WHY IDENTITY MANAGEMENT MATTERS
5 stats that prove identity security needs to be a bigger priority

1. **Enterprise Growth in Identities**
   - 81% of IT security professionals said the number of identities in their organizations has at least doubled over the past decade.
   - *Identity Defined Security Alliance*

2. **Preventable Identity Breaches**
   - 79% of organizations have experienced an identity-related security breach in the last two years.
   - 99% believe their identity-related breaches were preventable.
   - *Identity Defined Security Alliance*

3. **Privileged Identities a Top Target**
   - 74% of data breaches involve access to a privileged account.
   - *Centrify*

4. **Poor Password Habits**
   - 73% of people use the same password for multiple sites.
   - 33% use the same password every time.
   - *DigiCert*

5. **Cost of Identity Mismanagement**
   - $51-$72 billion in losses to the worldwide economy could be eliminated through the proper management and protection of identities.
   - *AIR Worldwide*