Painful Passwords: Users and IT Weigh In

A recent study from Ponemon Institute and Yubico shows that IT professionals and individual users in a compelling study are united in their desire to improve mobile access, workplace access and personal access to online accounts. 65% of both individual users and IT professionals agree that they would prefer a method of protecting their personal passwords securely as they don’t believe the use of passwords is inconvenient.

Reaching a Safer Future

56% of individuals will only adopt new technologies that are easy to use and significantly improve account security.

1. Protecting the Workforce

55% of IT professionals believe that eliminating passwords would improve the security of their organization.

65% of IT professionals believe the use of biometrics would offer better security for their organization.

52% of IT professionals believe that eliminating passwords would improve user convenience.

2. Securing Mobile Users

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52% of IT professionals believe that eliminating passwords would improve user convenience.

3. Protecting Mobile Customers

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4. Enabling Secure Access

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In close collaboration with leading internet companies and thought leaders, Yubico co-created the FIDO U2F and FIDO2/WebAuthn open authentication standards, which have been adopted in major online platforms and browsers, enabling two-factor, multi-factor, and passwordless login and a safer internet for billions of people.

Yubico was founded in 2007 with the mission to make secure login easy and available for everyone. The Yubico passwordless authentication platform powers over 4.5 billion connected devices. Yubico has been named to Fast Company’s Most Innovative Companies list in 2020 and 2021 and was included in the InformationWeek 500 three years in a row.


RSA offers business-driven security solutions that provide organizations with a unified approach to detect, prevent, respond and adapt to transformational change. RSA solutions are designed to effectively detect and respond to advanced attacks; manage user identities; and significantly improve account security. RSA is a global leader in information security and provides solutions in identity and access management, cybersecurity services, and a wide range of other areas.

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