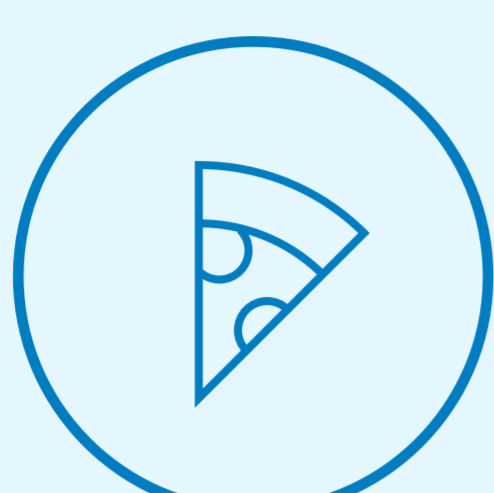




The Madness of Passwords: A Short History

Solutions of the past



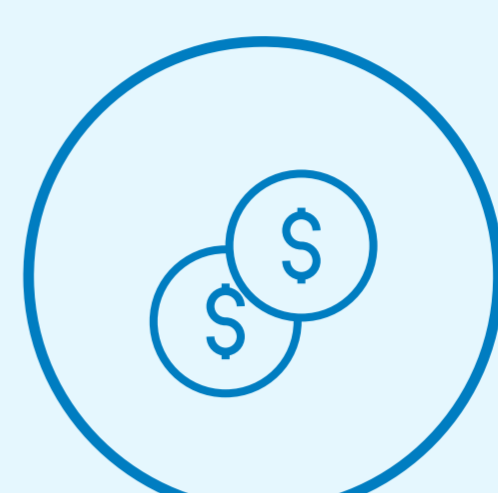
20

The percent of the population who also named 'Pizza' when asked to name their favorite food as the answer to a security question.¹



12

The percent of Okta customers who -- between 2014 and 2015 stopped using security questions as a second factor²



250

The average price of a five-pack of RSA tokens, valid for 2 years.

Problems of today



23

The percent that the cost of a data breach increases each year.³

23

The percentage of people who do open those phishing emails. Eleven percent click on the attachment.⁴

50.7

Percentage of web app attacks that originate with stolen credentials.⁴

Solutions for the future



Top Okta apps

Protected by MFA are AWS, SFDC, O365, Box, Workday.²



40

The percentage increase in Okta customers using MFA in 2015.²



By 2016

30 percent of enterprises intend to use contextual authentication. That number was just 2 percent in 2013.⁵



By 2020

More than 40 percent of organizations will adopt new biometric authentication methods and contextual attributes to authenticate their remote workforce.⁶

1. Google's Secrets, Lies, and Account Recovery: Lessons from the Use of Personal Knowledge Questions at Google study.
2. Okta Business @ Work report.
3. Ponemon Institute Report: 2015 Global Cost of a Data Breach.
4. Verizon Data Breach Investigations Report.
5. 2014 Gartner User Authentication Magic Quadrant.
6. Gartner, Refresh Authentication Choices to Improve Mobile Workforce Remote Access.