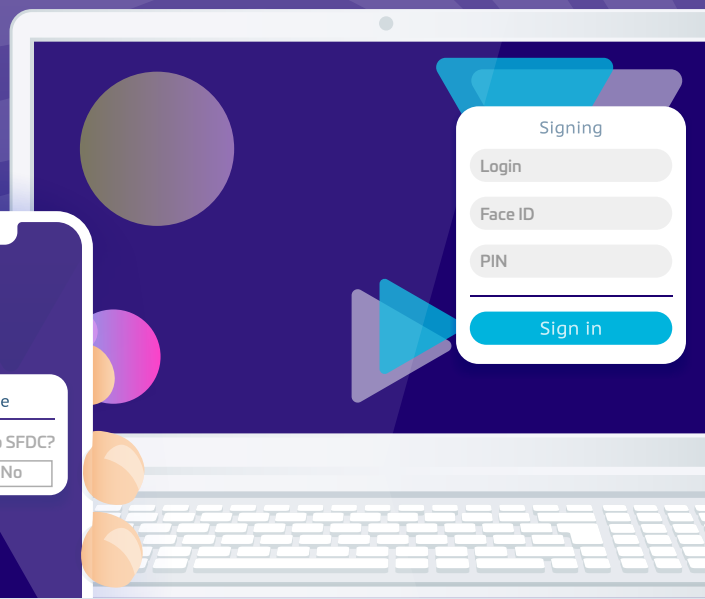


Different authentication methods are needed for diverse user groups

By the end of 2024, remote workers will be 60% of the workforce¹.



Every employee is a potential target of identity theft.

61%

of all data breaches start with compromised credentials²



Despite being the leading cause of data breaches, there are big gaps in MFA deployment

34%



of internal, non-IT employees are protected with MFA³

48%



of global businesses are deploying MFA to protect only privileged employees and IT administrators⁴

82%



of global businesses are very concerned about the access security risks of employees working remotely⁵

Diverse user groups demand smarter, more adaptive authentication policies and controls



Daniel, a preserve biologist, has different authentication needs when he is in the field with no internet connection, to when he is in his university office



Julia, a doctor, needs to access her patients' records using a tablet and a desktop, in different clinics subject to strict privacy regulations



Karen, a sales representative, changes locations and alternates between her phone and laptop during her working day, while accessing customer information on Salesforce.com account

Learn how different authentication methods meet diverse user needs. Play our interactive game.

Visit cpl.thalesgroup.com/personas



¹ <https://www.gartner.com/en/newsroom/press-releases/08-26-21-gartner-hr-survey-finds-sixty-percent-of-non-knowledge-workers-want-their-organization-to-provide-more-flexibility>
² <https://www.verizon.com/business/resources/reports/dbir/>
³ <https://cpl.thalesgroup.com/access-management-index>
⁴ <https://cpl.thalesgroup.com/access-management-index>
⁵ <https://cpl.thalesgroup.com/data-threat-report>