

The background consists of three large, overlapping triangular shapes in a vibrant green color. These shapes are arranged in a way that they create a sense of depth and movement. The largest triangle is on the left, pointing downwards. A second triangle is positioned above it, pointing upwards. The third triangle is on the right, pointing downwards. The white space between these green triangles creates a complex, geometric pattern.

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Everything you need to know about working at Yubico!

At Yubico, people come first. Our business is built around protecting people online, and we deeply care for the people here at Yubico who help make this possible every day.

We value a diverse team because we believe we're better when we have different minds with new ideas collaborating and creating at our table. Together, we're committed to developing new technologies to solve one of the internet's biggest problems (passwords!) and make it a safer place for all.



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Yubiquity

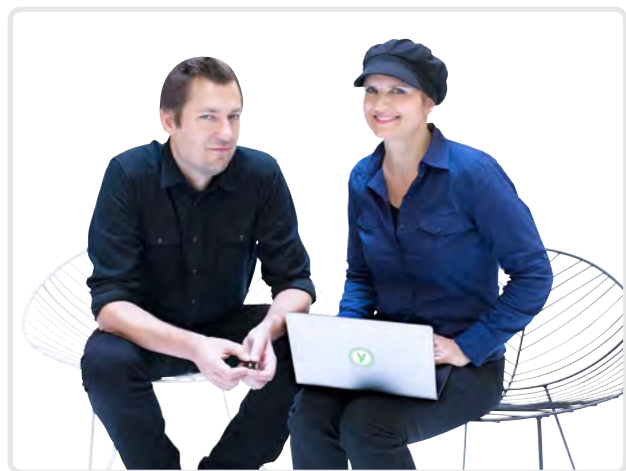
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History

Protecting people

In the year 1747, engineer Augustin Ehrensvärd was assigned to design a fortress to protect Sweden against foreign attackers. Regarded as one of the most innovative security technologies of its time, Ehrensvärd was made a count by the Swedish King for his achievement, and the fortress Sveaborg is today listed as a UNESCO World Heritage site.





Founders

250 years after Ehrensvärd starts to design the fortress, his direct lineage, young electronics and computer engineer Jakob Ehrensvärd, is tasked to design and build a security access control system for the largest nuclear plant in Sweden. At the same time, he starts dating Stina, a college student in Industrial product design, and he wins her heart by building a working prototype of one of her design projects.

Several years later, Stina calls up her online bank and, tells the customer service representative that she has a friend who says it will take him one day to write the code that could empty her bank account. When she asks what the bank is going to do about that she gets a clear message from the other side of the phone line: “Please tell your friend to not do that!”

What she did not tell the bank is that her friend is also her husband, Jakob, and the father to their three children.

The interaction with the bank and a series of other events inspires the idea of a new internet security technology that fraudsters and non-criminal experts like Jakob could not hack.

The First YubiKey

Jakob knew that any software downloaded on a computer or phone, even in the form of authentication apps and SMS, does not offer enough protection against modern phishing and man-in-the middle attacks. And the more secure hardware technologies, in the form of smart cards, were difficult to deploy and use, requiring readers, drivers, client software and certificate authorities.

To remove the need for these often cumbersome security technologies, Jakob came up with the innovative concept of an authentication device that acts as a standard keyboard. When the user touches a button on the device it generates a long string of encrypted one-time passwords, just as if it were typed on a keyboard.

The first working prototype was built with components from a standard USB keyboard, integrated into the casing of an off-the-shelf USB-memory stick with a hole drilled in it for the authentication touch button.

Based on feedback from prospective customers, we designed the thin, minimized, black design with capacitive touch and with no moving parts and named it the YubiKey.



From Stockholm

In 2007, Yubico is founded in Stockholm, Sweden, with the mission of making secure login easy and available for everyone, and the vision of enabling one single security key to access any number of online services. A year later, the YubiKey 1.0 is launched as the first step toward this goal.





To Silicon Valley

In 2010, Yubico is ten people with seed funding from Swedish angel investors. Google starts buying the YubiKey to protect their employees and we write the company's first business plan—to move to Silicon Valley and work closely with the internet thought leaders to further develop the YubiKey invention and scale it for all internet users.



