



# FIDO Alliance Overview

Andrew Shikiar  
Executive Director & CEO  
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# What is the FIDO Alliance?



The FIDO Alliance is an open industry association with a focused mission: **reduce the world's reliance on passwords.**

# Backed by 300+ global tech leaders



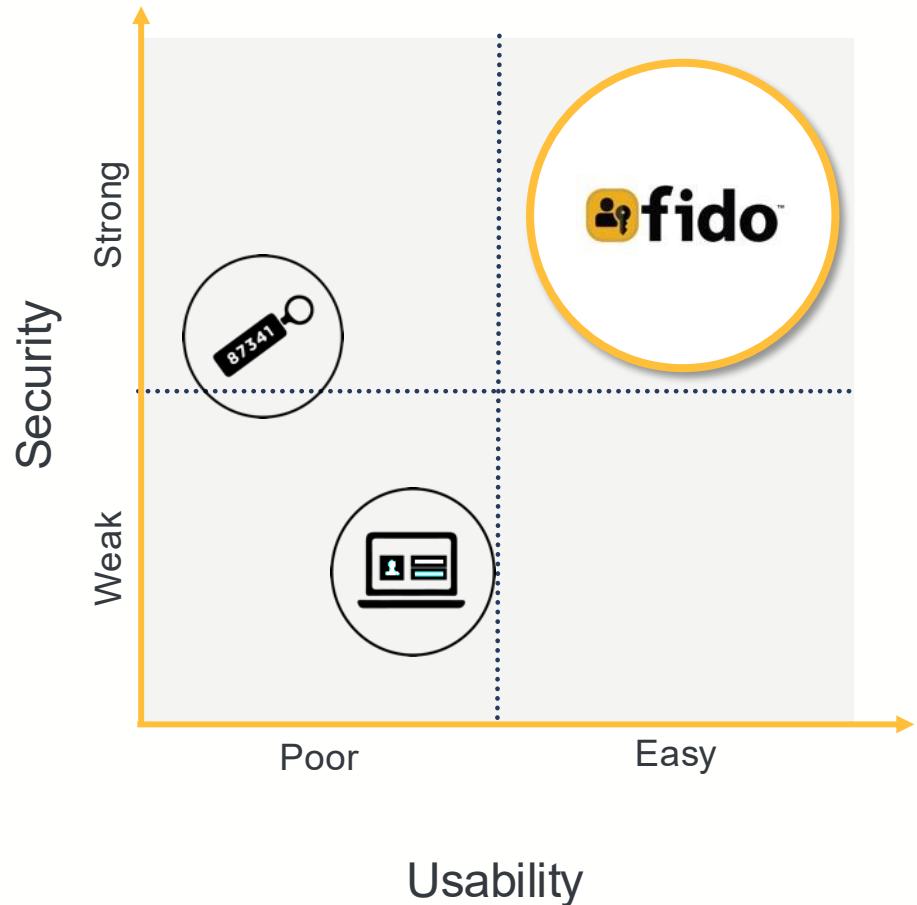
+ Sponsor members

+ Associate members

+ Liaison members

+ Government members

# FIDO since 2013: Simpler and stronger



Open standards for simpler, stronger authentication using **public key cryptography**

- Single Gesture –
- Possession-based –
- Phishing-resistant –

# The FIDO Alliance works to fulfill its mission through...



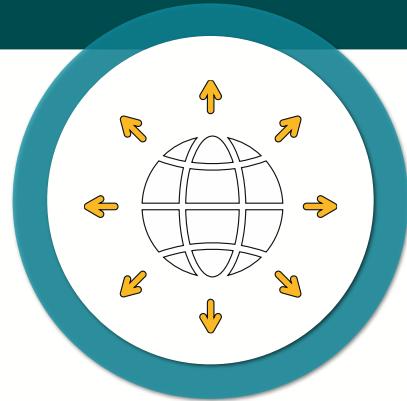
## Technical Specifications

Define an open, scalable, interoperable set of mechanisms that reduce the reliance on passwords



## Industry Certification Programs

Ensure interoperability, security and usability of products, services and components



## Market Adoption Programs

Promote the use of FIDO globally to drive adoption and education

# The foundation of authentication is fundamentally flawed

When our primary factor is passwords...

