

Making Passkeys Inevitable

10

**years of
FIDO Alliance**



Ingredients for successful standards

Ingredients for successful standards



Enables Open Ecosystem



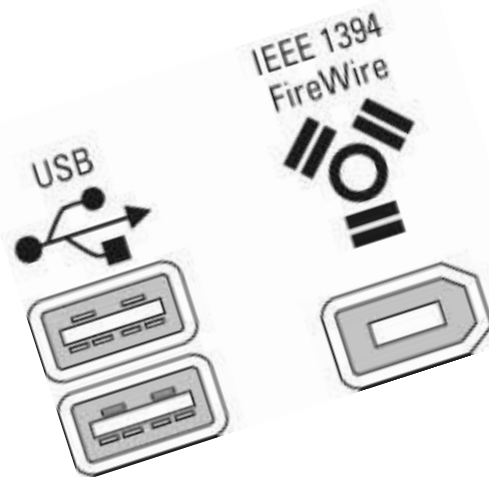
Ingredients for successful standards



Enables Open Ecosystem



Industry-wide Buy-in



Ingredients for successful standards



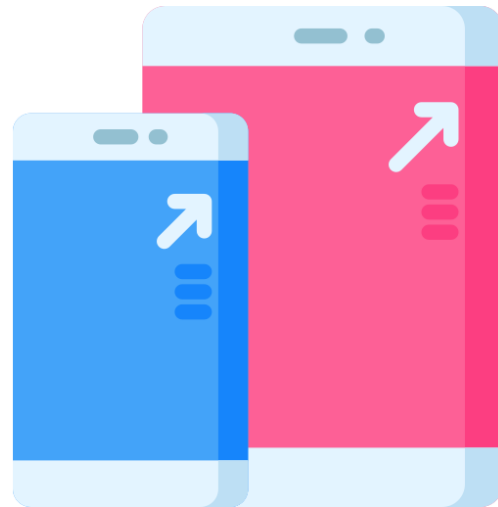
Enables Open Ecosystem



Industry-wide Buy-in



Market Timing & Dynamics



Ingredients for successful standards



Enables Open Ecosystem



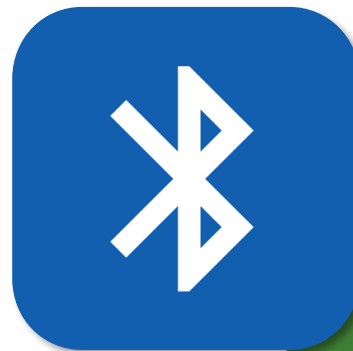
Industry-wide Buy-in



Market Timing & Dynamics



Distribution & Market Enablement



Ingredients for successful standards



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Enduring Commitment & Iteration



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And more...



Clear, well-defined
specs



Expert-led contributions



Contributions from
implementers

ZDNET



Home / Tech / Security

PayPal, Lenovo spearhead effort to kill passwords

FIDO Alliance aligns smart devices, authentication but will its scope be broad enough and its appeal wide enough.



Written by John Fontana, Contributor on Feb. 12, 2013



An alliance including PayPal and PC-maker Lenovo Tuesday introduced a new authentication system designed to eliminate passwords and add tighter security to online accounts.

FIDO, short for Fast Identity Online, is an alliance formed last July to address strong authentication and reduce the use of passwords through a combination of hardware, software, and services.

February 2013

Observers say FIDO needs to adequately define its scope and its value, and that it will face an uphill battle rallying the industry to its technology.

kuppingercoie
ANALYSTS

Blog



Big News from the FIDO Alliance

Oct 23, 2014



Alexei Balaganski

FIDO Alliance (where FIDO stands for Fast Identity Online) is an industry consortium formed in July 2012 with a goal to address the lack of interoperability among various strong authentication devices. Currently among its members are various strong authentication solution vendors (such as RSA, Nok Nok Labs or Yubico), payment providers (VISA, MasterCard, PayPal, Alibaba), as well as IT industry giants like Microsoft and Google. The mission of the FIDO Alliance has been to reduce reliance on passwords for authentication and to develop specifications for open, scalable and interoperable strong authentication mechanisms.

October 2014

Initially Martin Kuppinger has been somewhat skeptical about the alliance's chances to gain enough support and acceptance among the vendors.