Standards Journey

- 2011** The Ehrensvar family moves to Silicon Valley.
- 2012** A partner agreement is signed between Google and Yubico to co-create U2F, Universal 2nd Factor, mainly based on Yubico's inventions, with the YubiKey as the first reference design.
- 2013** The U2F technical specifications are contributed to the FIDO Alliance.
- 2014** Google launches U2F support in Gmail and Chrome.
- 2015** Dropbox, GitHub and Facebook add support for U2F.
- 2016** In the years that followed, Yubico initiated a close collaboration with Microsoft and other organizations in the FIDO Alliance to evolve U2F to support more authentication modalities.
- 2018** U2F evolves to FIDO 2 and WebAuthn, the world's first web authentication standard approved by global web standards organisation, W3C. FIDO2/WebAuthn supports single-factor, two-factor and multi-factor passwordless login.
- 2019** All leading platforms and browsers now support the FIDO/ WebAuthn standards. With critical contributions from Google and Microsoft, Yubico is the main inventor and driver of the standard.

The YubiHSM

The YubiHSM is our innovative lightweight approach to a Hardware Security Module that secures secrets on standard servers.

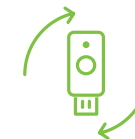
Sharing the same minimized hardware platform as our YubiKey Nano, it's a modern, simplified and affordable alternative to traditional HSMs. The product is not as well known as the YubiKey, nor deployed at the same scale, but is successfully used by leading technology companies and for protecting Yubico's own server infrastructure.





YubiEnterprise Services

YubiEnterprise Services offer flexible purchasing options and managed services to easily buy and deliver YubiKeys, globally and at scale.



YubiEnterprise Subscription

The [YubiEnterprise Subscription](#) service greatly simplifies authentication for organizations and enables time and cost savings.



YubiEnterprise Delivery

[YubiEnterprise Delivery](#) is a cloud-based service that streamlines distribution of YubiKeys to end users, serving both domestic and international locations including residential addresses.

Innovations

Protocols created

- The first and original one-touch, driver- and client-less authenticator, identifying itself as a standard keyboard.
- The revolutionary concept of one key to any number of services with no shared secrets; the core innovation behind the FIDO/WebAuthn standards
- Touch to sign for the PIV smart card and OpenPGP standards.

Form factors

- Designed the original USB-A, NFC, USB-C and Lightning security keys, and firmware stack.
- Thin and low profile design to fit nicely on a keychain and the nano designs for semi-permanent insertion in USB-ports

Manufacturing innovations

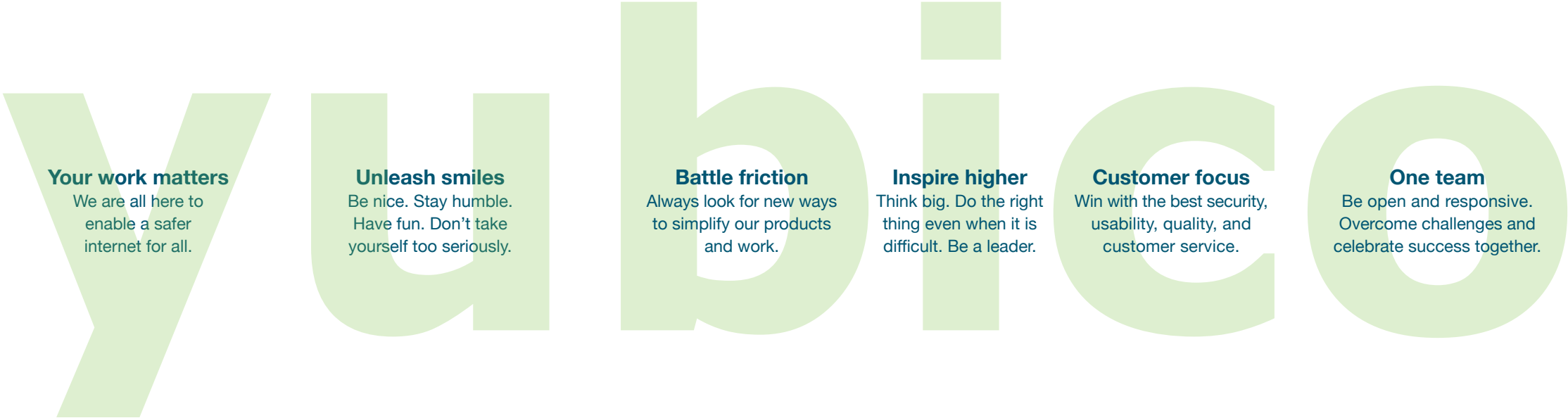
- Electronics design for hostile (electrical) environments
- Stem-cell firmware; no secrets shared with production partners
- Novel manufacturing methods for making security keys in a single injection-molded monoblock design, no moving parts, laser etchable, long-lasting, wear-resistant
- Revolutionary, semi-automated test equipment
- Mass last-minute customization, high density distribution, security appliance support
- Pre-registration system



