

# Simplify security, amplify trust

## Go Passwordless today

Passwords are a hassle, and they're holding businesses back. Every reset, every weak password, every phishing attempt adds up – costing time, money and trust.

Explore how passwordless authentication removes friction, strengthens protection, and frees your team to focus on what really matters instead of struggling with credentials.

Dive into the future of authentication with Thales and see how going passwordless can transform your organization.

## Password problems

you can't ignore

**3<sup>rd</sup> to 2<sup>nd</sup>**

Phishing moves up in threat ranking<sup>1</sup>

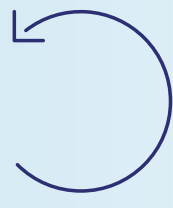


**36%**

Orgs consider phishing as the fastest growing threat<sup>2</sup>

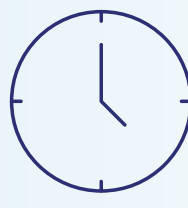


Phishing is on the rise, and weak passwords are the entry point. But the story doesn't stop there – every reset and every lost hour is another cost your business bears.



**\$70**

Cost of a single reset<sup>3</sup>  
Small resets add up to big costs



**11**

Hours lost per employee a year<sup>4</sup>

Passwords aren't just inconvenient – they're dangerous and expensive. Going passwordless fixes the problems passwordless create: stronger security, lower costs, and happier, more productive teams. It's authentication that actually works.

## Passwordless

The smarter way to authenticate

Implementing passwordless authentication drives real change, making authentication smarter, faster, and more reliable across your business.

## Stop threats before they start

By eliminating passwords, you eliminate one of the biggest entry points for attackers and instantly reduce identity-related risk. Here's how passwordless is delivering real-world results for organizations like yours.

**83%**

Organizations with mature identity security, including passwordless methods, report fewer identity-related security issues<sup>5</sup>

**84%**

Companies that failed audits had a breach history. Passwordless reduces exposure and lowers compliance risk<sup>6</sup>

When you cut identity risk, the financial impact follows. Every breach avoided, every vulnerability closed, and every phishing attempt stopped translates directly into meaningful cost savings.

## Turn savings into long-term impact

Implementing passwordless authentication drives real change, making authentication smarter, faster, and more reliable across your business.

**95%**

Reduction in password reset costs by going passwordless<sup>7</sup>

**\$4.88M**

Cost of a data breach<sup>8</sup>  
A risk minimized with stronger, passwordless authentication

And once you eliminate the financial burden of passwords, you uncover another advantage: a smoother, faster experience for every user, every day.

## Simplify access

for every user

Removing passwords makes life easier for everyone. Faster logins, fewer errors, and higher success rates mean your team can focus on work, not on credentials.

**82%**

Faster sign-in times<sup>9</sup>

**93%**

Higher sign-in success rates<sup>10</sup>

**95%**

Of iOS and Android devices are already passkey-ready<sup>11</sup>

## Make the Switch to Passwordless Security

Thales FIDO-enabled solutions provide phishing-resistant MFA, enhanced IAM, and stronger compliance alignment. Reduce risk, cut costs, and improve user experience today!

Passwordless isn't the future. It's here now!

Make the switch today!

Need more information?



### About Thales

As a global leader in cybersecurity, Thales safeguards sensitive data, identities, applications, and software for the most trusted brands in the world. Through advanced encryption, identity access management, application security, and software entitlement, Thales secures cloud environments, defends against cyber threats, ensures compliance, and enables trusted digital experiences.

### Sources:

1. <https://cpl.thalesgroup.com/data-threat-report>
2. <https://cpl.thalesgroup.com/data-threat-report>
3. <https://conduitsstreet.mdcounties.org/2020/03/24/the-true-costs-of-password-management>
4. <https://www.weforum.org/publications/passwordless-authentication-the-next-breakthrough-in-secure-digital-transformation>
5. <https://www.sailpoint.com/press-releases/sailpoint-third-annual-horizons-identity-security>
6. <https://cpl.thalesgroup.com/2024/data-threat-report>
7. <https://fidoalliance.org/statistics-sources/#~:text=Password%20reset%20reduction>
8. <https://www.ibm.com/reports/data-breach>
9. <https://fidoalliance.org/statistics-sources/#~:text=Password%20reset%20reduction>
10. <https://fidoalliance.org/statistics-sources/#~:text=Password%20reset%20reduction>
11. <https://www.biometricupdate.com/202501/state-of-passkeys-2025-passkeys-move-to-mainstream>