

Authentication Solution Brief

Internet-Scale Authentication Platform Ensuring Trusted Engagements – Always Know Who's There

Key Authentication Challenges for Organizations

Organizations face significant challenges as cyber-attacks continue to evolve, targeting individuals and corporations through social engineering, phishing and other methods with increasing sophistication. Traditional authentication methods, particularly those using username-password combinations, are proving inadequate, with over 80%⁽¹⁾ of attacks attributed to password vulnerabilities. Even additional security layers like OTPs remain susceptible to advanced threats such as real-time man-in-the-middle attacks.

To address these issues, organizations need a comprehensive future-proof solution that mitigates these vulnerabilities. The solution should provide robust security, reduce the reliance on passwords, resist phishing and social engineering attacks, and, above all else, improve user experience through seamless passwordless logins.

Organizations also need a solution that can manage the complexities of a passwordless deployment with sophisticated integration into existing identity infrastructure, allowing businesses to adapt to changing specifications without constant in-house development.

By adopting a robust passwordless platform, organizations can protect their brand, improve sign-up and sign-in KPIs, reduce IT costs, and delight users while future-proofing authentication systems.

Highlights

- The Original FIDO-Based Passwordless Provider
- FIDO Certified Server
- Self-Managed or aaS – with feature parity
- Adaptive Rules Engine
- Intelligent Credential Detection
- Quick Authentication
- Robust APIs and SDKs
- Built-in Attestation & Logs for Auditing

The Original FIDO-Based Passwordless Provider

As a thought leader and co-founder of the FIDO Alliance, Nok Nok has played a pivotal role in shaping global authentication standards. As a result, FIDO passkeys are now widely adopted by tech giants such as Apple, Google, and Microsoft. The innovative approach to passwordless authentication empowers enterprises to transition from traditional passwords to robust passwordless authentication using passkeys and advanced technologies.

Nok Nok's platform streamlines the implementation of passkeys by enabling quick deployment and seamless integration with existing systems. It features adaptive authentication rules that allow organizations to transition users from passwords to passkeys without altering application code, improving authentication processes while maintaining compatibility with current identity infrastructures. The Nok Nok platform supports FIDO authentication across various operating systems, browsers, and devices while ensuring secure and flexible authentication for customer and workforce use cases.

By enhancing user experience and reducing cybercrime risks, Nok Nok has become a trusted partner in industries such as financial services, e-commerce, and mobile network operations.

50+

FIDO AND
AUTHENTICATION PATENTS

99%

AUTHENTICATION SUCCESS
RATE

90%

REDUCTION IN ACCOUNT
RECOVERIES

10000000000+

DAILY PASSWORDLESS
AUTHENTICATION





The Nok Nok Difference - Secure, Scalable, and Customizable

Deliver Passwordless to All

Nok Nok's passwordless authentication platform provides robust security and user experience while reducing operational costs. The platform addresses the complexities of passwordless authentication and offers easy integration tools for mobile and web apps across different devices and systems. Deployment can be done through an on-premise private cloud or an authentication cloud service.

By setting the industry standard for passkeys, Nok Nok protects against common attacks like phishing, social engineering, and other ATO attacks, improving overall security. With support for device-bound and synced passkeys, the platform exceeds regulatory compliance and reduces password management and account recovery costs, helping organizations modernize their authentication processes securely.

Additionally, Nok Nok's adaptive authentication engine allows for flexible policy management without requiring code changes, making authentication journeys adaptable to various use cases. This approach helps businesses navigate from legacy to passwordless with reduced development and maintenance costs.

Protect Applications, Data and Services

The Nok Nok platform was developed to help organizations upgrade to passwordless authentication without significant changes to the current infrastructure, facilitating a smooth transition to passkeys. The platform seamlessly integrates with CIAM/IAM systems, supporting FIDO, passkeys, SAML, and OpenID Connect standards.





For developers, Nok Nok offers SDK's and headless widgets for adding passkey authentication to mobile and web apps. The Nok Nok Passport App is also available for those requiring a prebuilt authenticator application.

The Nok Nok approach supports the various FIDO authentication methods, including platform authenticators, cross-device authentication, and security keys, while accommodating different implementations across operating systems and browsers.

Eliminate Passwords and Increase Security

Nok Nok strengthens security by moving away from outdated authentication methods. However, the true enhancement in authentication security lies in adopting passkeys, which leverage advanced cryptographic technology for superior protection. This approach significantly modernizes authentication services.

