

# What is multi-factor authentication and how does it protect your data?

Phishing attacks are becoming more common and sophisticated every day, and even the most well-trained users are susceptible to attack. While passwords are the first line of defense, multi-factor authentication (MFA) creates an additional layer of protection for an institution, its people, and its reputation from the impacts of data loss and theft.

Create layers of defense with multi-factor authentication

Even strong passwords are vulnerable and can't be the only line of defense protecting an institution, its people, and its reputation from the impacts of data loss and theft.

Multi-factor authentication (MFA) blunts the impact of a compromised password by **protecting identity access behind an additional tap** of the phone, tablet, or smartwatch.

At a time when even the best-trained can fall victim to phishing attacks, **MFA helps ensure institutional data is always protected.**

Perceived complexity once deterred institutions from implementing MFA, but now it's **gained widespread use in higher education** for three key reasons.



## Three ways MFA systems have advanced security



**1.** Today's MFA systems are user-friendly and supported by single sign-on technology.



**2.** More IT departments are ensuring that any inconveniences that may arise don't create resistance to new security measures.



**3.** MFA integration into myriad software solutions is now easier than ever.