**77%**

Hacking-related breaches involve stolen credentials  
(Verizon)

**42%**

Gave up on a purchase because they forgot their password  
(FIDO Alliance)

**76%**

Rise in direct financial loss from successful phishing attacks from 2022-2023  
(Proofpoint)

**78%**

Use the same password for more than one account  
(Forbes)

Easily phished or socially engineered, difficult to use and maintain

# Layering on does not work

...then our additional layers – while well-intended and necessary – are there to cover up password problems

New Microsoft 2FA Bypass Attack Warning – Dangerous and Sneaky, Act Now

**Forbes**

‘Adversary in the middle attacks’ are becoming hackers’ go-to method to bypass MFA

**ITPro.**

MFA bypass becomes a critical security issue as ransomware tactics advance

 **HELPNETSECURITY**

Poor MFA, identity attacks dominate threat landscape in Q3 2024

 **MEDIA**

Often still phishable, socially engineered, difficult to use and maintain

# Generative AI adds fuel to the phishing fire

As threat actors target victims faster and more efficiently than ever before

**703%**

Credential phishing attacks  
rose in H2 of 2024  
(Slashnext)

**53%**

of consumers reported more  
suspicious messages and  
online scams in 2024  
(FIDO Alliance)

**35%**

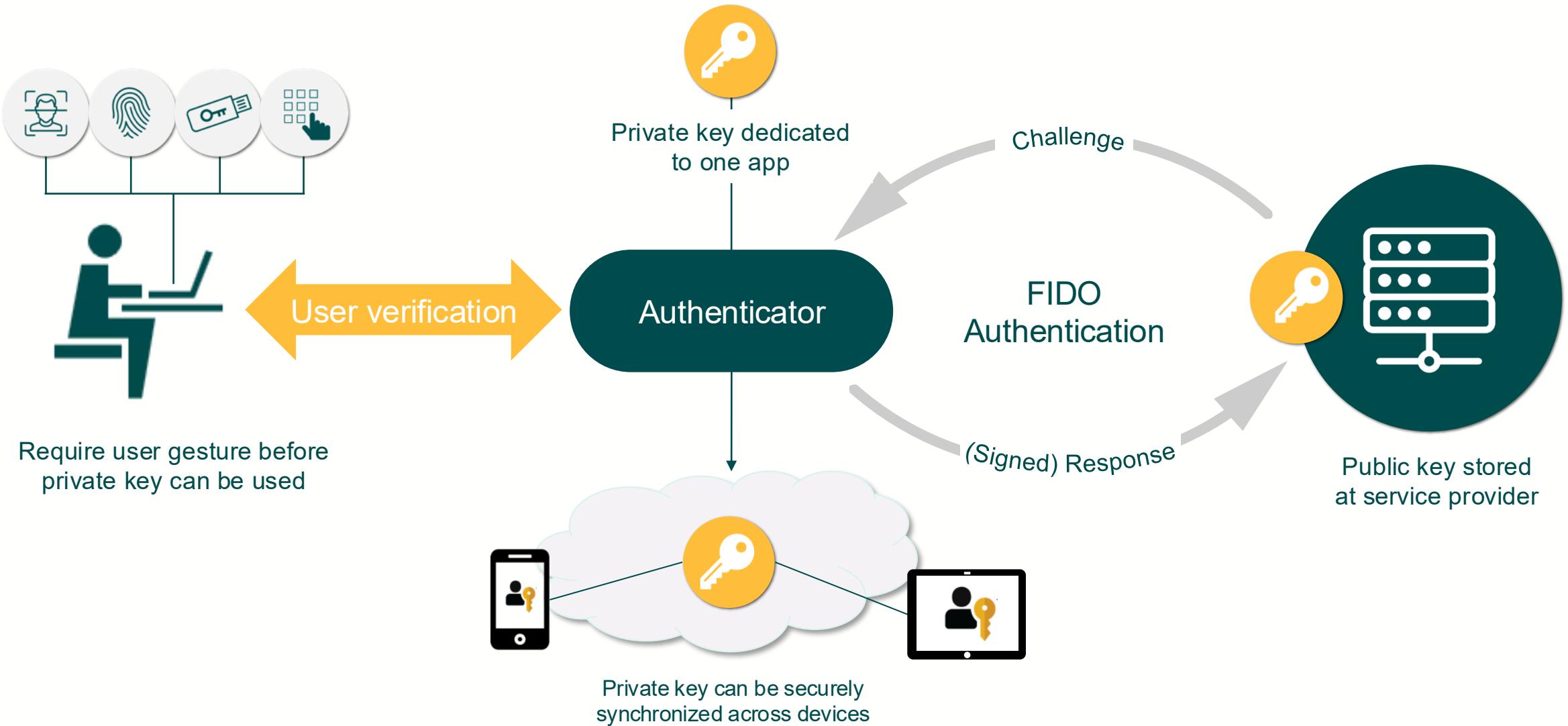
Increase in identity-related  
cloud incidents in 2024 vs 2023  
(Crowdstrike)

