



MINDIA

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# Identity Authentication Access (IAA) Intelligence Service

## Part of the Cybersecurity Service Area Package

Global, in-depth coverage of the identity, authentication and access technologies used by enterprises, SMBs and service providers to protect devices, networks, data centers, and the cloud.

Cybersecurity – Identity Authentication Access Intelligence Service

VMCIA



**Identity, authentication and access are at the heart of an organizations systems and core to interactions: identity is the perimeter. This is projected to increasingly come under attack in the next few years.**

**Don Tait**  
*Senior Analyst*

# IAA Technology Intelligence Service

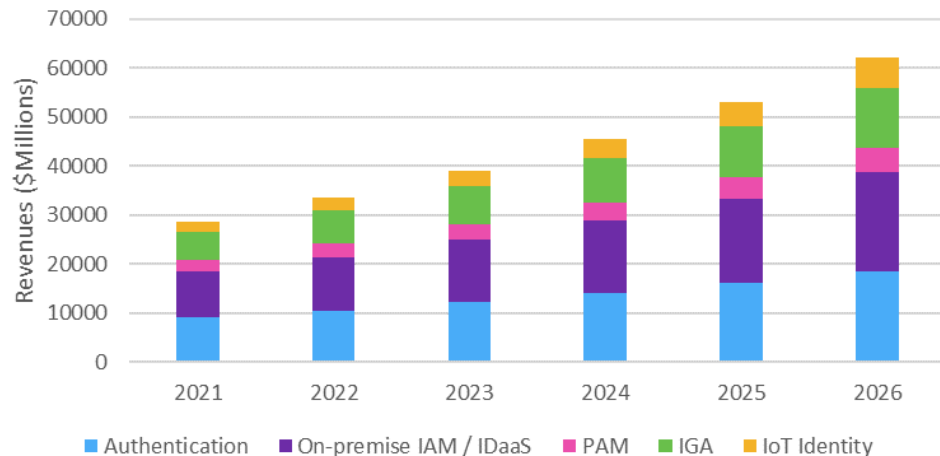
*Part of the Cybersecurity Service Area Package*

## HOW OMDIA HELPS YOU

- Identity, authentication, and access are at the heart of an organization's systems: identity is the new perimeter
- Gain detailed observations on capabilities within the relevant technology arenas, comparing and contrasting individual products
- Understand what decision-makers are taking into consideration for identity, authentication and access
- Get perspective on market adoption of technologies including on-premises and cloud identity, privileged access management, and more

## KEY QUESTIONS ADDRESSED

- What are the market sizes for authentication, IAM/IDaaS, PAM, and IGA? How will these markets develop in the next five years?
- What are the key trends driving change in within the identity, authentication and access space?
- Who are the leading vendors with the identity, authentication and access space?



# IAA Technology: Our Expert Analysts

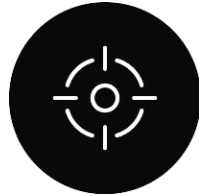


**Rik Turner**  
*Senior Principal Analyst*  
**Emerging Cybersecurity**



**Don Tait**  
*Senior Analyst*  
**Identity, Authentication, Access**

# IAA Technology: Deliverables



## MARKET TRACKERS

-- Biannually --

Worldwide and regional market size and share information, historic and forecasted through 2027



## SURVEYS

-- Annual --

In-depth interviews with technology buyers about their purchasing plans, drivers, challenges, etc.