Values

Values

In early 2018, when the team had just reached 100 people, we asked every employee what they liked about working for Yubico and what they thought would support success as our team and company grew. The most essential values were distilled into 6 core concepts, all starting with a letter of our company name. Today, these values continue to guide our decisions, how we reward team members and are the foundation to how and why we win.



Your work matters

We are here to make the internet safer for all.

We provide technology that has proven at scale to solve one of the biggest challenges in modern society. And our contributions expands beyond our own company and products; it is the foundation for the world's first web authentication standard, today enabling 3 billion people to be safer online.

Every person at Yubico is important to help develop a long term open, trusted internet. As part of this mission every year Yubico donates thousands of YubiKeys to journalists, dissidents and non-profit organisations committed to protecting a free internet and free speech. This is critical to safeguard the next generation of internet users, including Johanna, our founder's daughter pictured here.

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Unleash smiles

Be nice. Stay humble. Have fun. Don't take yourself too seriously.

Here at Yubico, we take security very seriously but we also know that to be successful, being respectful, acts of kindness and infusions of fun make our work more enjoyable.

Love and smiles are far more powerful than fear.

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Battle friction

We always look for new ways to simplify our products and work.

Simplicity is an expression of intelligence, and we strive to uncomplicate things wherever possible—in our own team work, and for our customers.

An example of a successful product simplification is the YubiKey USB-C nano. When a Google employee learned that the tiny knob he had on the side of his Macbook was a YubiKey he responded: “Oh I thought it was the new Apple iTouch feature!”. We are almost certain that the YubiKey smiled when it heard this. To be mistaken for an Apple user experience is a great recognition for a hardware authenticator!

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Inspire higher.

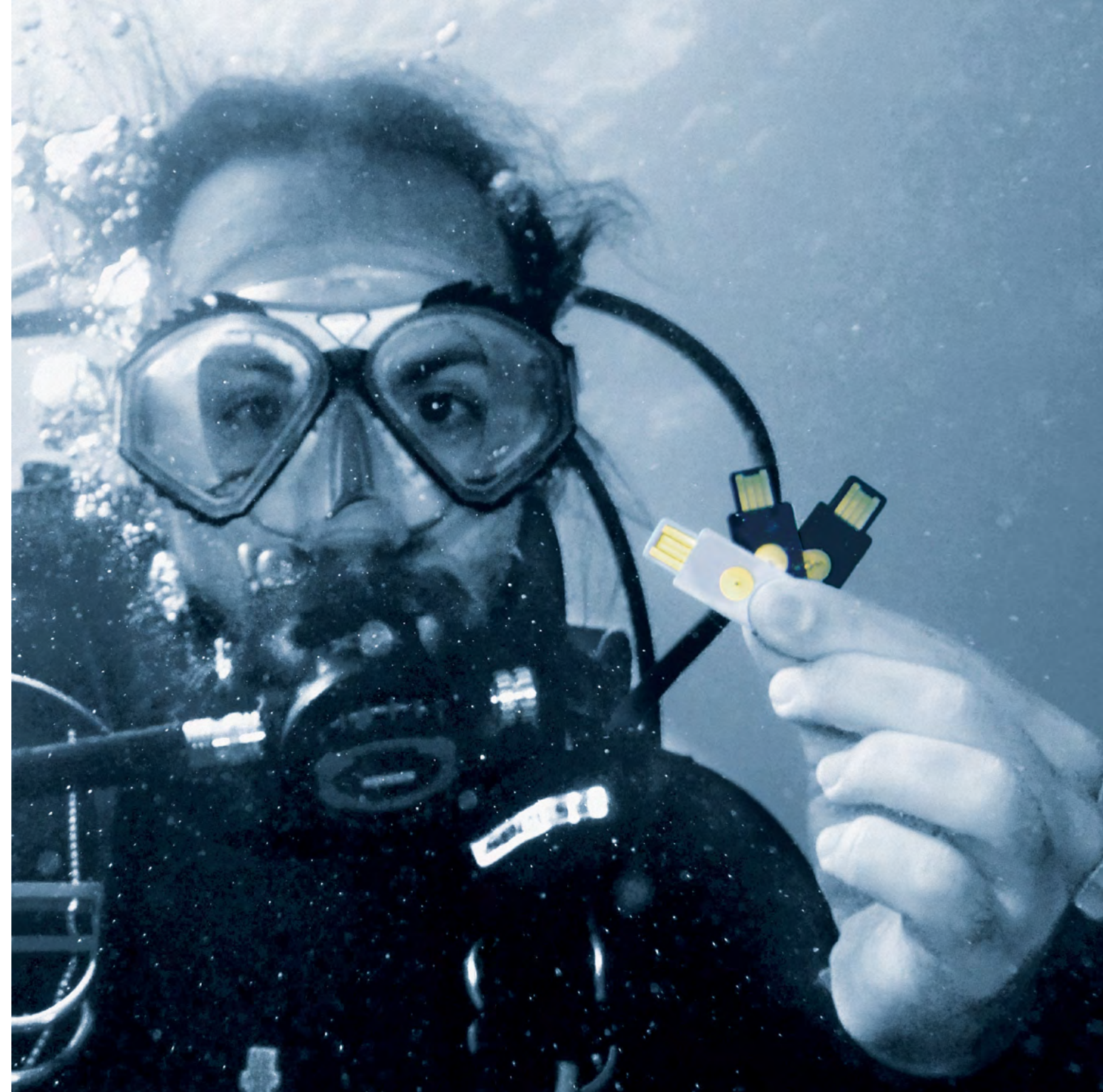
Think big. Do the right thing, even when it is difficult. Be a leader.

