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## 5 Reasons you Need Multi-factor Authentication

As cyber criminals have gotten savvier, simple passwords aren't cutting it anymore. Many businesses and individuals are turning to multi-factor authentication (MFA) to gain an additional layer of protection.

MFA, also known as two-factor authentication, requires users to verify their identity using two different credentials when logging in to an account, network or application. When you log in with your username and password, the system will generate an additional code and send it to your cell phone or email account. You then enter the one-time code to complete your log in.

Some more sophisticated MFA systems use a physical key or biometric verification, such as a fingerprint or retina scan, as the second verification method. Regardless of which method you use, MFA provides enhanced security for your sensitive data.

**Here are five other reasons to implement MFA within your organization:**

### **1. Passwords aren't reliably secure.**

Despite years of advice to the contrary, people continue to rely on weak passwords to protect their information. Many still use ones that are easy to guess, such as "123456" and "password." Unfortunately, what's simple for them to remember is also a cakewalk for cyber criminals to crack.

In addition, attackers have a host of tools available to steal passwords, such as technology that logs keyboard strokes, phishing and pharming, or using malware to redirect users to a site where cyber thieves can steal their sensitive information.

Turning on MFA makes it harder for bad actors to gain access since a password alone won't work.

### **2. MFA is a cost-effective security solution that is easy to implement.**

Many companies offer MFA solutions that are free, either for a scaled-down version of the full product or for a limited trial period. If you are implementing MFA across your organization or would like full functionality, there are reasonably priced options available, too.

Also, MFA is easy to install and configure so you can begin enjoying the benefits of upgraded security right away.

### **3. MFA makes employees' personal devices more secure.**

With smartphones and laptops, employees can—and are—working from just about anywhere. When they're using company-issued devices, you can feel confident that your security measures are protecting you.

However, many employees keep tabs on their work using their own electronics, which can be vulnerable to attacks. They also use personal and public WiFi, which is less secure than your organization's network.

If you require MFA for employees to log on to your network, you can rest assured that it will be much more difficult for hackers to infiltrate your system undetected.

### **4. MFA is a proactive solution.**

MFA can provide an early warning that someone is trying to hack into your account or network.

If you receive a text or email with a MFA code when you weren't trying to access your account, that's a red flag that something may be wrong. You can take this opportunity to alert your IT department or cybersecurity service provider and prevent an attack before it happens.

### **5. MFA may be required.**

Depending on what industry you're in, state law may require you to have stringent security measures in place to protect confidential data. Notable examples include healthcare and the financial sector.

MFA offers a plug-and-go way to comply with any security-related requirements related to your industry or location.

The bottom line? MFA is a simple, accessible and cost-effective way to help ensure you don't fall victim to cybercrime.

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