



TRAITWARE®

SIMPLE SECURE LOGIN

# PHISHING-RESISTANT PASSWORDLESS MFA+SSO FOR TRUE ZERO TRUST ACCESS

**WE KNOW MOST CYBERATTACKS ARE CREDENTIAL-BASED.  
PHISHING-RESISTANT MFA IS A MUST FOR ENTERPRISE SECURITY**



**89% OF WEB APPLICATION  
BREACHES ARE PASSWORD-  
RELATED**

- Verizon



**91% OF SOCIAL ENGINEERING  
ATTACKS ARE PHISHING. 80%  
OF THOSE ARE SUCCESSFUL**

- DigitalGuardian



**90-95% OF MFA CAN BE  
BYPASSED VIA ONE  
PHISHING EMAIL**

- KnowB4



**IN THE FIRST 90 DAYS OF  
2022, OKTA LOGGED 113 M  
ATTACKS TARGETING MFA**

- OKTA

**USERNAME AND PASSWORD SECURITY CONTROL WAS INVENTED IN 1961.  
THE TECH INDUSTRY HAS BEEN SEARCHING FOR SOMETHING BETTER EVER SINCE.**



**NOW, THERE'S TRAITWARE:  
PASSWORDLESS ENTERPRISE LOGIN  
PHISHING-RESISTANT MFA AT ACCOUNT CREATION**



*"... Authentication in nearly half the time as previously done was outstanding. Working in penetration testing and across several Linux environments, the ability to use passwordless MFA remotely has been a tremendous differentiator in protecting our powerful attack systems."*

- Matt Berri, CISO  
Fortune 100 Company

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# WHY TRAITWARE?

## CYBERCRIME HAS EVOLVED. AND SO SHOULD WE.




Legacy login - with username and password - is increasingly risky and costly. Most security breaches are credential-based. Yet many alternative solutions are too complicated and time-consuming to be easily adapted by modern business.

The Cybersecurity Infrastructure Agency (CISA) along with government and industry leaders worldwide are calling for **Phishing-Resistant** Multi-Factor Authentication (MFA) for every business. CyberInsurance providers require it.

### \*TraitWare eliminates Phishable factors for authentication

Phishable factors	NonPhishable factors
Passwords	Biometrics - Fingerprint, Facial Scan, etc.
Email Push notifications	Cryptographic security keys
SMS messages	Hardware security keys
One-time passcodes (OTPs)	Device-based security checks
Magic Links	Behavior-based authentication
Security questions	

## REDUCE COSTS - WITH TRAITWARE

-  Large enterprise averages \$700K a year on password support. - *Forrester*  
**TraitWare will cut password support budgets by an average of 90%.**
-  The average cost of a help desk call is \$70, with over 50% being for password reset. - *Forrester*  
**TraitWare eliminates passwords for end users.**
-  The average cost of an enterprise data breach is \$3.92M. - *IBM*  
**TraitWare eliminates the #1 threat behind data breaches.**

## BETTER - THE TRAITWARE WAY\*

**More Secure** - No more lost or stolen passwords or security tokens. Relies on the end user's device, traits, and dynamic authentication token instead.

**Faster, Smoother** - Reduces friction at login, time spent managing credentials, and down time due to password lockouts.

**Easier to Use** - No software to install. No external hardware to buy. TraitWare is plug and play, and can be up and running in one day.

