

HYPR Passwordless Customer Authentication

Secure your customers and your business with friction-free, phishing-resistant MFA

Build Customer Trust While Removing Friction

Modern organizations need to eliminate threats to their IAM processes while delivering a seamless user experience across all channels, from anywhere. HYPR ensures secure, frictionless, phishing-resistant authentication that makes both security teams and end users happy.

Fix the Way Your Customers Log In

Your customers expect a fast, easy digital experience. Passwords and traditional MFA not only add friction and frustration, they are insecure and increase your operating costs. Phishing, credential stuffing, brute force and other authentication attacks can bypass password-based MFA at scale, leading to fraud risk, shaken customer confidence, and significant financial and reputational consequences.

HYPR's passwordless authentication solution provides uncompromising security and a streamlined user experience. HYPR's frictionless, phishing-resistant MFA is fully certified to FIDO specifications, considered as the gold standard by the Cybersecurity and Infrastructure Security Agency (CISA).

HYPR works with both third-party synced passkeys offered directly to consumers, such as those from Apple and Google, as well as "enterprise passkeys." Enterprise passkeys are device-bound with features and controls that make them preferable for organizational and enterprise purposes.

How It Works

HYPR's True Passwordless architecture replaces shared secrets such as passwords, PINs, SMS codes and OTPs with public-key cryptography. Biometric sensors, including Apple Touch ID, Face ID, and their Android and Windows counterparts, can be used to unlock these credentials for verification using secure cryptographic protocols.

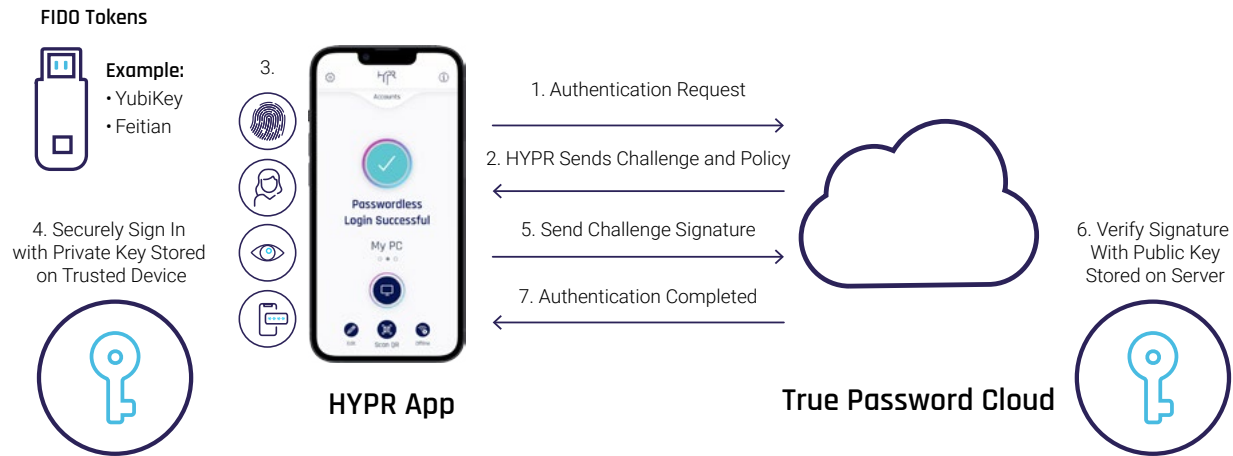
At registration, HYPR securely generates a pair of cryptographic keys. The private key is stored on the user's mobile device at the hardware level in the secure, isolated Trusted Execution Environment (TEE) or secure enclave. The public key is stored on the HYPR True Passwordless Server. Simply put, it's like turning a smartphone into a FIDO2 Certified token.

HYPR also works with any other FIDO Certified authenticator, such as passkeys and hardware keys, giving you and your customers flexibility and choice in authentication methods.