## VENDOR BENCHMARKING

-- Annual --

Evaluate and compare the vendors in key established technology domains



## REPORTS

-- Annual --

Detailed examination of market and technical trends



## ANALYST INSIGHTS

-- Ongoing --

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more



## PRESENTATIONS

-- Biannually --

Biannual scheduled briefings with analysts on research highlights from all aspects of the market



## ANALYST ACCESS

-- Ongoing --

For prompt responses to urgent and unique questions

# IAA Technology: Market Tracker

## IAA Market Tracker

Combines data from the identity, authentication and access areas with historic data for 2018 with forecasts to 2027

### DETAILS

**Frequency:** Biannual

#### Measures

- Historic data from 2018 with forecasts to 2027
- Vendor market shares (1H and 2H)
- Revenues (\$M)

#### Regions

- North America
- Latin America & Caribbean
- Western Europe
- Eastern Europe
- Central and Southern Asia
- Oceania Eastern and South-Eastern Asia
- Middle East
- Africa

### TECHNOLOGY SEGMENTATION

Data for a total view of the identity, authentication and access technology market with forecast through to 2027:

#### Authentication

- Two-factor/Multi-factor Authentication (2FA/MFA)
- API authentication
- Single Sign-On (SSO)

#### Identity Governance Administration (IGA):

- Auditing
- Identity governance,
- Identity life cycle
- Identity manager
- Reporting and analytics

#### IoT Identity:

- Device identity management
- IoT identity lifecycles
- IoT identity platform

#### On-premise IAM/IDaaS:

- Access control
- Authentication support
- Identity lifecycle management (LCM)

#### Privileged Access Management (PAM):

- Password management
- Session recording

# IAA Technology: Vendor Benchmarking & Reports

## Comparative Research – Omdia Universe & Market Radars

The purpose of Omdia Universe research is to help technology decision-makers make informed, balanced and smart decisions so that they can best utilize and benefit from the myriad of valuable technology solutions that exist

**Omdia Market Radar: Identity Governance Administration (IGA) (Q3 2022)**

**Omdia Universe: Identity-as-a-Service (IDaaS) (Q2 2023)**

### Omdia Universe Introduction

- **What:** Omdia has developed a new and improved approach to support the selection of vendor products and services with the Technology Users and Buyers at its heart.
- **How:** Reports will be based on robust research reflecting each vendors' current capabilities, readiness for the future and most importantly, mirror the actual experiences and requirements of the tech user community
- **Where:** Global in nature

### Measures

- Product capability
- Customer experience
- Market presence

**Market Radar** reports cover emerging and transformative technologies with a focus on solution capabilities. Omdia Market Radar enables you to compare and evaluate vendors by solution, performance, maturity, breadth of proposition and more. Make better choices with our expert insights.

## Annual Reports

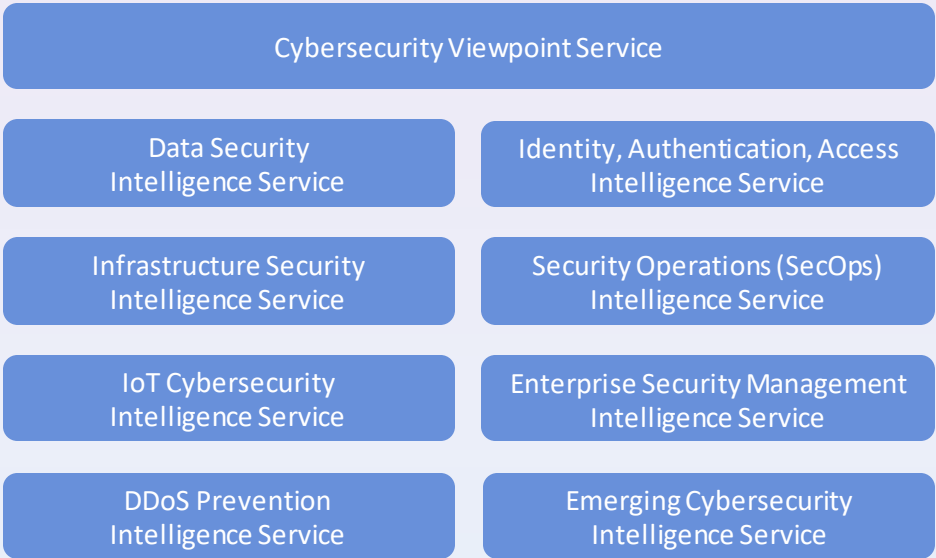
Analyst reports – Research themes looked at in 2023 include: Decentralized identity, Identity Threat Detection and Response (ITDR)