**4151%**

Rise in malicious phishing  
emails since Q4 2022 &  
ChatGPT  
(SlashNext)

Easily phished or socially engineered, difficult to use and maintain

# Phishing-Resistant Authentication with Passkeys



Chrome on Windows

Chrome on Android

Apps on iOS

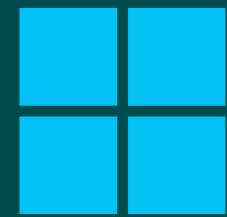
Chrome on Mac

Edge on Ubuntu

Edge on iOS

Apps on Android

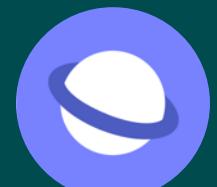
Safari on Mac



Available



Today!



Firefox on Windows

Edge on Android



Safari on iOS

Edge on Mac



Chrome on iOS

Apps on Mac

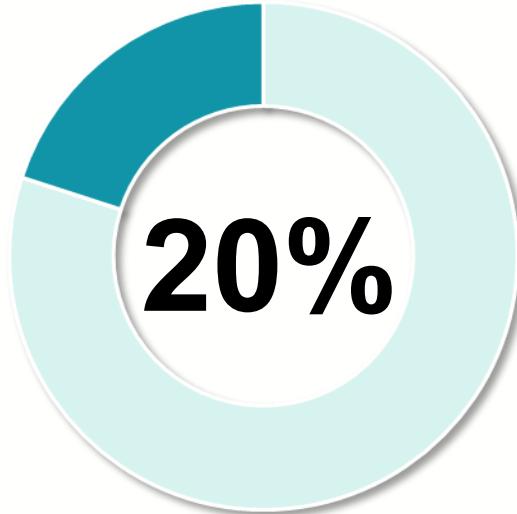


Chrome on Ubuntu

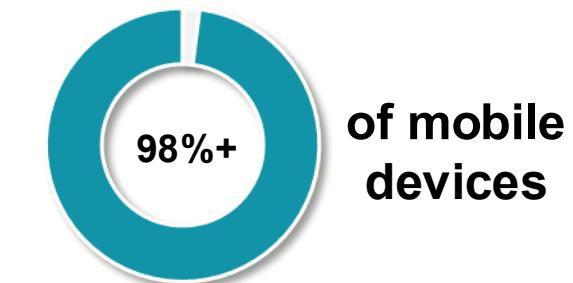
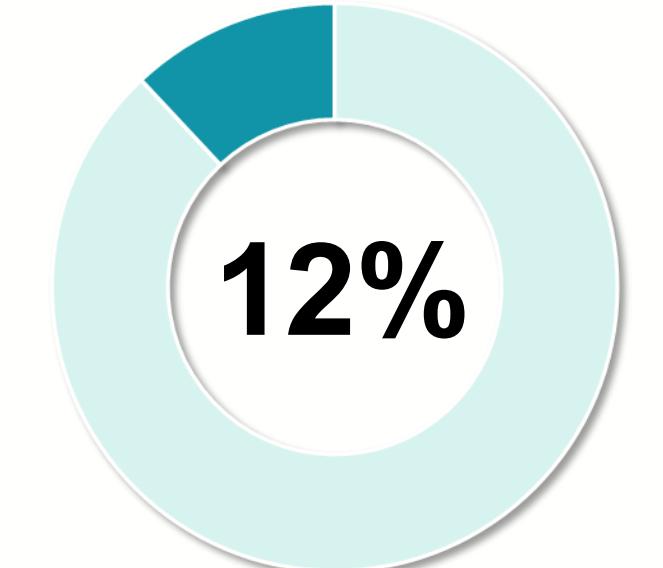
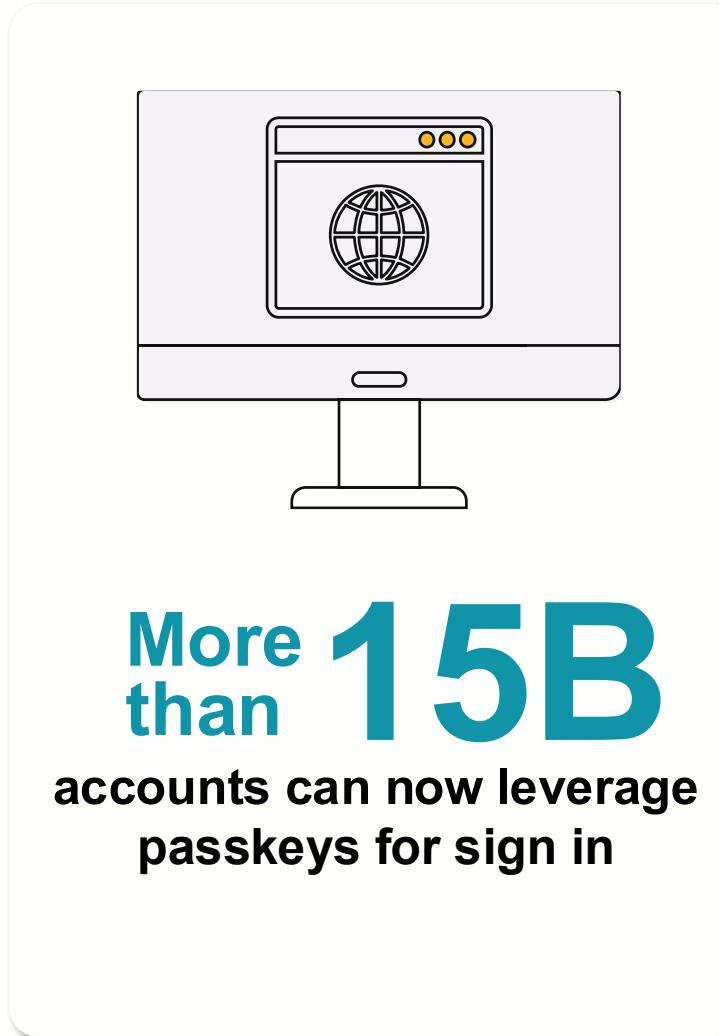
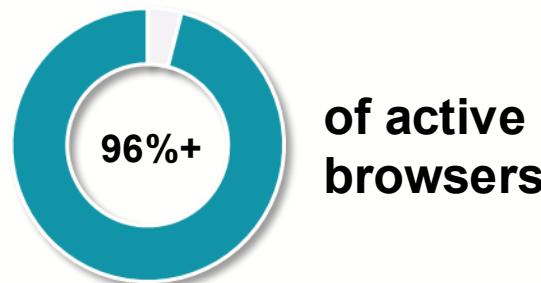
Edge on Windows

