Why Implement Multifactor Authentication?

(SPEECH)
[MUSIC PLAYING]

(DESCRIPTION)
The Travelers logo with red umbrella. Text, Why Implement Multifactor Authentication?

Animation. The screen of a laptop displays a 1 above five asterisks. A smaller window displays a 2 above the asterisks. A red line circles the laptop.

(SPEECH)
Multifactor authentication, or MFA, is one of the most important security controls for your organization.

(DESCRIPTION)
Graphics of a bug, an X, a skull and crossbones in an envelope, and an eye, bounce off the red circle.

(SPEECH)
It can help prevent cyber criminals from accessing a business's system or from infiltrating a network, which can lead to ransomware attacks and other cybercrime schemes perpetrated against your organization.

(DESCRIPTION)
Text, What is it?

(SPEECH)
Multifactor authentication is the use of two or more authentication factors to verify a user's identity before granting access. It can be-- one, something you know, like a password or a passphrase; two, something you have, like a smart card, a token, or an authenticator app on a smartphone; three, something you are, including a biometric marker like your fingerprint.

(DESCRIPTION)
Why is it critical?

(SPEECH)
The truth is, user credentials and passwords can be the weakest link as cyber criminals continue to become more sophisticated.

(DESCRIPTION)
A blue dotted line arches over multiple tech devices; a small padlock in the center. The padlock grows larger with the addition of a second dotted line.

(SPEECH)
Multifactor authentication adds an additional layer of security, making it much more difficult for business systems to be accessed by criminals.

In fact, 99.9% of account-compromised attacks can be blocked by implementing MFA. And all too often, ransomware victims were not using MFA before their compromise.

(DESCRIPTION)
What should be protected?

(SPEECH)
One, remote network access. MFA can help reduce the potential for network compromise due to lost or stolen passwords.

Two, privileged and administrative accounts. MFA can help prevent intruders from elevating privileges and gaining broader access to an already compromised network, which they then could use to successfully deploy ransomware across the network.

Three, remote access to email. Using MFA to access email through a web browser or cloud-based service can help prevent intruders from accessing email accounts, which can be used in cyber crime schemes against your organization, your clients, and your customers.

Start protecting your organization with MFA to help close the virtual front door to would-be intruders. To learn more about multifactor authentication, visit travelers.com.

(DESCRIPTION)
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