

# The evolution of multi-factor authentication

onelogin

## IN THE BEGINNING

Authentication was about **what you know**.

### INCLUDED:

- Usernames
- Passwords

### THE PROBLEM:

They are hard to remember... and easy for hackers to uncover.



**59%** of people use the **same or similar passwords** for multiple accounts.



**50%** don't create different passwords for **personal & work accounts**.

## BASIC MFA

Authentication systems added **what you have**.

### INCLUDED:

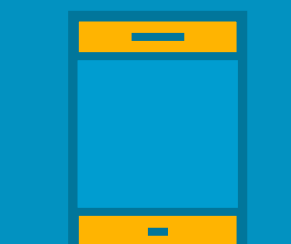
- Phones
- Smart cards
- Physical devices

### THE PROBLEM:

Employees' devices can be lost or stolen.



**One laptop** is stolen every **53 seconds**.



**70 million** smartphones are lost **each year** (with only 7% recovered).

## MODERN-DAY MFA

Technology allowed MFA to add verification of **who you are**.

### INCLUDES:

- Fingerprints
- Eye scanning
- Facial recognition
- Personal security questions

### THE PROBLEM:

Although biometrics are more secure, they can still be hacked.



For example, **neural networks** enable masterprints, which can be used to **hack fingerprint recognition**.

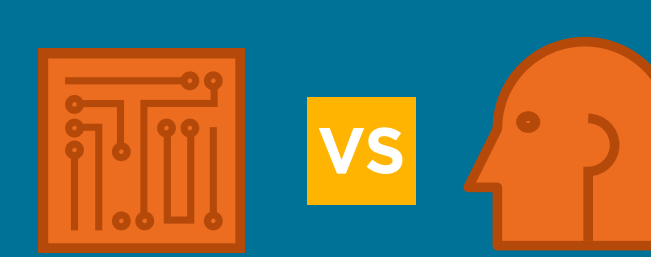
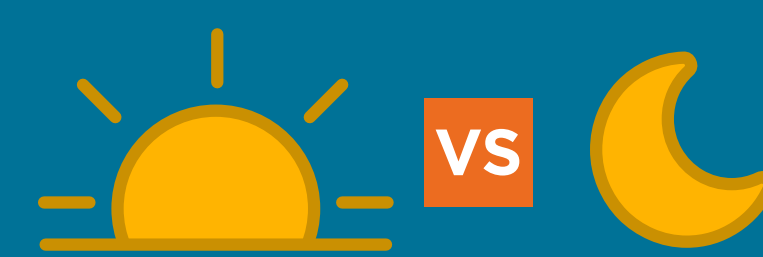
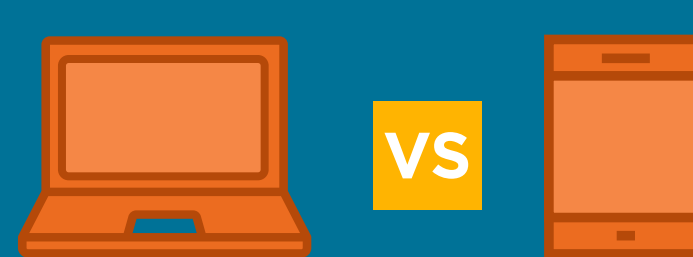
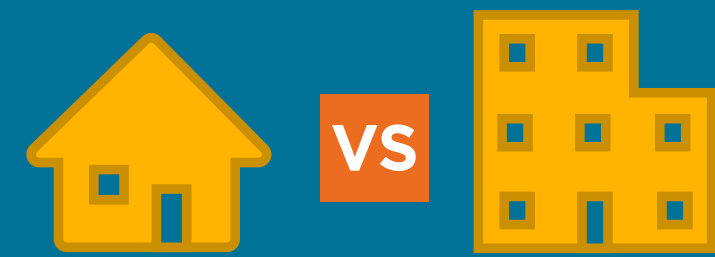
## NEXT-GEN MFA

Today's cutting-edge MFA adds context—**how you're authenticating**.

### INCLUDES:

- Unusual location
- Different devices
- Unusual times
- AI intelligence

Adaptive MFA smartly combines **what you know, what you have, who you are, and how you're logging in**. It eases the burden on users by using context to determine risk and to ask for additional information only when needed.



## Be part of the next generation of MFA with OneLogin.

OneLogin, the leader in Unified Access Management (UAM), connects people with technology through a simple and secure login, empowering organizations to access the world™. OneLogin's UAM platform is the key to unlocking the apps, devices, and data that drive productivity and facilitate collaboration. OneLogin serves businesses and partners across a multitude of industries, with over 2,000 customers worldwide.

**See it for yourself.**

Get a Demo

[onelogin.com/product-demo](https://onelogin.com/product-demo)

### Sources:

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