# Passkey adoption by the numbers

(Since October 2022)



of the world's top 100 websites and services



# Adoption Snapshots

## Consumer



PlayStation®



## Enterprise



DocuSign



T Mobile

## Government



Australian Government





## **Certification unlocks the value of open standards**

Ensures interoperability,  
security and usability of  
products, services and  
components

### **Conformance-oriented testing:**

- Ensures products adhere to specifications
- Promotes ecosystem interoperability

### **Performance-oriented testing:**

- Measures strength of biometric capabilities
- Validates performance and compliance with companion security programs
- Complements industry testing schemes



## Certification unlocks the value of open standards

Ensures interoperability, security and usability of products, services and components



1,200+ FIDO Certified products

# FIDO Certification Programs

## User Authentication

- Functional Certification
- Authenticator Level Certification

## Biometric Components

- Biometric Component Certification

## Identity Verification

- Face Verification Certification
- Document Authenticity Certification

## Device Onboarding

- FIDO Device Onboard Certification



# Certification Business Benefits



Standardization  
for industry



Market  
differentiation

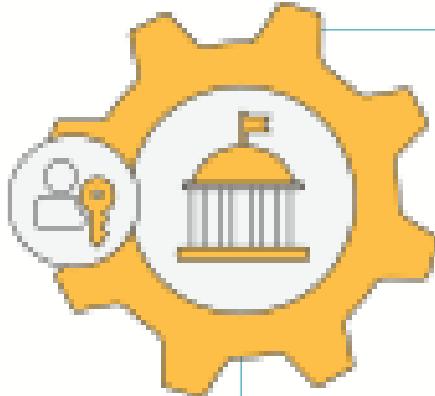


Regulatory  
compliance



Consumer &  
Enterprise protection

# FIDO's Role in Government Policy



FIDO specifications offer governments newer, better options for strong authentication...

...but governments have had to update some policies to support the ways in which FIDO is different.

As technology evolves, policy needs to evolve with it.



# Regulatory recognition of synced credentials

## Per CISA:

- Manufacturers should seek to increase MFA enrollment among their customers across the board, with an emphasis where possible of **adopting phishing-resistant MFA** and increasing enrollment by administrators.
- Other phishing-resistant forms of authentication, such as passkeys, meet this definition even if they are the sole form of authentication.



NIST Special Publication 800  
NIST SP 800-63Bsup1

## Incorporating Syncable Authenticators Into NIST SP 800-63B

*Digital Identity Guidelines — Authentication and Lifecycle Management*

Ryan Galluzzo  
Andrew Regenscheid  
David Temoshok  
Connie LaSalle

This publication is available free of charge from:  
<https://doi.org/10.6028/NIST.SP.800-63Bsup1>



Amends NIST SP 800-63-3 effective **immediately** to recognize synced authenticators at AAL2

