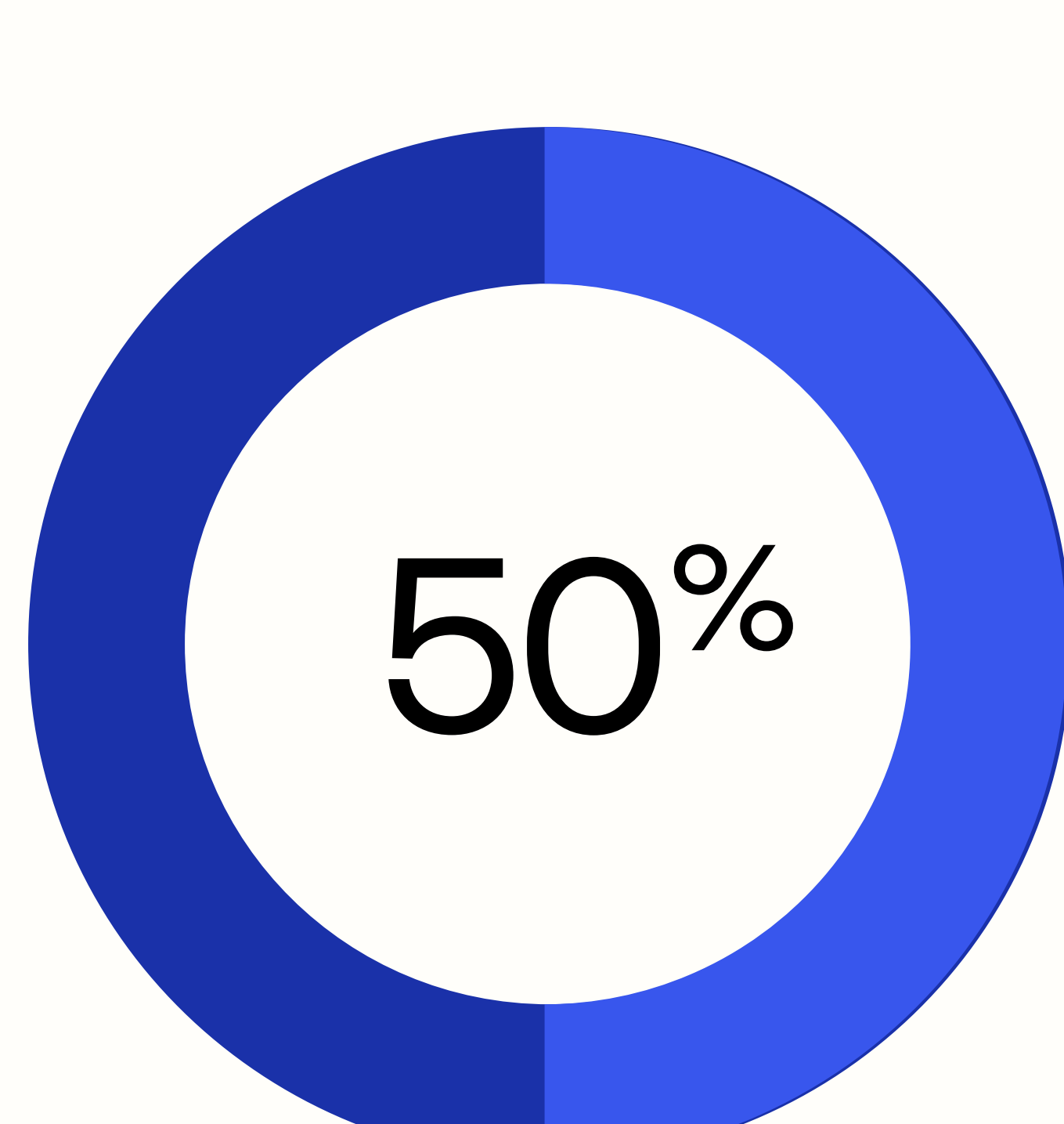
At least once a month 63% can't log in because they forgot their username or password.²

More than 8 in 10 people give up when a site has a complicated login process—and passwords are the main culprit.²



Secure is better.

So many passwords. So many attacks. Keep your data safe when you go passwordless.