InfoWorld

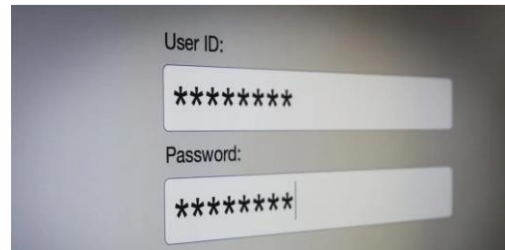


INFOWORLD TECH WATCH

By Serdar Yegulalp, Senior Writer, InfoWorld | DEC 12, 2014 3:00 AM PST

A world without passwords? Not so fast

FIDO Alliance's plan for a future without passwords is in its final form, but the makers of a password-free sign-on service are skeptical



December 2014

FIDO Alliance's plan for a future without passwords is in its final form, but the makers of a password-free sign-on service are skeptical



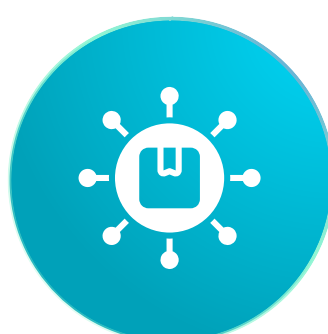
**Enables Open
Ecosystem**



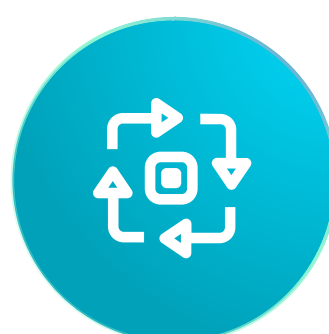
Industry Buy-in



**Market Timing
& Dynamics**



**Distribution
& Market
Enablement**



**Enduring
Commitment &
Iteration**

60,000+ hours

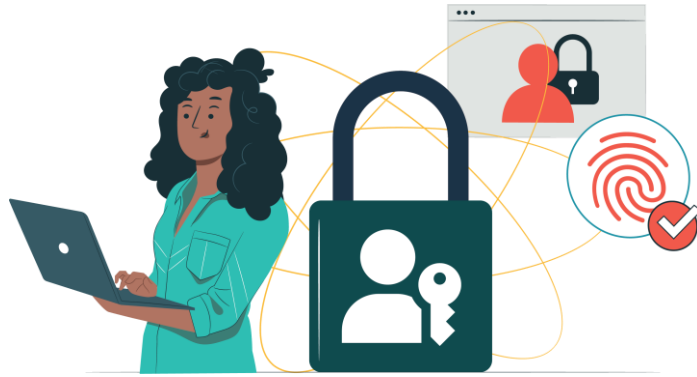
of expert input into FIDO's specifications

(= 7 years)

of contributions



Increased focus on market enablement



Security



Usability



Industry Buy-in

1Password

amazon



axiada

BEYOND
IDENTITY

Bank of America

CVS Health

Daon

DASHLANE

egis
Technology

FEITIAN
WE BUILD SECURITY

Google

HPR

IDEMIA

infineon

intel

JUMIO

LastPass

Lenovo

LINE



Meta

Microsoft

nok
nok

NTT
docomo

OneSpan
Be bold. Be secure.

PayPal

PNC

Qualcomm

RAON

RSA

SAMSUNG

THALES

TRUSONA

TRUSTKEY
SOLUTIONS

usbank

VISA

vmware

WELLS
FARGO

YAHOO!
JAPAN

yubico

+ Sponsor members

+ Associate members

+ Liaison members

+ Government members

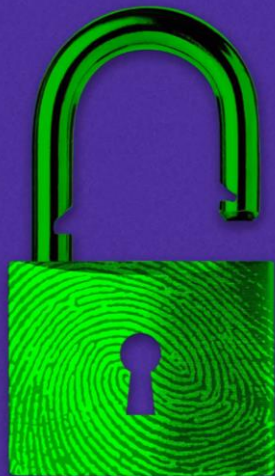
identiverse

#identiverse



Market Timing & Dynamics

THE WALL STREET JOURNAL.



PERSONAL TECHNOLOGY: NICOLE NGUYEN

Hate Passwords? It's Time to Try Passkeys

A new type of login is easier and safer to use than passwords—with caveats



Distribution & Market Enablement



Google





Enduring Commitment & Iteration

FIDO
U2F

FIDO2
(CTAP2)