We set big goals and we execute on them. We pioneered a global standard and won the world's largest brands as customers and investors. We have done what others thought was impossible.

It all started with world-class security engineering and innovation. And our commitment to be transparent and operate at the highest ethical standard—to protect our people, brand and customers.

Alessio, pictured in this photo, is a principal engineer and is part of the team developing our cutting edge products that are changing the world.

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Customer focus

Win with the best security, quality, user experience and customer service.

Happy customers are the foundation of our success. And our customer experience with us are as important as the technology and solutions we provide.

An example is when Chris, solutions engineer, hand delivered YubiKey nanos to Netflix, and got a big hug from one of their engineers as an expression how much he loved our products and customer service.

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One team

Be open and responsive. Overcome challenges and celebrate success together.

No cubes. No empires. No politics. Yubico is one team with one goal—making the internet safer for all while building a happy and successful company.

We are an amazing combination of diverse backgrounds, ideas, skills, ages and cultures. We encourage debate but always try to understand each other and seek consensus when possible. We hold each other's backs and we all dig in when and where needed.

Together we win and become the star. Just like these YubiKeys in cool and colorful YubiStyle covers.

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Team



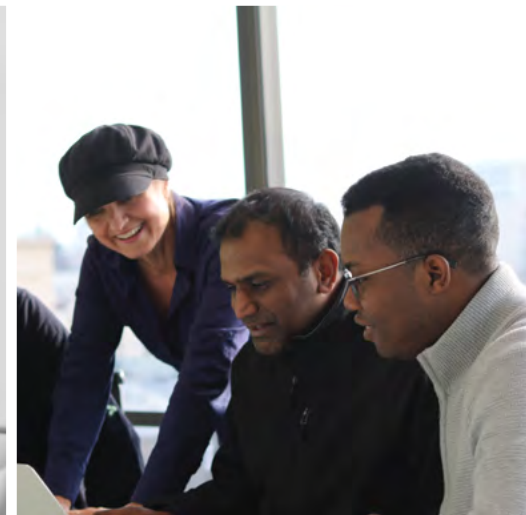
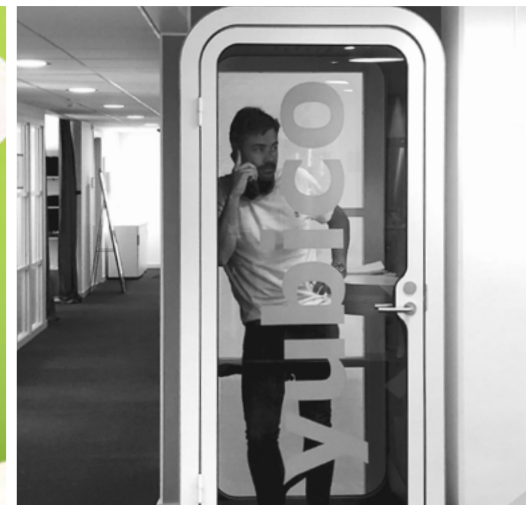
People

The people here at Yubico make the company. Beyond great products, we have a world-class team across all departments. Our global organization includes almost 400 people, representing about 30 different nationalities, based in 14 countries.

