

Yubico + Cloudflare

Make phishing defense seamless with Cloudflare Zero Trust and Yubico's best-in-class authentication security partnership

Making hardware keys accessible

Thwart phishing with improved authentication

Targeted phishing attacks, which aim to manipulate people into giving up sensitive information or access, are a dangerous threat vector for organizations of any size. While hardware keys are phish-proof and offer the best authentication, customers have argued that they can be costly and hard to implement.

Cloudflare's partnership with Yubico makes hardware keys more accessible and cost-efficient. The program makes keys available for any customer at 'good for the Internet' pricing, easily integrating with Cloudflare's Zero Trust service. Keys from Yubico will be accessible directly through the Cloudflare dashboard, to help customers mitigate [sophisticated attacks](#) and remove friction in adopting a hardware security key model.

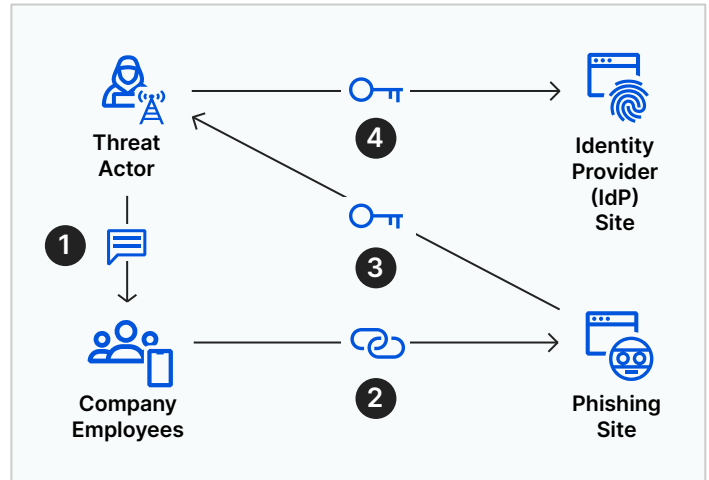


Figure 1: Anatomy of an SMS phishing attack. 1. Legitimate-looking text message sent. 2. Linked to legitimate-looking site. 3. In real-time, victim's credentials and time-based one-time passcode relayed. 4. Logs into real company IdP site.

Adopt best-in-class authentication and protection



An infallible MFA option

Hardware security keys use the [WebAuthn standard](#) to present a certificate to the authentication service to validate keys in a cryptographically secured exchange. This will prevent a phishing site from engaging in website spoofing.



Reduced friction

After enrolling one or more keys with their identity provider, users receive a prompt for an MFA option that can include the hardware key. This creates less friction, since any user will be able to simply tap on a key when logging in instead of fumbling for a code in an app.



Cost-effective

Cloudflare customers can claim this offer for YubiKeys directly in the dashboard for as low as \$10 per key, and get keys shipped from Yubico directly. Guidance will also be provided in the form of developer docs and support organizations to assist with the setup and integration.

Make security key deployment easy

Extend hardware security keys from Yubico with Cloudflare Zero Trust

Along with the organizations it protects, Cloudflare uses its own Zero Trust products internally to secure how users connect to the resources and tools they need. Our network evaluates each request or connection for signals like identity, device posture, and country. Administrators can build even more granular rules, applying only to certain destinations or particular requirements.

One of the main challenges of deploying security keys is physicality. Deploying hard keys is complex, since the core requirement is putting keys in the hands of users, at scale, and simplify enrollment. In collaboration with Yubico, we are offering YubiKeys to all customers, at cost — removing the barriers and hurdles that keep users and teams from being more secure or faster on the Internet.

“Yubico pioneered the modern security key, the YubiKey, and continues to set the industry standard, protecting enterprise customers and consumers from security threats. Today’s attacks require modern MFA. Working with Cloudflare will help get more Security Keys and YubiKeys into the hands of their customers, to deliver on the combination of phishing-resistant MFA and provide peace of mind.”¹

Stina Ehrenvard, CEO and co-founder at **yubico**



About Yubico

Yubico, the inventor of the YubiKey, makes secure login easy and available for everyone. Since the company was founded in 2007, it has been a leader in setting global standards for secure access to computers, mobile devices, servers, browsers, and internet accounts. Yubico is a creator and core contributor to the FIDO2, WebAuthn, and FIDO Universal 2nd Factor (U2F) open authentication standards, and is a pioneer in delivering modern, hardware-based authentication security at scale.

Thwart phishing attacks

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1. Cloudflare press release, September 29, 2022, "Cloudflare Democratizes Spoof-Proof Security; Makes Hardware Security Keys More Accessible Than Ever for Millions of Customers Because it's Good for the Internet"