How much do password resets COST YOUR COMPANY?

11 HRS. are wasted every year entering & resetting passwords

50% of help desk support calls are for password resets

$70 is the average help desk labor cost for one password reset

Poor password security puts SMBs AT RISK FOR DATA BREACHES

80% of successful data breaches are due to compromised passwords

41% of SMBs globally have had a password-related attack in the past year

Password-related cyberattacks on SMBs have SKYROCKETED SINCE THE COVID-19 PANDEMIC BEGAN

62% of SMBs globally report an increase in phishing & social engineering

55% report an increase in credential theft

49% report an increase in account takeover attacks

Can your company afford to LOSE $100K OR MORE?

61% of SMBs lose >$100k to each password-related cyberattack

38% lose over $250,000

40% of lost business accounts are due to data breach costs

AVERAGE DATA BREACH COSTS per compromised record

Customer Personally Identifiable Information (PII) $150
Corporate Data $149
Intellectual Property $147
Employee PII $141

Sources:


Small and medium-sized business cybersecurity starts with password security

Poor password security practices cost small and medium-sized businesses (SMBs) money and time and put them at high risk for data breaches. Keeper’s zero-knowledge password management and security platform eliminates the need for password resets and enables IT administrators to monitor employee password use and enforce password security policies across the entire organization.