Offices

We have offices in Stockholm, Santa Clara, CA, and Seattle, WA, in addition to a few shared work spaces around the world.

Yubico offices are known for a simple, white and modern style and a lot of the furniture comes from our Swedish peer IKEA.



Manufacturing

Our products are manufactured in Sweden and California. Production is highly automated with emphasis on quality, mass volume, and best practice security processes.

1. Electronics assembly

Electronic components are mounted on circuit boards.

2. Plastic molding

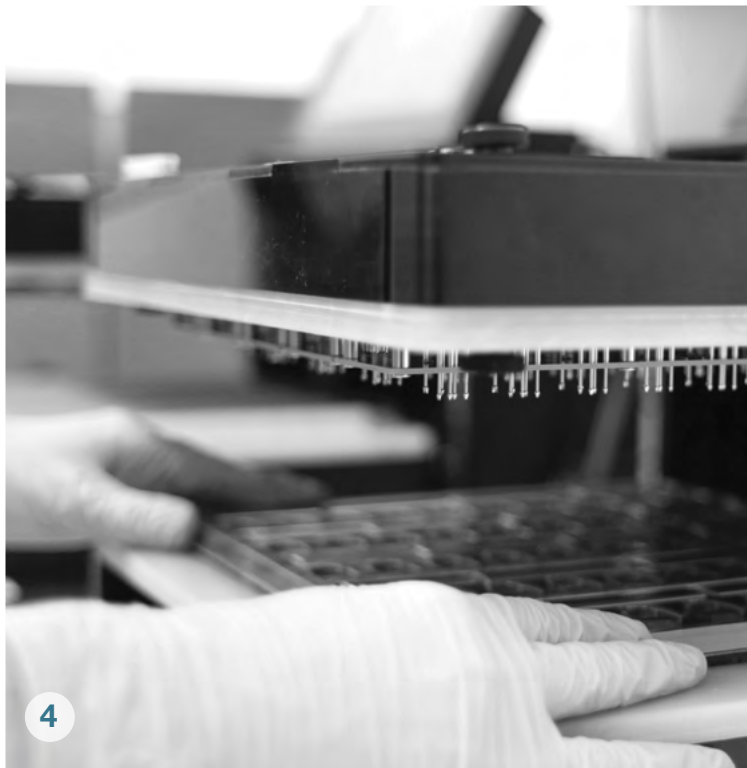
The circuit boards are molded into highly-durable plastic monoblock.

3. Laser etching

The products are laser etched with serial numbers, and for special orders, are etched with custom graphics.

4. Programming

50 YubiKeys can be configured in two seconds with cryptographic secrets controlled by customers.





Investors

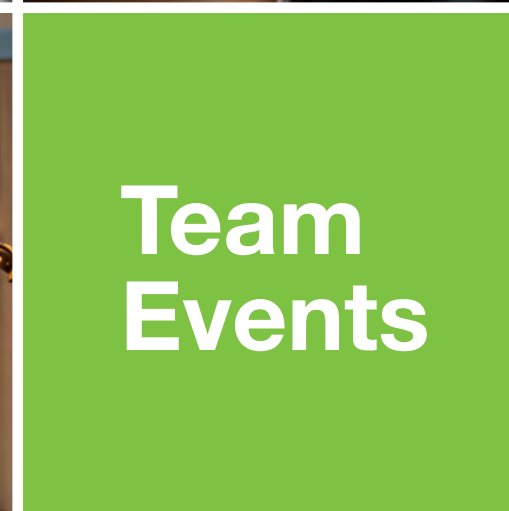
Yubico is owned by the team and great investors, including Swedish growth equity firm Bure, and Silicon Valley based firms Andreessen Horowitz, NEA, Meritech, and Sherpalo Ventures.



