



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



**703% SURGE IN
CREDENTIAL PHISHING
ATTACKS IN 2024**

- InfoSecurity

**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
'PHISH-PROOF' MFA AT ACCOUNT CREATION**

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"... 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 not being adopted because they are too complicated and cause friction for the user.

Experts, Federal Regulators, and Cyber Insurers are calling for **Phishing-Resistant** Multi-Factor Authentication (MFA) for every business.

We Can Do Better! TraitWare is not just Phishing-Resistant -- It is Virtually **PHISH-PROOF!**

Phishable vs Phishing-Resistant MFA*

Phishable Factors	Phishing-Resistant 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	

*TraitWare Eliminates the Need for Phishable Factors for Login

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 \$4.88M. - *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 a dynamic authentication token instead.
-  **Lightning Fast** - 10-second login!
 Remove friction, time spent managing credentials, and downtime due to password lockouts.
-  **Easier Deployment & Use** - No software to install. No hardware to buy. TraitWare is plug and play, and can be up and running in one day.
-  **Simple** - Single-step login, 3-5-factors inherent and invisible to the user. With a device you already carry.
-  **Adaptable** - Works on desktop, laptop, tablet ... 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 any web application
-  **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



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

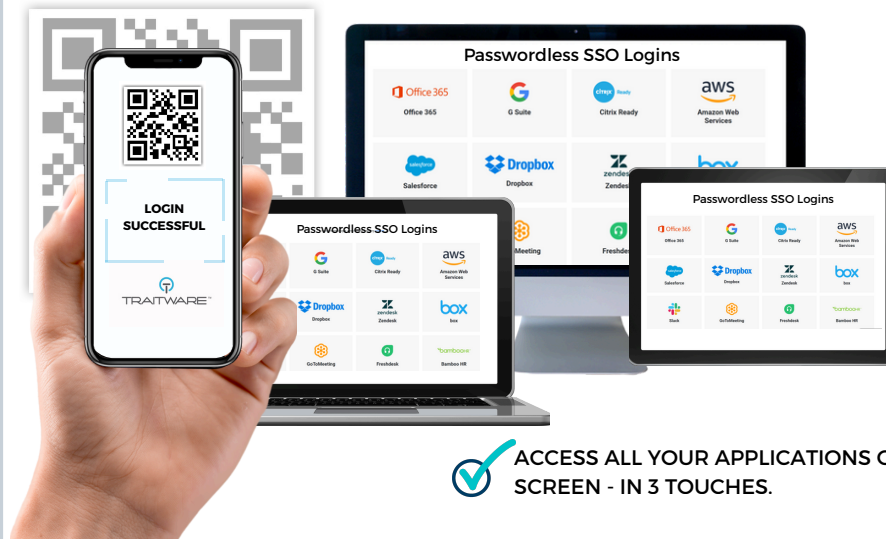
QR Login to Servers - Use a dynamic QR login to securely access Linux servers.

Online and Offline - TraitWare Passwordless MFA secures and simplifies Windows login, both online and offline.



MAXIMIZE SECURITY - REMOVE FRICTION

TraitWare Passwordless Login via SAML or OIDC



ACCESS ALL YOUR APPLICATIONS ON ANY SCREEN - IN 3 TOUCHES.

 **Simpler, 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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