

# Authentication and Zero Trust

Zero trust requires you to never trust, always verify anyone or thing interacting within your ecosystem. In today's digital world, your Zero Trust security model needs to go beyond users and authenticate every end user, machine, and digital interaction on your network. A hacker could be lurking behind any mobile phone, IoT device, or supposedly trusted email. If you're trying to secure your business from untrustworthy hackers, it's time to take a holistic approach to authentication.

## Zero Trust Requires Passwordless Authentication



**99% OF DATA BREACHES** could be prevented by MFA

Putting your trust in passwords – which rely on shared secrets that can be easily shared or stolen – sets you up for cyberattacks.

If you want to gain total confidence that each employee authenticating to your network really is who they say they are, you need passwordless authentication. With strong authenticators like YubiKeys, Smart Cards, Windows Hello for Business, and Axiaad ID, you can begin your Zero Trust journey.



**41 BILLION** IoT devices on networks by 2027

Don't let hackers leverage the growing number of machines and devices on your network to gain access to your entire ecosystem. One unverified mobile phone, laptop, or Virtual Machine could be your system's downfall. Instead, build your Zero Trust security model to authenticate every device and workload entering your network. Leveraging PKI certificates managed by a single cloud platform allows you to scale and keep up with dynamic environments.



**71% OF IT LEADERS** say phishing attacks are the greatest threat to their workforce

As your workforce continues to do more and more business online, phishing threats continue to rise. You need to make it easy for employees to know that each email can be trusted, comes from who it says it does, and that the data within is secure. Reveal the identity behind every interaction with PKI-based digital signatures – this takes the guesswork out of the equation by quickly verifying each email, making it a breeze for employees to recognize a phishing threat or tampering.

## Zero Trust Driven from the Cloud

A cloud platform that can span every environment is ideal for driving Zero Trust.

### Authenticate People

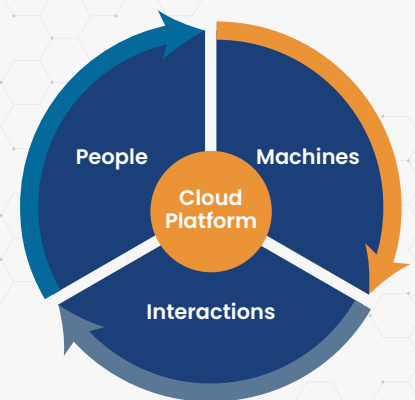
End users and admins can authenticate with passwordless MFA, Certificate-Based Authentication, and more.

### Validate Machines

Devices and workloads can be authenticated at scale – and without management hassles – with PKIaaS.

### Protect Interactions

Protect Interactions (emails and attached documents) with Axiaad Passwordless Orchestration.



## About Axiaad

Axiaad delivers organization-wide passwordless orchestration to secure users, machines, assets, and interactions for enterprise and public sector organizations that must optimize their cybersecurity posture while navigating underlying IT complexity. The company's flagship offering, Axiaad Cloud, is a comprehensive, secure, and integrated authentication platform that allows customers to move to a passwordless future without the friction and risk of fragmented solutions. Axiaad supports the widest range of credentials in the industry including FIDO, mobile MFA, Windows Hello for Business, YubiKeys, smart cards, TPM and biometrics.