Fika

We meet regularly at our offices for what we in Sweden call fika.

Fika is a state of mind, an attitude and an important part of Swedish culture. It means making time for friends and colleagues to chat and share a cup of coffee or tea and a little something to eat.



Recognition

Awards



In the News

FORTUNE

BRIEFING • MICROSOFT

Forget Your Password at Microsoft Sites. Use a USB Key Instead

By Glenn Fleishman November 20, 2018

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TECH • APPLE

Security Firm Yubico Details A Hardware Authentication Key For Apple Devices Like the iPhone

By Jonathan Vanian January 8, 2019

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TECH • APPLE

Yubico's tiny YubiKey has the future of security all locked up



THE VERGE

THE BEST SECURITY KEY FOR MOST PEOPLE: YUBIKEY 5 NFC



YAHOO! FINANCE

Fireside Chat



Frederic Lardinois
Managing Director
TechCrunch
@flardinois



Stina Ehrensward
Founder + CEO
Yubico
@stinaeh

Fireside Chat with Stina Ehrensward (Yubico) | Disrupt Berlin 2018

eWEEK

Yubico Advances Strong Authentication Security With YubiKey Series 5

By Sean Michael Kerner | September 24, 2018



ZDNet

YubiKey: Protect your Facebook, Google, and other online accounts with this hardware authentication key



THE WALL STREET JOURNAL

GEAR & GADGETS

Passwords Aren't Enough. The Key to Online Security Is a Key.

These physical devices by Yubico and Google are helping guard you against online hackers. Just don't lose them

By Matthew Kitchen
Nov. 21, 2018 4:08 pm ET

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TEXT

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Inc.

Founder Profile

Stina Ehrensward Yubico

For donating cybersecurity resources to nonprofits that defend freedom of press, human rights, and election security, in a time when ransomware attacks are increasing.



YouTube



CBS THIS MORNING SECURITY INNOVATION ON DISPLAY CES EVENT UNVEILS THE LATEST AND GREATEST TECHNOLOGY

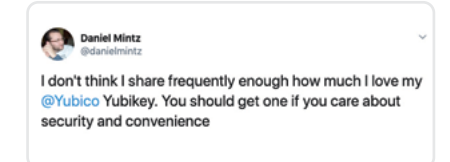
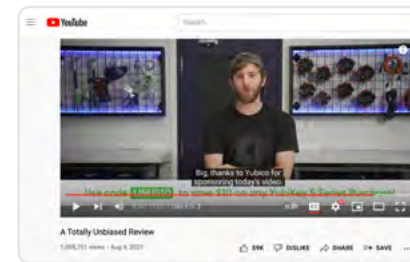
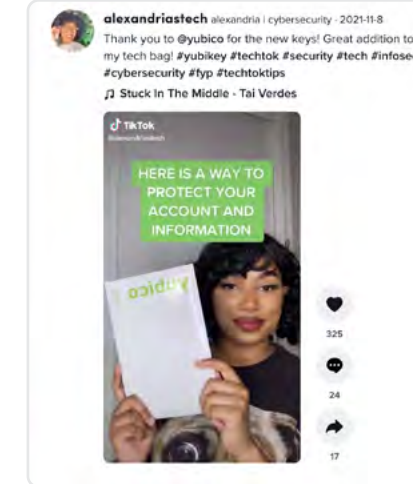
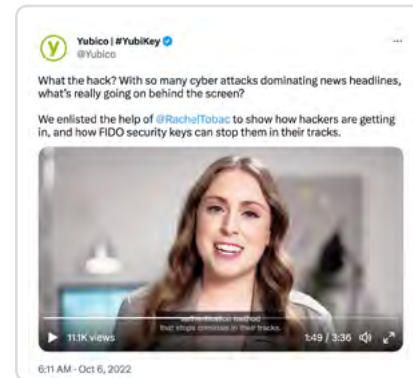
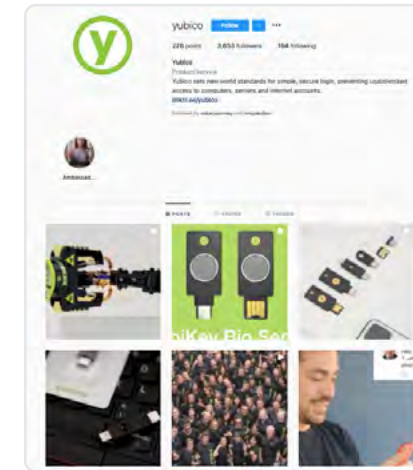
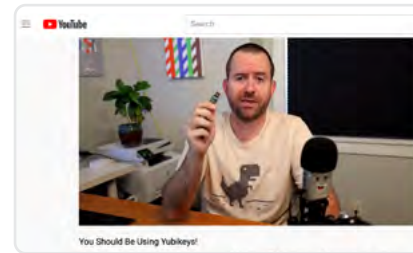
CNET Your guide to a better future

