



5 Reasons to Choose Duo Over Free MFA

While free or low-cost multi-factor authentication (MFA) can be helpful for organizations with limited use cases and narrow security needs, many organizations find themselves needing a more robust solution to fully secure their workforce. Here are five reasons organizations choose Duo over free MFA.

1. Lower Total Cost of Ownership

Customers find Duo's setup, management and support costs are often much lower than other security solutions. Our per-user licensing, which protects unlimited applications and access through Duo's single sign-on (SSO), comes with no hidden costs. Organizations like **Sentara Healthcare** reduced operational costs and administrative time by at least 75% with Duo.

It's not uncommon for a company to roll out Duo to thousands of users and only receive a handful of help desk tickets. Other support needs, like password resets, also often decrease after a Duo rollout.

2. Complex Environment

Organizations that have complex environments find that Duo is a great fit, for example:

- Hybrid mix of cloud, on-premises and custom applications multiple Identity Providers or VPNs
- Geographically distributed workforce
- Contractors and vendors
- Growth from mergers and acquisitions

We design security for the tough cases because rarely is a little security good enough. Our customers find access, productivity and security all improve immensely with Duo—a rare trifecta!

3. Integrates With Everything

Being system agnostic means Duo integrates with the broadest range of platforms and applications. Customers like that they aren't forced to pick and choose which applications to secure based on their security vendor.

You can easily protect cloud applications, VPNs, CRMs, on-premises and custom applications. We have many native integrations and are unique in our ability to protect RDP, Windows Offline and SSH logins.

4. Ease of Use

Duo can protect even the most complex applications in a matter of minutes, and admins find our portal easy to use. As one customer said, "Every software vendor says they are easy. This is the first product that delivers." IT teams and end users love how flexible and easy Duo is to use.

"The City and County of Denver rolled out MFA to over 18,000 users in less than three months with minimal impact to our IT help desk."
– Paul Kresser, Chief Data Officer, City & County of Denver

5. Device Trust

Duo continuously inspects each device at every access attempt and can enforce hygiene requirements, such as requiring an up-to-date browser or operating system. It can identify which devices are managed by the company and which are not.

Duo's policy engine allows admins to define access policies by user group and per application. Best of all, no agents are required to be deployed on the endpoints.



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