Widespread FIDO2
Platform Support

2014

2017

2019

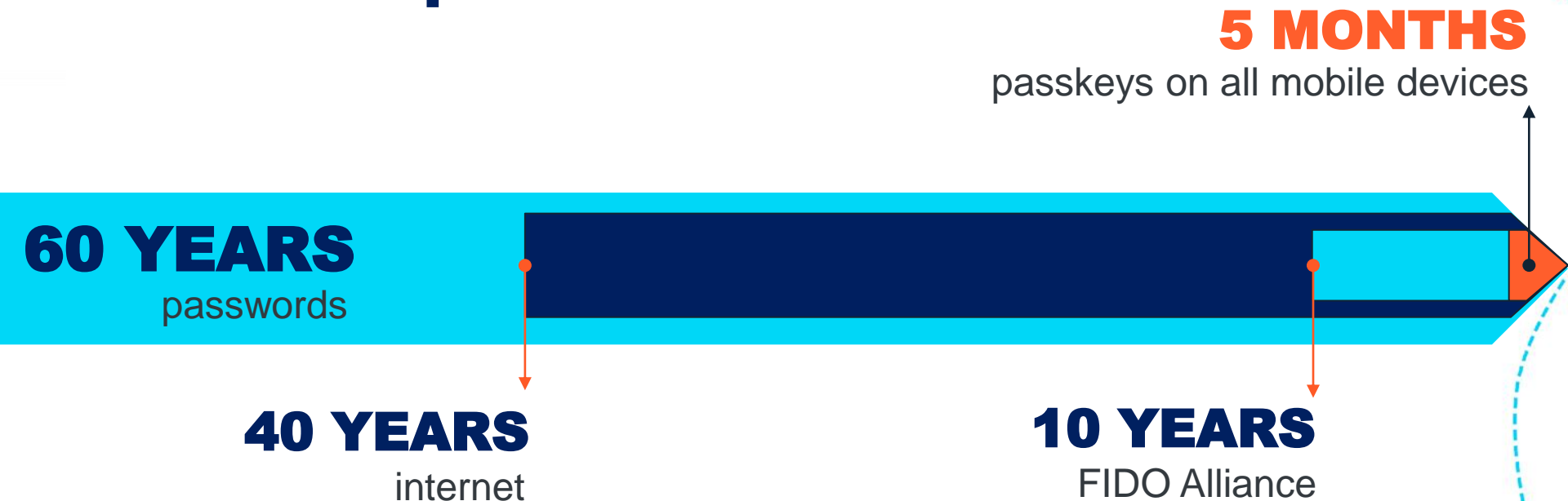
2022

FIDO
UAF

WebAuthn

Passkeys

Some Perspective





Enduring Commitment & Iteration

♥ **CVS**Health®

DocuSign

Google

HYATT®

K A Y A K

mercari

NTT
docomo

P **PayPal**

S **shopify**

SK telecom

YAHOO!
JAPAN



Making FIDO Inevitable



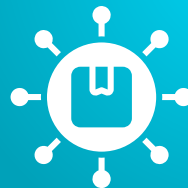
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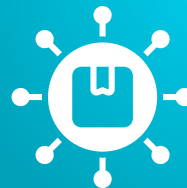
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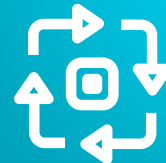
Industry Buy-in



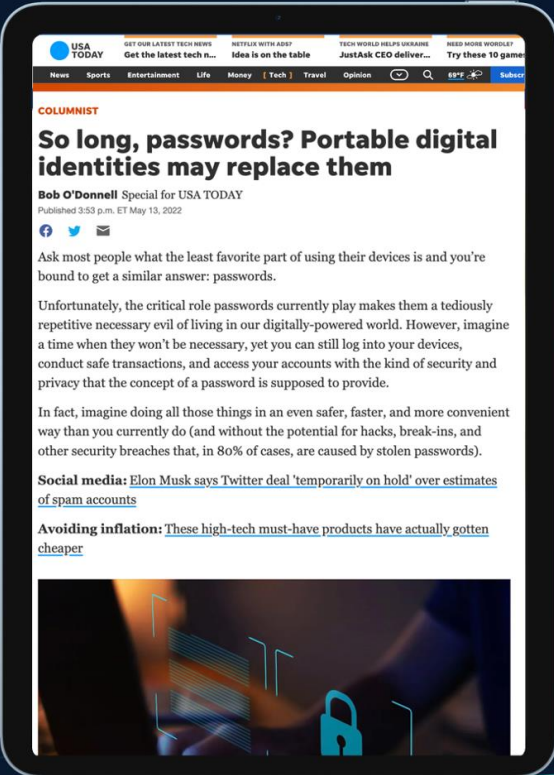
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Introducing passkeys



identiverse®



Pointed Questions...

Force users
into a new
sign-in flow?

Synching of
private keys in
my enterprise?

Delegate all of my
authentication to
Google, Apple,
Microsoft?

Announcing! UX Guidelines for Passkeys Creation and Sign-in

Research-backed guidelines to help online service providers design a better, more consistent user experience when signing in with passkeys.

FUN FACT

FIDO Alliance's UX Working Group

Is composed of **79** product, design, accessibility, marketing and technical leaders from **31** diverse companies.



#identiverse

Coming soon!

Passkeys in the enterprise 5-paper series

amazon

DASHLANE

RSA

axiad

IBM

yubico

BEYOND
IDENTITY

Microsoft

HYPR

Google

okta

THALES

identiverse

SAVE THE DATE

Half-day Authenticate
Virtual Summit

June 29, 2023
Passkeys in Enterprise



Coming soon!

Third-party passkey providers



Use passkeys!





Thank you!