Tech • Mobile

New iOS Login Tech Makes It Super Hard to Hack Your iCloud Account

Hardware security keys are the gold standard for locking down your accounts. Like the related passkey technology, they can thwart phishing attacks, too.

On Social



Yubiquity

yu•biq•ui•ty

yōo'biqwədə

adjective

YubiKey present, appearing or found everywhere

noun

“The internet is safer for all thanks to yubiquity”

Synonyms: omnipresent, ever-present, present everywhere, everywhere, all-over, all over the place, pervasive, universal, worldwide, global

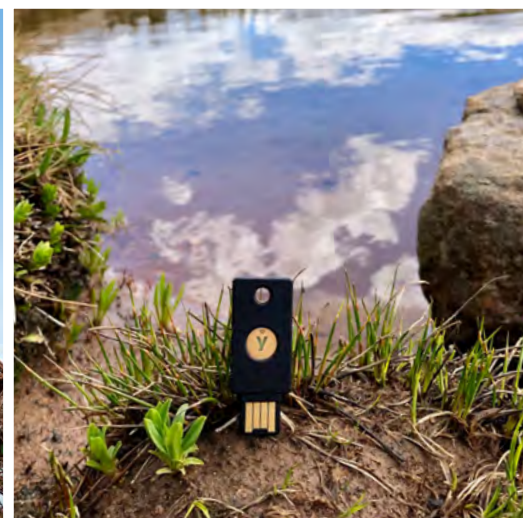
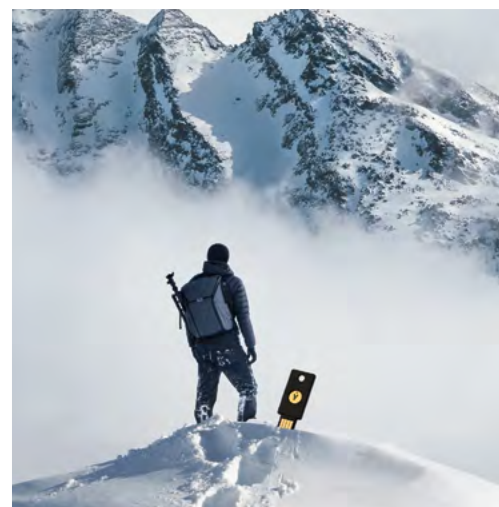
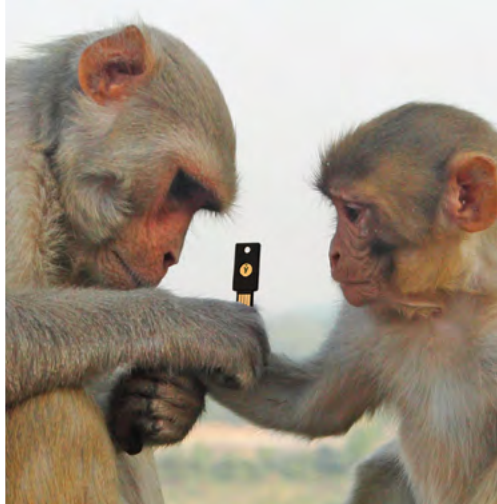
Our Name

Our company name, Yubico, and our first, and main, product—the YubiKey—were inspired by the word ubiquity. We wanted our brand to be friendly, unique, and hold the hidden promise of one day being present everywhere.

“

Say “YubiKey” aloud, and you might get a sense of the intention of Yubico, the company behind this USB hardware-based authentication key that’s stormed the internet by being very clever and working with open standards. Until recently, I’d only silently read the product name and didn’t get the pun until I spoke it—ubiquity.

–Glenn Fleishman, Fast Company





Why and how we make the
internet safer for all

March 2023 edition