The Company

Organizations exposed to security breaches due to weak authentication no longer must choose between greater authentication security and ease of use. Since 2007, Yubico has been a pioneer in authentication technology that provides equal weight to security and ease-of-use without compromise. The YubiKey is a hardware authentication security key that helps businesses achieve the highest level of security and usability at any scale. The Yubikey is highly phishing resistant and provides the broadest support for multiple authentication methods—which can be used concurrently—reducing the need for organizations to provision and support multiple authentication solutions.

Yubico is a member of the Microsoft Intelligent Security Association (MISA), a community of top cybersecurity companies who create solutions that integrate with Microsoft security products.

Solution Focus

1. The YubiKey is the only hardware-based security key that natively and concurrently supports the widest variety of authentication standards and protocols.

2. Yubico and Microsoft are founding board members of the FIDO Alliance and have collaborated closely to create the FIDO2 standard.

3. Required licenses include Azure AD and/or M365 with Windows 10 1903 or later, AND/OR Windows Server License.

Partner Competitive Advantages

- Yubico is the only hardware-based key vendor who offers support for the most widely used authentication protocols, including concurrent use.

- The YubiKey is used in more than 4,000 organizations across 160 countries; Nine of the top 10 Internet brands use YubiKey.

- Yubico helped define the FIDO2 standard and continues to push the boundaries of more secure authentication in a manner that aligns with the user and administrator needs.

- Offer enterprise-tailored services (e.g., subscription and delivery).
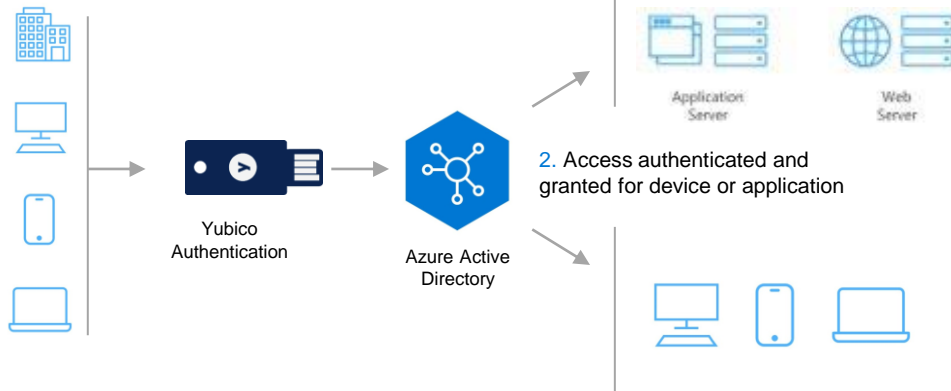
Companies & Decision Makers

- **Target buyers:** Organizations across all industries and verticals trust Yubico to provide authentication with industry-leading security, usability, and scale. YubiKeys are preferred by enterprises securing first line workers, remote workers, mobile-restricted environments, shared workstations, and 3rd party contractors as well as those seeking to improve user experience for privileged accounts.

- **Key end users:** First-line workers, privileged access users, remote workers, and developers.

- **Target buying roles:** CIO, CFO, CISO, Security Architect, Identity, and access management (IAM) executive; IT Manager, Auditor, Procurement, Security Developer.

- **Target co-sell geography:** Global.

- **Target Markets:** IAM, authentication, password management, and organizations that have been victims off data breaches or account takeovers.

The conversation: Understand the need. Understand the why.

Need	Benefit & Response
Using specialized hardware for authentication is too much of a hassle to acquire, distribute, and manage.	• YubiKey, available on a subscription basis, improves form factor flexibility, enables predictable spend, and removes operational complexity. • Organizations can use YubiEnterprise Services to extend proper security to employees worldwide.
Current forms of authentication are not strong enough to meet our needs.	• Highly resistant to attacks—all key material is processed using a certified secured element. • Use any authentication standard concurrently to access different solutions with different protocols. • Minimal attack surfaces and no additional software required.
We are sacrificing security for ease of use.	• Offers multiple interface choices (USB A, USB C, or Lightning) and NFC for contactless use. • Replaces security-vulnerable passwords with a PIN or biometric.
We are caught between reducing costs and maintaining a high level of authentication for account access.	• Reduce password reset calls by 90 percent on average. • Use the same physical YubiKey with different logical pairs for accessing multiple corporate and private services. • Eliminates the need to setup/manage two-factor authentication.

Solution Integration with Azure

1. Authentication attempt from Users, Admins, Suppliers, or Customers

Public cloud apps, Private cloud apps, On-premise apps

Application Server

Web Server

Yubico Authentication

Azure Active Directory

2. Access authenticated and granted for device or application

Yubico's hardware security key — the YubiKey — helps businesses achieve the highest level of security and usability, at any scale. Unlike other MFA solutions, the YubiKey is purpose-built for security and highly resistant to phishing attacks. YubiKeys store no data and requires no network connection, battery, or client software.

In addition, YubiKeys support the broadest set of security protocols and integrates with your existing security infrastructure, IAM platforms, and hundreds of other services. The world's largest governments, technology companies, and financial institutions trust Yubico to secure their most important information, accounts, and applications.

YubiEnterprise Services offers customers the benefit of the YubiKey on a subscription basis, providing improved form factor flexibility, predictable spend, and removing the operational complexity of procuring and distributing YubiKeys at scale. Global enterprises and businesses with a highly distributed or remote workforce can rely on YubiEnterprise Services to handle the logistics of putting the security they need directly in the hands of their employees.

Elevator Pitch

The YubiKey is a hardware authentication security key that helps businesses achieve the highest level of security and usability at any scale. The passwordless-ready YubiKey natively works with Windows 10, Azure Active Directory, and hundreds of enterprise applications and services to prevent account takeovers.

The YubiKey is the only hardware security key on the market that supports multiple protocols and open standards, and which enhances authentication across the enterprise while reducing complexity and total cost of ownership. With YubiKeys, organizations can now achieve industry-leading authentication on their zero-trust journey with zero compromise.

Yubico Key Benefits

Superior Authentication
Attack-resistant security that creates a path from legacy to next-gen authentication.

Exceptional Design
Strong, multi-factor authentication that is easy to use and manage, regardless of the situation and need.

Greater Security Value
Lower support cost and user frustration while also lowering your attack vulnerability.

Contact Information

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