

What is identity?

Identity is **you**. It is the behavior, devices, access and attributes that are unique to you as an individual in the workplace.



But managing identity is complex.

92% of organizations experience at least one identity challenge – the average struggles with **three**

Of the 3 challenges, balancing security with ease of use tops the list at **47%**



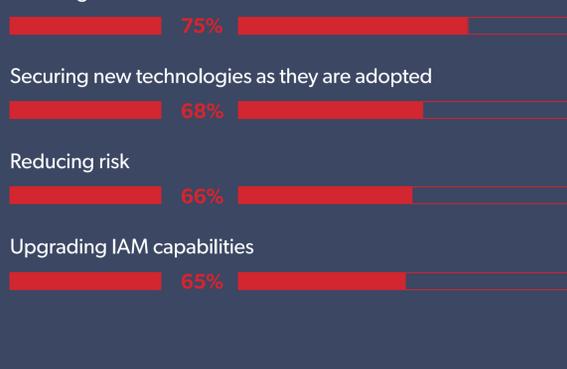
However, 98% also see room for improvement in the security behavior of their employees – and **53%** see the need for large improvements



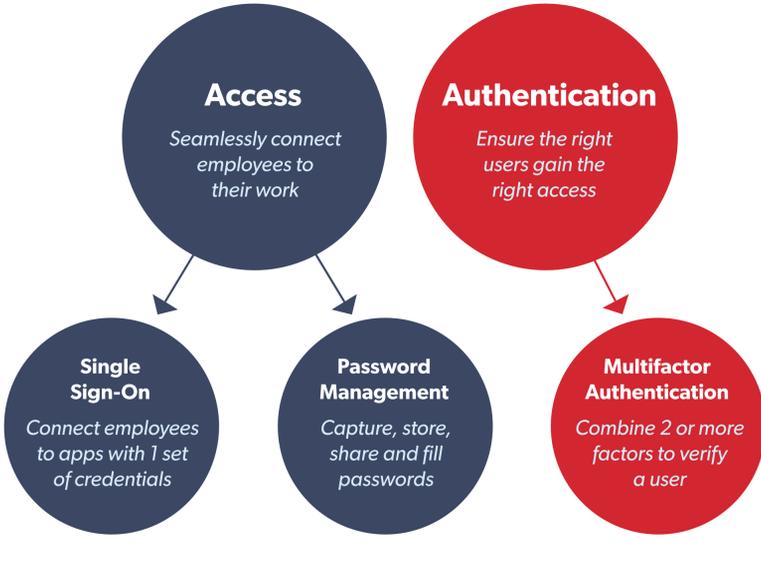
82% say their business has been **exposed to a risk** due to poor IAM

So, it's no surprise that **81%** agree managing identity should be a higher priority for their organization

SMBs top security objectives span:



And need to manage identity in a way that mitigates these risks, without being a barrier to the business.



90% say managing user access is important to their organizational security.

49% agree single sign-on delivers simplified management of user profiles and credentials.



95% see the need to emphasize stronger employee password behavior.

95% claim to have a good or complete **understanding of authentication**

believe strengthening user **authentication with MFA is crucial** **59%**

93% agree that bringing the various aspects of **identity and access management under one solution would greatly benefit the overall security of the organization**



Where are you on your identity journey?

Download the SMBs Guide to Modern Identity:

For insights into managing identity and actionable steps to improve your organization's identity program.

[Download the Report](#)