### Report Titles: (subject to change)

- Fundamentals of Decentralized Identity (Q1 2023)
- Identity Threat Detection and Response (ITDR): An overview (Q3 2023)
  
- 2022 Trends to Watch: Identity, Authentication, Access (Q4 2021)
- 2023 Trends to Watch: Identity, Authentication, Access (Q4 2022)
- 2024 Trends to Watch: Identity, Authentication, Access (Q4 2023)



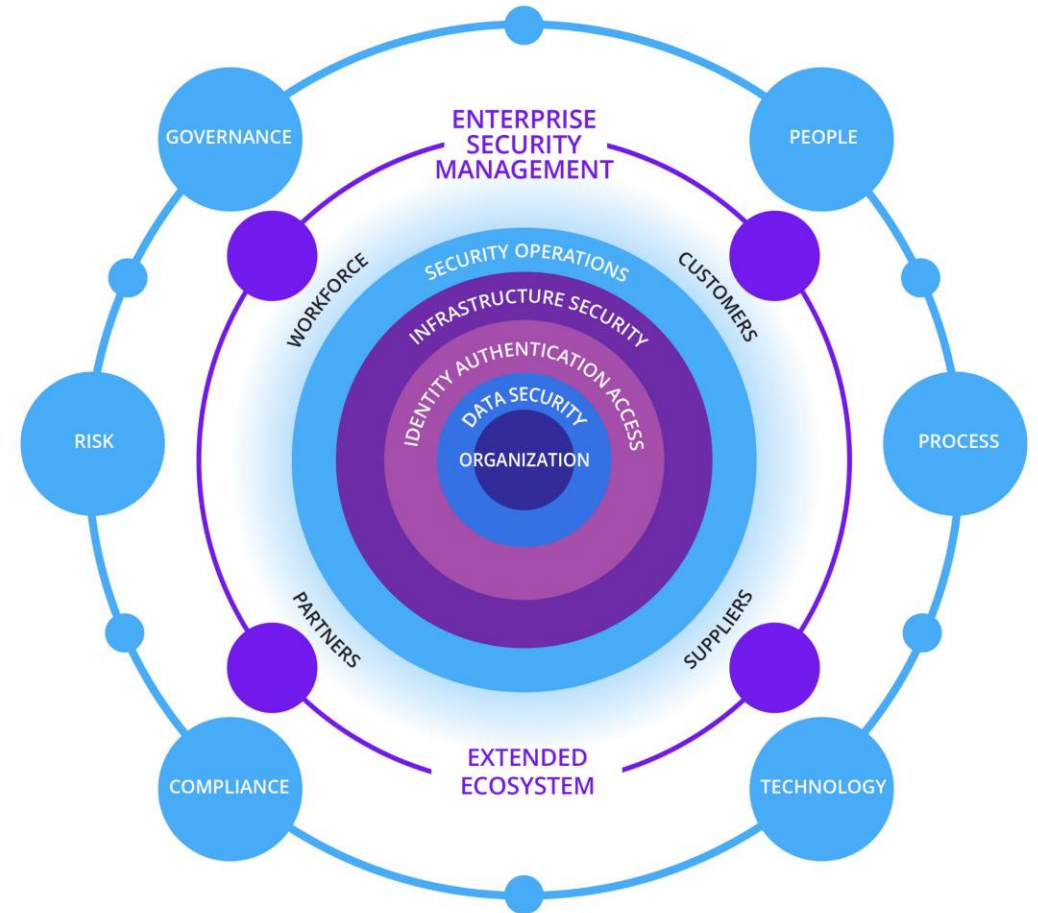
### Cybersecurity Service Area



### Key Horizontal Topics Coming in 2023



## Omdia Cybersecurity Ecosystem



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- Methodologies
- Data trends

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# Get in touch!

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