



**Enterprise**  
**Passwordless**  
**Authentication**

**Be Breach Ready**

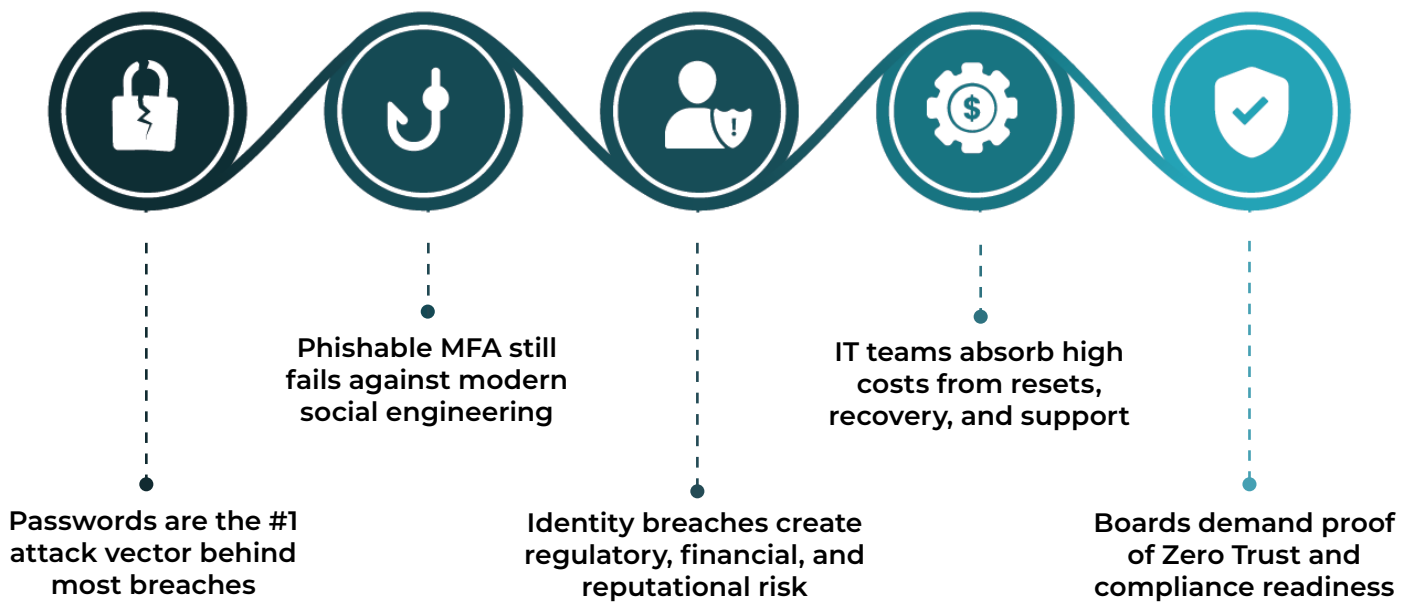
# Modern Identity Security Without Passwords

## Executive Summary

Passwords and traditional multi factor authentication are no longer sufficient to protect enterprise identities. Phishing, credential theft, and software supply chain attacks continue to bypass legacy controls, while password resets and user friction drives up cost and risk.

PureID eliminates passwords entirely and replaces them with cryptographic, Zero Trust authentication designed to be breach resilient, privacy first, and easy to adopt. The result is stronger security, lower operational overhead, and better user experience, without replacing existing IAM systems.

## The Business Problem



## The Pureid Solution

PureID delivers passwordless identity access using device bound cryptographic keys and continuous verification. There are no shared secrets, no stored passwords, and no reusable credentials for attackers to exploit. PureID enforces Zero Trust by design, verifying every user, device, and request, every time.

# Key Executive Benefits



## Eliminate Credential Based Risk

- No passwords or phishable MFA
- Immune to phishing, replay, and credential theft
- Removes the primary breach entry point
- Risk based policy enforcement



## Breach-Resilient by Design

- No storage of passwords or PII on authentication servers
- Cryptographic proof replaces stored secrets
- Even if systems are compromised, attackers gain nothing of value



## Lower Cost, Higher Productivity

- Fewer password resets and helpdesk tickets
- Faster, frictionless user access
- Reduced operational and support overhead



## Zero Trust Without Disruption

- Works with existing IAM platforms via APIs
- Deploys across cloud, hybrid, and on-prem environments
- Acts as an IAM firewall, not a rip-and-replace solution



## Compliance and Privacy by Design

- Supports GDPR, HIPAA, ISO 27001, DPDP Act
- Data minimization and full auditability
- Simplifies regulatory and audit readiness



## Ideal for Organizations That

- Face persistent phishing and identity attacks
- Operate in regulated or high-risk industries
- Are adopting Zero Trust or passwordless strategies
- Need stronger security without user friction

# Why PureId

Most identity solutions attempt to strengthen passwords. PureId eliminates them. By combining password less authentication, Zero Trust enforcement, and cryptographic resilience, Pure enables organizations to secure identities, protect digital assets, and demonstrate trust at scale.

## **About ColorTokens:**

ColorTokens is a leading provider of enterprise microsegmentation and breach containment solutions, dedicated to making organizations “breach ready.” By preventing the lateral spread of ransomware and advanced malware, ColorTokens protects complex network infrastructures through its innovative Xshield™ platform. The platform visualizes traffic between workloads, OT/IoT/IoMT devices, and users, enabling the enforcement of granular micro-perimeters, swift isolation of critical assets, and effective breach response. Recognized as a Leader in the Forrester Wave™: Microsegmentation Solutions (Q3 2024), ColorTokens delivers proactive security that prevents disruptions and safeguards global enterprises. For more information, visit [www.colortokens.com](http://www.colortokens.com).