

Cyber Security Starts with Password Management

Solving the Password Problem

The experts agree, passwords are here to stay. Despite emerging security technologies like biometrics, passwords persist as the most used tool for access to enterprise and cloud resources. That doesn't mean passwords aren't challenging to manage or an inconvenience for users. That's why single-sign-on (SSO) technology continues to gain acceptance as a crucial part of enterprise security.

Passwords are Here to Stay

- 1 There are more than **300 billion** passwords that need to be protected (up from 80 billion in 2017)
- 2 As of January 2021, there are **4.66 billion** internet users – 59.5% of the world population
- 3 There are **5.22 billion** mobile users and 8.02 billion mobile connections
- 4 Enabling mobile password management **increases** employee use of password management systems by 30%.
- 5 **45 percent** of employees are using their mobile device for work
- 6 Despite this, **25 percent** of IT security respondents say their organizations have no plans to adopt 2FA for customers. Of these 25 percent:
 - 60 percent say usernames and passwords provide sufficient security
 - 47 percent say 2FA will affect convenience by adding an extra step during login.
- 7 Small businesses (1-25 employees) average **85** passwords per employee
- 8 Large corporations (1001-10,000 employees) average **25** passwords per employee
- 9 Fewer than **50%** of companies have an SSO solution
- 10 Employees reuse passwords an average of **13** times

The Ongoing Need for SSO

The average user has **more than 100** passwords

Ponemon Institute research shows:



By the end of 2021, the SSO market should reach **\$1,599.8 million** (\$1.6 billion) at a CAGR of 13.6%

Analyst Research Shows Value of SSO for Password Management

Forrester says **25% to 40%** of help desk calls are for password issues

-  Large organizations spend **\$1 million** (700,000 UK pounds) per year spent on password support
-  Gartner says **20-50%** of Help Desk calls are password related at cost of \$70/call or more
-  Password issues take **2 to 30 minutes** to fix
-  Average response time to a trouble ticket is **7 hours 4 minutes**
-  Widmeyer says US businesses lose **\$200,000** per year on employee password issues
-  One third of workers enter **4,000** passwords per year at a cost of 24 work hours
-  37 percent of workers create **50** new accounts annually

SSO Improves Security

SSO is more secure due to encryption – passwords are never exposed. Consider the protection from data breaches:

- 1 Global cost of data breaches in 2021 is **\$6 trillion** (up from \$3 trillion in 2015)
- 2 Cost of average data breach up 12% in last 5 years to **\$3.86 million** in 2020
- 3 **20% increase** in corporate data breaches with work from home
- 4 **24%** of data breaches led to unexpected expenses
- 5 18% of companies say security is not a priority for employees
- 6 28% say employees use personal devices which create new attack opportunities
- 7 Remote work has increased the cost of a data breach by **\$137,000**

About Avatier SSO and Password Management



Avatier's SSO offers a portable, scalable, and secure single sign-on solution that can run anywhere: on any cloud, on-premise, private instance hosted by Avatier. Avatier SSO leverages existing groups and users in your native directory to delegate web application access. To learn more about Avatier SSO, visit <https://www.avatier.com/products/sso/>



Avatier's Identity Anywhere Password Management gives self-service control over password resets, synchronization, and administration via web browser, mobile devices, or a wide array of multifactor authentication providers. Avatier Password Management increases security and employee productivity while reducing Help Desk and IT costs. To learn more about Avatier Password Management, visit <https://www.avatier.com/products/pm/>

Sources:

TechRadar, Ponemon Institute, MarketsandMarkets, Infosecurity Magazine, BioConnect, JirBit, Centrify, UpGuard, IBM, Security Magazine, Malwarebytes, Databasix, Datareportal, LastPass, Healthcare IT News, American Health Information Management Association