The platform exceeds regulatory compliance while lowering security costs by eliminating password management. Nok Nok has undergone rigorous testing to validate our development to the highest quality standards, ensuring reliability and performance. This commitment to security is evident in the pending SOC 2 Type II certification and FedRAMP High and DoD IL5 assessments. Lastly, the platform is certified to the FIDO standards.

Not All Authentication is Equal

Nok Nok reduces organizational risk by using signals like location, device ID, device health, and an anomaly score during authentication. Adaptive authentication capabilities adjust security measures based on the risk associated with these signals, meaning organizations can skip extra checks for low-risk logins, implement step-up authentication for higher-risk activities, or even block access when necessary.

The platform also uses AI to detect available credentials on users' devices, making login faster and more successful. The approach improves user experience and security by matching authentication methods to risk levels.

The Passkey Implementation Experts

After more than 40 years of passwords and OTPs, authentication journeys and even identity architects often inherently assume the use of tokens. As a result, implementing a modern approach like passkeys involves more than just flipping a switch. As a key contributor to passkey standards, Nok Nok's platform is designed to handle the complexities of passkey implementation, making it easier to integrate and manage secure authentication solutions.

Nok Nok's solution is implemented by major global brands, each with tens of millions of customers and large workforces. The lessons learned from each customer engagement have continued to push development into a platform that the largest banks and mobile network operators trust.

This flexibility is crucial as not all users enable features like Windows Hello, and passkey providers may come from third parties like Apple and Google, requiring a solution that can handle diverse authentication scenarios across multiple platforms.

Nok Nok ensures a smooth transition to passkeys while meeting both security and user experience requirements. Our solution supports use cases for both customer and workforce workflows through a single platform.

Unmatched Scale

Nok Nok's highly scalable authentication platform handles internet-scale deployments with zero downtime. Our platform supports multi-tenancy, allowing separate user groups on a single server.

Developed for stability, scalability, and security, Nok Nok handles authentication for massive user bases without compromising performance. This scalability makes the platform ideal for enterprises with complex authentication needs and growing user populations, enabling organizations to implement strong, passwordless authentication confidently.

Take Guesswork Out of Day-to-Day Management

Nok Nok provides comprehensive reports on key performance indicators (KPIs) for authentication, comparing them to industry standards and suggesting improvements. These insights help organizations evaluate their authentication strategy's effectiveness, show its value, and help improve metrics.





With Nok Nok's built-in attestation, security teams can ensure the legitimacy of transactions. Plus, the platform ensures that only genuine and compliant devices are registered, enhancing security by preventing unauthorized or malicious devices from being used for authentication. Both capabilities are sure to help keep auditors happy.

Happy Users are Secure Users

The Nok Nok platform is designed to enhance security and user experience simultaneously. As a result, customers have seen significant benefits, including a 10% increase in sign-up success, a 60%+ reduction in new account creation time, a 90% decrease in account recovery requests, and over 99% authentication success rates.

The platform ensures organizations meet customer demands by supporting all major platforms like Windows, Mac, iOS, and Android while ensuring seamless integration across different apps and CIAM/IAM platforms.

Authentication Anytime, Anywhere

Nok Nok's authentication platform supports a wide range of use cases, including customer and workforce authentication. The approach to authentication means organizations can utilize Nok Nok for devices without native FIDO/passkey support, such as kiosk PCs and smart TVs, as well as for devices with native FIDO/passkey support, like browsers and mobile devices. The SDK includes a full FIDO stack that can be used on where apps can be installed, like smartwatches, older smartphones, and IoT devices.

Additionally, the platform provides a comprehensive authentication solution, making it ideal for industries like banking, telecommunications, e-commerce, and enterprise access. The flexibility of the Nok Nok platform allows organizations to improve security and user experience across various applications and devices.

ABOUT NOK NOK

Nok Nok lets you create safer, faster user experiences with key-based passwordless authentication based on the FIDO standards that enable compliance with global user and data privacy regulations. Nok Nok is the leader in passwordless customer authentication and is trusted by the biggest banks, telcos and fintechs including BBVA, Intuit, Motorola Solutions Inc., NTT DOCOMO, Standard Bank, T-Mobile, and Verizon. For more information, visit www.noknok.com.

