Identity, authentication and access are at the heart of an organizations systems and core to interactions: identity is the new perimeter. This has increasingly come under attack during the current COVID-19 pandemic.

Don Tait
Lead Analyst
Identity, Authentication, Access 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, IGA and IoT identity? 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?
Identity, Authentication, Access Technology: Our Expert Analysts

Rik Turner, Principal Analyst  
(Newcastle, UK)  
Cybersecurity  
Emerging technologies

Don Tait, Senior Analyst  
(Northampton, UK)  
Identity Authentication Access
Identity, Authentication, Access Technology: Deliverables

**MARKET TRACKERS**
—Biannually—
Worldwide and regional market size and share information, historic and forecasted through 2024

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

**REPORTS**
—Annual—
Detailed examination of market and technical trends

**VENDOR BENCHMARKING**
—Annual—
Evaluate and compare the vendors in key established technology domains

**ANALYST INSIGHTS**
—Ongoing—
Analyst commentary on market shifts, technology and regional developments, vendors, events, and more

**PRESENTATIONS**
—Biannually—
Bi-annual scheduled briefings with analysts on research highlights from all aspects of the market

**ANALYST ACCESS**
—Ongoing—
For prompt responses to urgent and unique questions
### Identity, Authentication, Access Technology: Database & Market Tracker

<table>
<thead>
<tr>
<th>IAA Database (data asset) – For Q4 2020 only</th>
<th>IAA Market Tracker – For 2021 onwards</th>
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<td><strong>DETAILS</strong></td>
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<td><strong>MEASURES</strong></td>
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<td>• Revenues for 2018 and 2019 ($M)</td>
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<td><strong>REGIONS</strong></td>
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<td>• Asia &amp; Oceania</td>
<td>• Asia Pacific</td>
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</tbody>
</table>

**Selected IAA segments including:**
- **Authentication**: (SSO, 2FA/MFA, API authentication)
- **IAM/IDaaS**: (Identity LCM, authentication support, access control)

**Data asset for selected identity, authentication and access products for 2018 and 2019**

**IAA Database**

**Coverage**

- **Regions**
  - Worldwide
  - North America
  - Latin America & the Caribbean
  - Europe
  - Middle East & Africa
  - Asia & Oceania

**Measures**

- Revenues for 2018 and 2019 ($M)

**For Q4 2020 only**

**IAA Market Tracker**

**Coverage**

- **Regions**
  - Worldwide
  - North America
  - South America
  - EMEA
  - Asia Pacific

**Measures**

- Authenticity: (SSO, 2FA/MFA, API authentication)
- **On-premise IAM/IDaaS**: (Identity LCM, authentication support, access control)
- **Privileged Access Management (PAM)**: (password management, session recording)
- **Identity Governance Administration (IGA)**: (identity governance, identity manager, identity life cycle, auditing, reporting and analytics)
- **IoT Identity**: (device identity management, TBD, TBD)

**Combines data from the identity, authentication and access areas with historic data for 2018 with forecasts to 2024**

**Frequency: Bi-annual for 2021**

**For 2021 onwards**

**Combines data from the identity, authentication and access areas with historic data for 2018 with forecasts to 2024**

**Frequency: One-time**

**For Q4 2020 only**

**Combines data from the identity, authentication and access areas with historic data for 2018 with forecasts to 2024**

**Frequency: Bi-annual for 2021**
Identity, Authentication, Access Technology: Vendor Benchmarking & Reports

Comparative Research – Omdia Universe

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 Universe: Selecting an Identity-as-a-Service Solution (Q1 2021)

Omdia Universe: Privileged Access Management (Q3 2021)

Measures

• Product capability
• Customer experience
• Market presence

Omdia Universe Introduction

• 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. 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.
• Global in nature

Annual Reports

Analyst reports – Research themes looked at in 2021 include: Continuous authentication / IAM/IDaaS/PAM bleeding into each other

Report Titles: (subject to change)

• Evolution of Continuous Authentication (Q1 2021)
• Fundamentals of Privileged Access Management (Q1 2021)
• FIDO Alliance (Q2 2021)
• 2021 Trends to Watch: Identity, Authentication, Access (Q4 2020)
• 2022 Trends to Watch: Identity, Authentication, Access (Q4 2021)
Omdia’s Research on Cybersecurity and its Levers
About Omdia’s Cybersecurity Research

Omdia’s Cybersecurity research portfolio provides insightful and reliable data and research, thought-leading research papers and presentations, and fast and actionable advice to vendors and service providers. Omdia research is heavily informed by our close connections to the enterprise and developer communities through Informa Tech brands including Black Hat and Dark Reading.

This research is led by a global analyst team with decades of experience in both end-user organizations and as industry analysts, guiding vendors and service providers to market success. Our analysts are always available to answer your questions about our research or simply provide perspective on the latest developments in the Cybersecurity landscape.
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**
- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

**Tom Coate**
Customer Success Manager

**Kāren Dyer**
Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
ABOUT OMDIA

OMdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.