HYPR Key Benefits

- Stop fraud and account takeover with secure, modern authentication based on the FIDO passkey standard
- Improve customer experience and satisfaction
- Save on customer service and reduce password reset tickets by 95%¹
- Easily integrate into mobile and web apps
- Achieve compliance with end-to-end FIDO Certified authentication
- Deploy mature, enterprise-proven passwordless MFA that delivers validated ROI of 324%

¹ The Total Economic Impact™ Of HYPR True Passwordless MFA, Forrester Research, July 2023



HYPR Benefits

Secure Customer Interactions and Data

Eliminate account takeover and transaction fraud. With HYPR, there is no centralized database of passwords or shared secrets that can be hacked to gain access to customer accounts. Credentials in the form of a private key are stored and remain in the most secured areas of the customer's device at all times.

Modernize Your Application

Build frictionless and secure authentication experiences into your custom application or process. HYPR mobile and web SDKs put emphasis on fast developer integration and deployment so your team can quickly eliminate passwords in any app across all your business lines.

Add Risk-Based Authentication Controls

HYPR Adapt employs a powerful risk engine that enables dynamic adjustments of security policies in response to real-time risk assessments. This feature ensures that access controls are flexibly tailored to each user's unique context and dynamic threat landscape. By continuously adapting security measures based on the latest risk evaluation, organizations can maintain a granular and personalized security posture, mitigating risks effectively and minimizing the potential for unauthorized access or breaches.

Future Proof Your Authentication Spend

HYPR's passwordless MFA technology applies to both your customers and workforce. This eliminates the need for separate investments and consolidates authentication for all populations.

Unify Your Authentication Approach

HYPR decouples authentication so you are not restricted to a particular technology stack or ecosystem. HYPR works in conjunction with existing deployed technologies including IdPs, SSO, VPN, VDI and more. This protects tech investments while enabling you to deploy a best of breed technology without the fear of lock-in to a stack.

Independently Validated ROI of 324%



Decrease Funds Transfer Delays / Cart Abandonment



Lower Call Center Costs



Reduce Account Takeover and Fraud

Comply With PSD2 Requirements

Fulfill PSD2 requirements while making transactions hassle free for your customers. HYPR supports PSD2 Strong Customer Authentication (SCA) and transaction signing compliance, including cryptographic signing of every transaction and unique dynamic linking.

Achieve Compliance With FIDO Certified Customer Authentication

Ensure your authentication processes align with the latest regulatory guidance. CISA, the OMB, FTC, PCI DSS and GDPR all specify phishing-resistant MFA, with FIDO-based authentication as the gold standard. HYPR is the only passwordless software solution that is FIDO Certified end to end, for every component. You get the assurance of best-in-breed passwordless CIAM and your customers are assured of secure access, every time they interact with you.

Rely on the Passwordless Leader

HYPR combines open standards, best-of-breed security and a fast and consistent user experience to deliver a fully scalable passkey-based authentication solution for your workforce and customers. HYPR protects your users, services and brand reputation now, with the flexibility and forward compatibility to meet future evolving conditions.

HYPR has a demonstrated track record securing organizations globally, with deployments in some of the most complex and demanding environments, including 2 of the 4 largest US banks, leading critical infrastructure companies and other technology-forward businesses.

Features & Specifications

- No passwords or shared secrets on the front end or back end (no masking)
- Architecture aligns with guidance and regulations (CISA, MITRE ATT&CK)
- FIDO2 certification for all components
- Supports both synced and device-bound enterprise passkeys
- Support for Windows, macOS and Linux platforms
- Support for multiple FIDO authentication methods: Windows Hello, smartphone as a FIDO token, security key, passkeys and smart cards
- Integration with all major identity providers; not tied to a specific IdP/SSO
- Ability to service multiple populations (CIAM, Workforce) and multiple applications
- Supports step-up authentication based on risk
- Support of PSD2 SCA and transaction signing requirements
- Demonstrated ROI in reducing ATO, fraud, password resets and funds transfer delays (which includes cart abandonment)
- Full-featured SDK that allows for implementation in custom applications and environments

HYPR

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