

## 2023 RSA ID IQ Report Infographic.

Growing numbers of users, new AI technologies, and increasing complexity are pushing us to the edge of a new era poised to fundamentally disrupt cybersecurity.

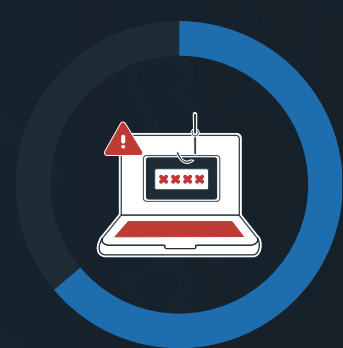
To prepare for this new era, RSA assessed human users' identity security knowledge, capabilities, and perceptions. From April through May 2023, over 2,350 people across more than 90 countries took the 2023 RSA ID IQ Quiz. Their answers demonstrate just how hard it is for users to keep pace with the massive shifts disrupting identity security, the ways that breaches can result from those disruptions, and persisting optimism regarding AI's cybersecurity potential.



More than **2,350 respondents** from across more than **90 countries** took the RSA ID IQ Quiz.

### Responses revealed that:

**Identity security knowledge gaps give cybercriminals an opening**  
What you don't know can hack you.



**64%**

did not select the best practice technologies for reducing phishing.



**63%**

of respondents didn't know the identity components needed to move toward zero trust.



**55%**

did not understand the full scope of how identity can improve an organization's security posture.

**Respondents trust technology with their security and privacy**

We need and trust AI to keep us safe.



**91%**

believed that AI can detect suspicious access attempts, identify irregularities.



**64%**

said they'd trust a computer or password manager with their banking information before their partner, closest friend, or financial advisor.



**Unmanaged devices are prime targets for identity compromise**  
If organizations don't act, BYOD will mean 'bring your own data breach'.

**72%**

believed that people frequently use personal devices to access professional resources.



**97%**

of cybersecurity experts believed that threat actors target unmanaged mobile devices<sup>1</sup>

The average user is

**6-10 times** more likely

to fall for an SMS phishing attack than an email-based attachment.<sup>2</sup>



**Fragmented identity solutions drive up costs, slow down productivity**  
You can't afford bad identity.



Nearly three-quarters either didn't know or significantly under-valued the cost of a password reset.

Each password reset costs upwards of \$70, resets can account for nearly half of all IT help desk costs.<sup>3</sup>

**\$70**



were prevented from accessing the systems needed to do their work at least once a week.

<sup>1</sup>Cybersecurity professionals believed that users opened more emails on their phones than on desktops, had more difficulty scrutinizing those emails on mobile devices, used personal devices to access professional resources, and/or that unmanaged devices don't have the same security capabilities as managed devices

<sup>2</sup>Zimperium 2023 Global Mobile Threat Report

<sup>3</sup>World Economic Forum

Identity is all or nothing. Get it all with the **RSA Unified Identity Platform**.

#### About RSA

The AI-powered RSA **Unified Identity Platform** protects the world's most secure organizations from today's and tomorrow's highest-risk cyberattacks. RSA provides the identity intelligence, authentication, access, governance, and lifecycle capabilities needed to prevent threats, secure access, and enable compliance. More than 10,000 security-first organizations trust RSA to manage 59 million workplace identities across on-premises, hybrid, and multi-cloud environments. For more information, go to [RSA.com](https://rsa.com)