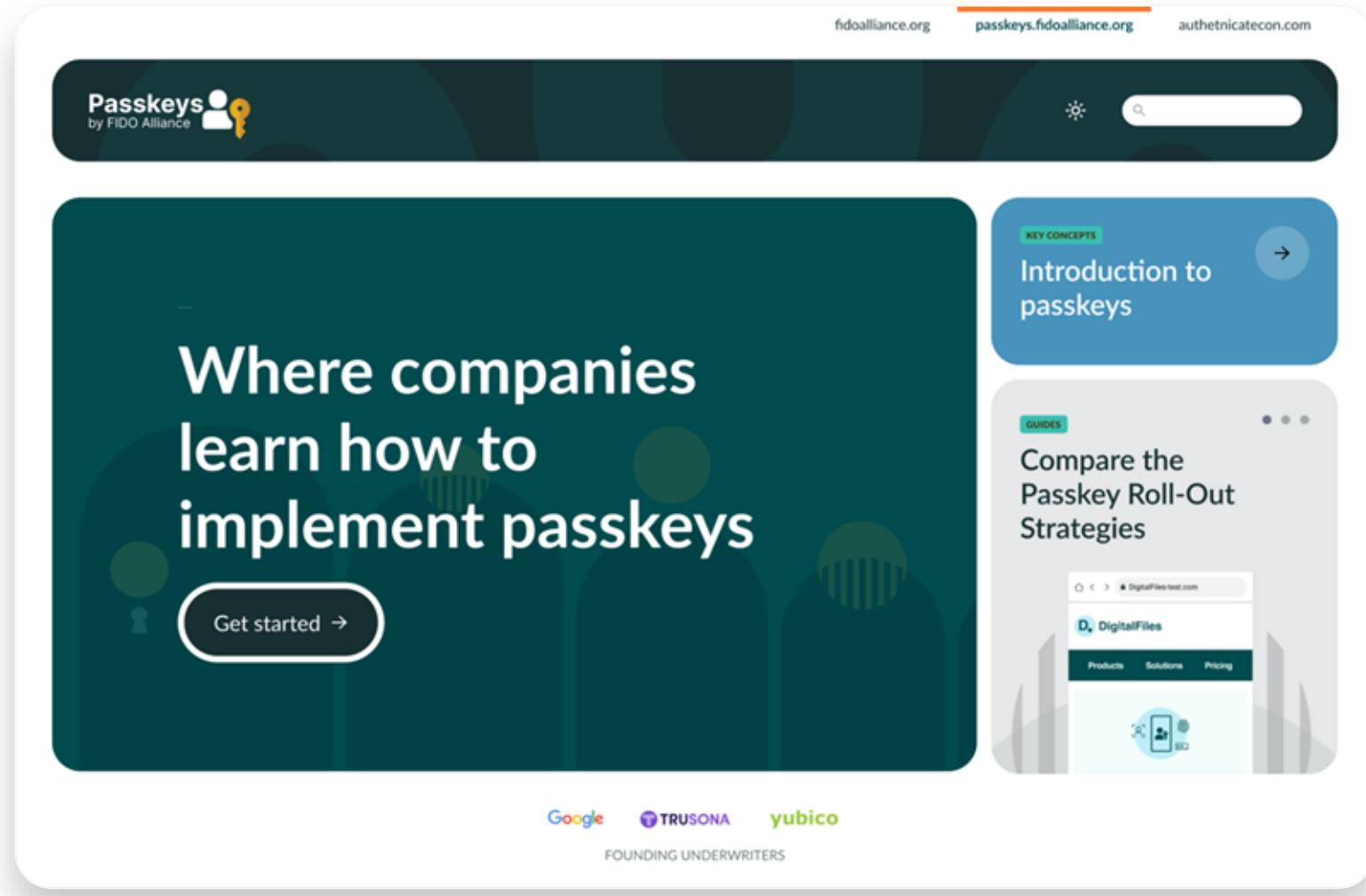
# New Resource: Passkey Central

**The #1 global resource for passkeys:**

- Trusted
- High traffic
- Authoritative
- Comprehensive
- Content not found elsewhere

**By the numbers**

- Available in four languages
- 60+ pages of cohesive content
- Dozens of new infographics
- Helpful downloads like Cost Worksheets and sample slide decks for RPs
- End-to-end deployment guides