**Simple** - Easy QR login.

**Adaptable** - Works on all mobile devices.

**Compliant** - Meets requirements for NIST, AAL2, HIPAA, PCI, SEC, GDPR and more.

**Standard** - OIDC, SAML 2.0, on iOS or Android, for virtually any application

**Customizable** - 3-5-factor authentication - from account creation.

**US Patents\***: 101649740, 1050388, 11068476, 11301555, 11406196, 11805121

*\*Processes such as Registration, and Windows and Linux authentication are also covered by pending US and international patent applications.*

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*"The ability to instantly have MFA applied at account creation with TraitWare was a significant improvement over building multiple systems into the authentication flow."*

- Matt Berri  
Fortune 100 Company

*"TraitWare checks all the boxes - increased security & compliance with current best practices, an easy-to-use app for our team, and deployment took 1 day to transition our full team. ..."*

- David Loberg  
Metrolina

# AUTHENTICATION - WHEREVER YOU NEED IT



**QR Login to Servers** - Use a QR login to securely access Linux servers.

**Partner/Business Use Cases** - Incorporate TraitWare security into your customer and partner-facing applications and mobile apps.

**Enterprise** - Provide secure employee logins for web-based applications.

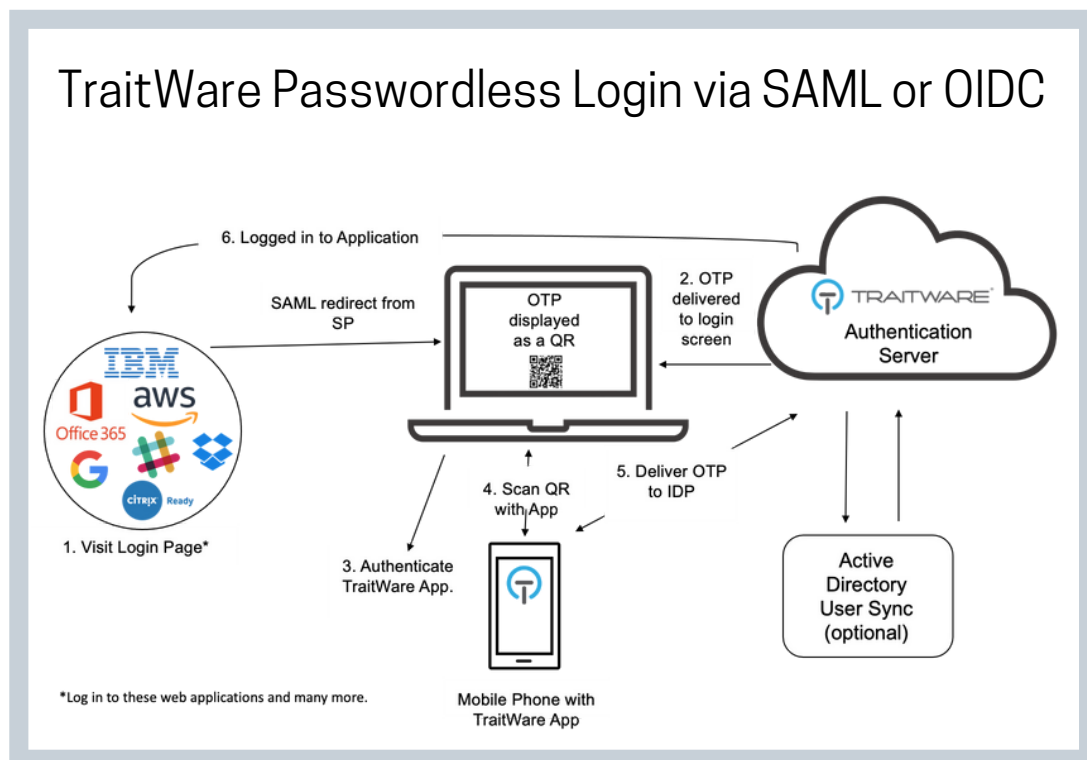
**External** - Give partners, contractors, and customers access to your network.





**OEM-White Label** TraitWare can be integrated via SDK / API into an existing mobile app or be offered as a white label solution



## HOW IT WORKS

### TraitWare Passwordless Login via SAML or OIDC



-  **Simple, More Secure SSO & MFA right from registration**
-  **Lower Cost**
-  **No Password Management**
-  **Empower & Secure your Remote Workforce**

**SIMPLIFY. SECURE. SAVE.**



**TRY FOR FREE!**

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