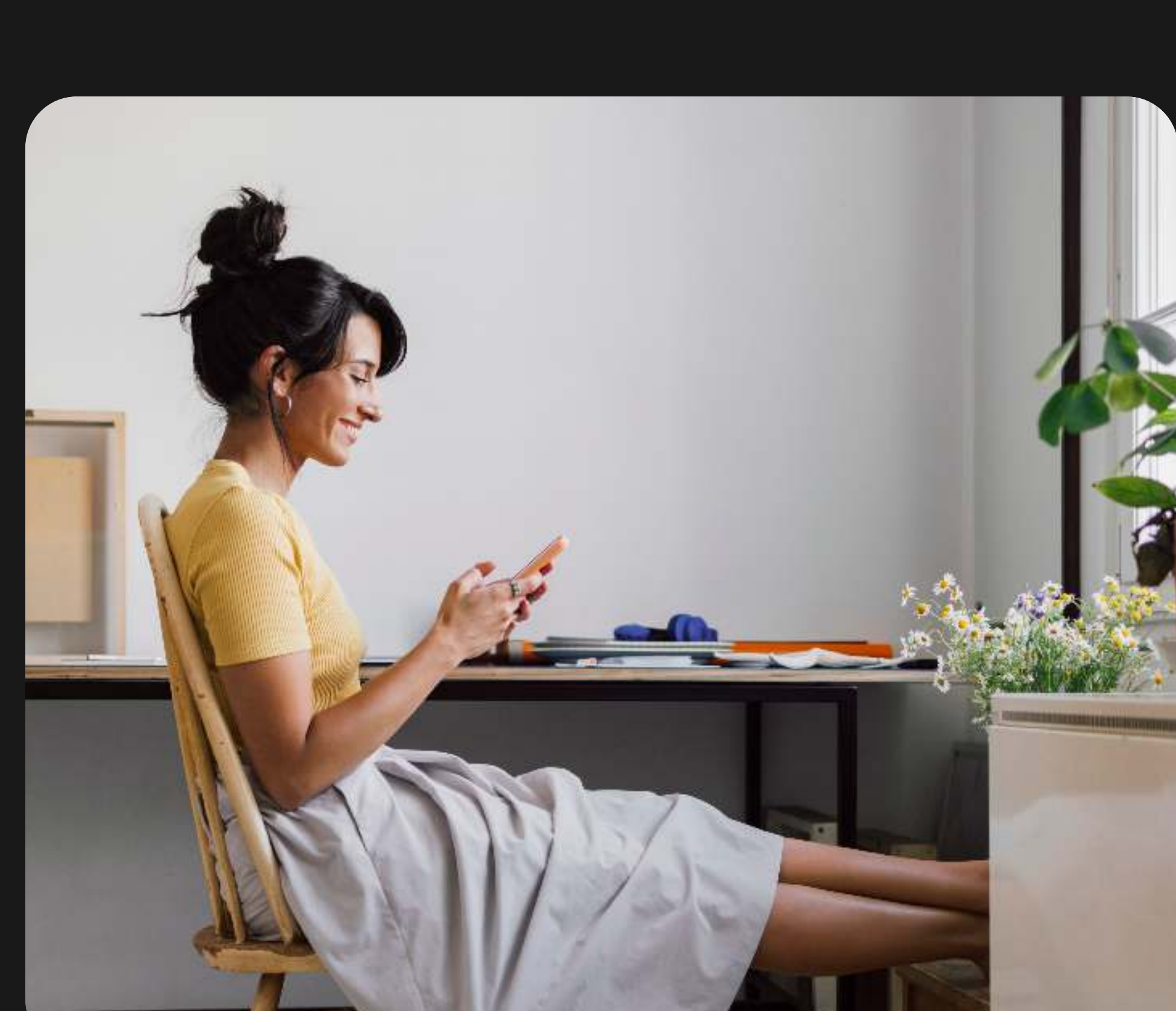


It's no secret that passwords are a security disaster. Nearly 50% of all online attacks come from stolen credentials.³

\$4.91 M

The average cost of a phishing-based data breach reached \$4.91 million in 2022.⁴

Forget your passwords. Go passwordless with Okta.



If you're like us and want to eliminate slow, difficult, unsecure passwords from your organization, we're ready to help.

[Learn more](#)



¹Source: Google Security blog "Making authentication faster than ever: passkeys vs. passwords"

²Source: Okta's Customer Identity Trends Report

³Source: Verizon 2023 Data Breach Investigation Report

⁴Source: IBM "Cost of a Data Breach" Report