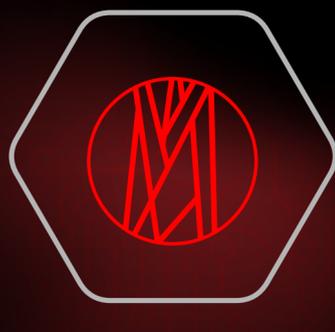
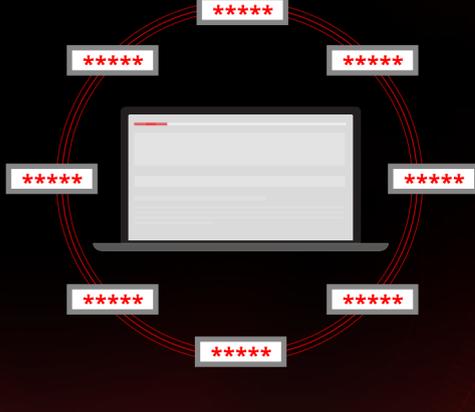


# BIOMETRICS AND SINGLE SIGN ON SOLVES PASSWORD CHALLENGES



VEINID



The average consumer uses **25+ sites** that **rely on passwords** and the average employee has **5-10 systems** that **require a password** to access.

But humans **aren't very good** at creating and using **"strong" passwords** — we struggle to remember them and **often write them down** or repeat them, leaving ourselves **open to compromise**.



According to the Verizon 2017 Data Breach Investigation Report, **81% of data breaches** were due to **weak credentialing** and user authentication.

When **cybercriminals** hack user accounts, they will try the **same password** on other popular sites and apps and the resulting data is often **traded on the dark web**.



**"The game is over for anyone that relies on passwords as the chief method to secure users and their data"**

Heather Adkins, Google's manager of information security



**"Our passwords are failing us."**

Michael Barrett, PayPal's Chief Security Officer

There is a trend to provide a solution to this growing problem, such as **Single Sign-On**, whereby a user has **one password** which signs them in to all of the systems they need to access.



The use of SSO can **increase productivity**, **reduce the cost** of credential management and promote better **identity governance**. However, if the **single password** is **compromised**, an attacker can access **all of the user's applications**.



**Three factor authentication (3FA)**, where the user provides a second token (2FA) **AND biometric data**, is where some of the biggest advances can be made in **improving identity governance**.



In the banking sector, the **addition of a biometric factor** can really change the game in terms of **compliance**, segregation of responsibilities and **improvements in operational process**.



Hitachi's **VeinID biometric tools** can work **seamlessly with SSO systems** to help banks and financial organisations **optimise identity compliance** and **VeinID meets all of the evolving data protection requirements including GDPR**.

To talk to us about how our world class biometric systems and ID management software can simplify identity compliance in your organisation, please contact us at [Banking.Solutions@hitachi-eu.com](mailto:Banking.Solutions@hitachi-eu.com)