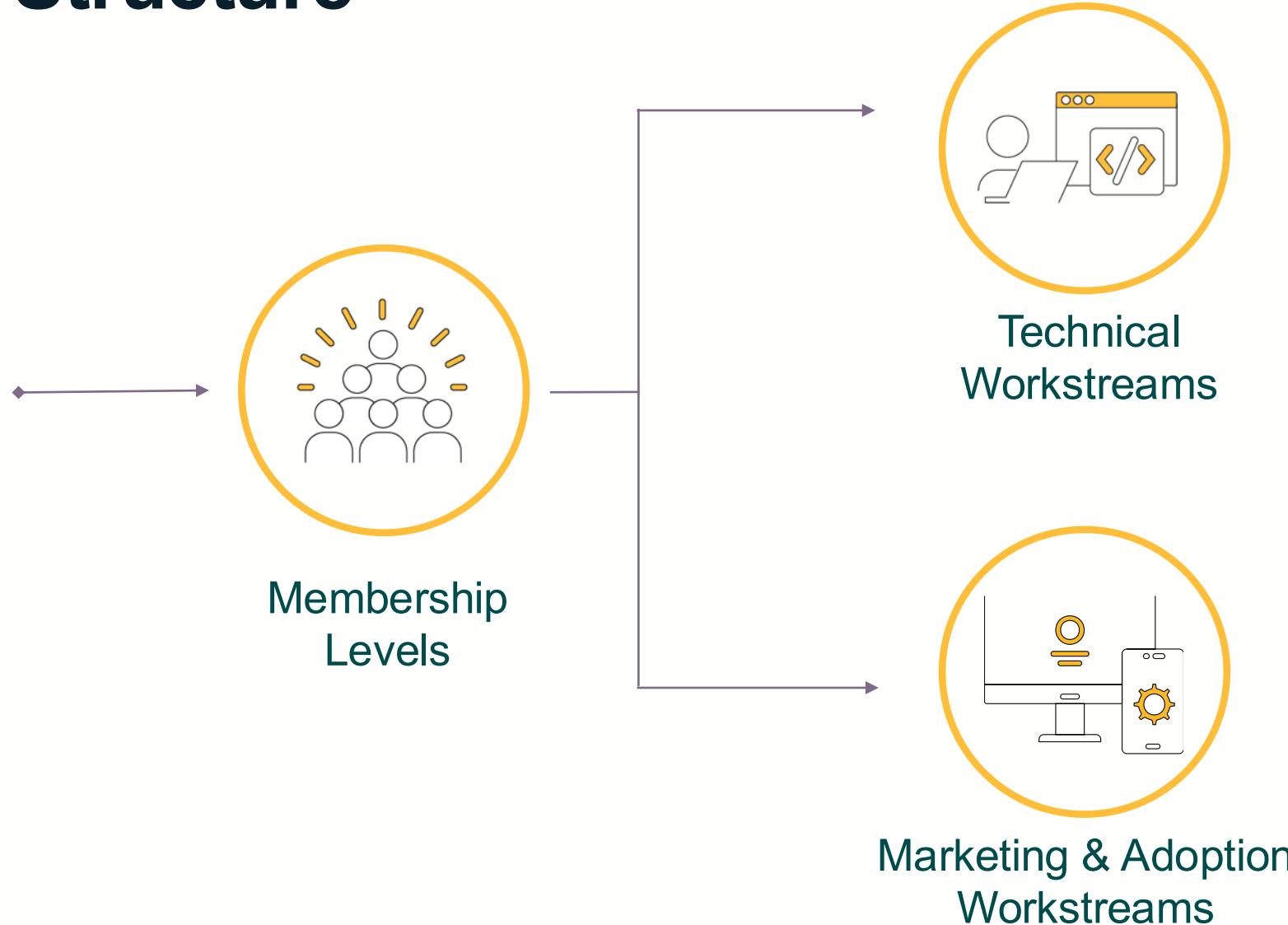
The screenshot shows the Passkey Central website. At the top, there are three navigation links: fidoalliance.org, passkeys.fidoalliance.org, and authenticatecon.com. The main header features the "Passkeys by FIDO Alliance" logo. Below the header, a large teal-colored section contains the text "Where companies learn how to implement passkeys" in white, with a "Get started →" button. To the right, there are two smaller sections: "KEY CONCEPTS" with a link to "Introduction to passkeys" and "GUIDES" with a link to "Compare the Passkey Roll-Out Strategies". At the bottom, there is a footer with logos for Google, TRUSONA, and yubico, and the text "FOUNDING UNDERWRITERS".

Visit <https://passkeycentral.org>

# FIDO Alliance Organizational Overview



# FIDO Alliance Structure



# Membership Levels

## Board

Sets strategy and overall direction for Alliance

## Sponsor

Leads development through FIDO working groups and in marketplace

## Associate

Networking opportunities at member events; participate in broader ecosystem

# Technical Working Groups

- Universal Authentication Framework (UAF)
- FIDO2
- Metadata Service (MDS)
- Device Onboarding

Individuals participating in these groups must acknowledge the IPR Promise their company agreed to when they joined FIDO

# Certification-Focused Working Groups

- Security & Privacy Requirements (SPWG)
- Certification (CWG)
- Biometrics (BWG)
- Identity Verification & Binding (IDWG)

# Deployment Working Groups

- Consumer Deployment (CDWG)
- Enterprise Deployment (EDWG)
- Government Deployment (GDWG)
  - US Government Deployment Subgroup
- User Experience (UXWG)
- Payments Working Group (PWG)



# Regional Working Groups & Forums

**Regional Working Groups are established in strategic parts of the world to educate key stakeholders and policymakers locally**

FIDO China Working Group

FIDO Europe Working Group

EU ID Wallets Subgroup

FIDO India Working Group

FIDO Japan Working Group

FIDO Korea Working Group

FIDO Taiwan Engagement Forum

APAC Marketing Forum

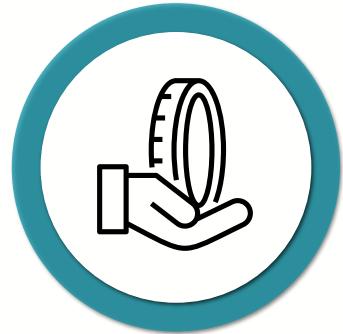
# Special Interest Groups

- Informal member-driven group to enable companies with common interests to discuss FIDO-related matters
- Any Board/Sponsor level member can propose a SIG
- Charter must explicitly state who can/can't participate
- Current SIGs are:
  - Financial Services SIG
  - Credential Provider SIG
  - Large RP SIG
  - Hardware Security Key SIG
  - Automotive SIG

# Study Groups / Committees

- Study Groups and Committees are formed within FIDO Alliance from time to time to tackle key topics and/or to inform long-term strategy
- Current examples include:
  - Trust Signals Study Group
  - RP Deployment Trends Committee
  - Digital Credentials Committee

# Web Payments Security Interest Group (WP-SIG)



- Co-led by W3C, FIDO and EMVCo
- Administered by W3C
- Option to request to join as FIDO member on Causeway

Established to enable all three groups to talk under the same confidentiality arrangement about matters related to secure web payments

# Participation, Marketing and Commercial Benefits

	Board	Sponsor	Government	Associate
Sets the strategic direction of the Alliance	✓			
May contribute to specification requirements & development	✓	✓	✓	
May participate in WGs	✓	✓	✓	
May take advantage of member-only co-marketing opportunities	✓	✓	✓	✓
Eligible for FIDO certification discounts and promotional activities	✓	✓	✓	✓
Eligible for discounts on event sponsorships	✓	✓	✓	✓
May attend and participate in any plenary meeting	✓	✓	✓	✓

# Get Involved with FIDO Alliance to...



Develop and share best practices with other experts from peer organizations



Bring technical, policy and business requirements to FIDO specifications & initiatives



Showcase your company's thought leadership



Take part in FIDO Alliance's worldwide market development programs



Receive discounts and co-marketing support for FIDO Certification

# Additional resources

## Membership benefits:

[More info](#)

## Email:

[info@fidoalliance.org](mailto:info@fidoalliance.org)

## Twitter:

[@FIDOAlliance](https://twitter.com/FIDOAlliance)

## LinkedIn:

[linkedin.com/company/the-fido-alliance](https://linkedin.com/company/the-fido-alliance)



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**Andrew Shikiar**

Executive Director & CEO

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[andrew@fidoalliance.org](mailto:andrew@fidoalliance.org)

+1-310-489-3159



# Thank you