



MIA

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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

The logo for VMC, consisting of the letters 'VMC' in a bold, black, sans-serif font. The 'V' is stylized with a dot at the top left, and the 'M' and 'C' are also bold and sans-serif.



“ Identity is increasingly becoming critical and has moved center stage in enterprise cybersecurity.”

Don Tait
Senior Analyst

IAA Technology Intelligence Service

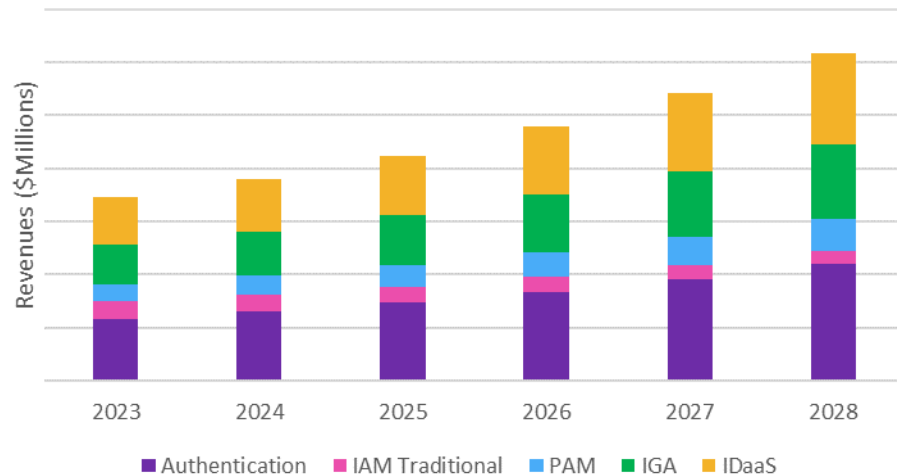
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HOW OMDIA HELPS YOU

- 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, traditional 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

-- Biannual --

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

-- Biannual --

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 2028

DETAILS

Frequency: Biannual

Measures

- Historic data from 2018 with forecasts to 2028
- 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 2028:

Authentication

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

IDaaS:

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

Identity Governance Administration (IGA):

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

Privileged Access Management (PAM):

- Password management
- Session recording

IAM Traditional:

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



IAA 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: 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 Landscape

A **Market Landscape** is an overview of a market and the players within the space. It explores the different factors that will affect a market's evolution, and the strengths and weaknesses of key vendors in the market as well as opportunities to differentiate. This report type does not provide head-to-head vendor comparisons, making it different from Omdia's Market Radar vendor assessment reports, but does feature vendor snapshot profiles that highlight each vendor's key capabilities.

Market Landscape: Identity Orchestration (Q2 2024)

Annual Reports

Analyst reports – Research themes looked at in 2024 include: Generative AI in IAA and Fundamentals of Access Management for Non-standard Applications.

Report Titles: (subject to change)

- Generative AI Trends in IAA (Q1 2024)
- Market Landscape: Non-Human Identities (Q4 2024)

- 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)
- 2025 Trends to Watch: Identity, Authentication, Access (Q3 2024)

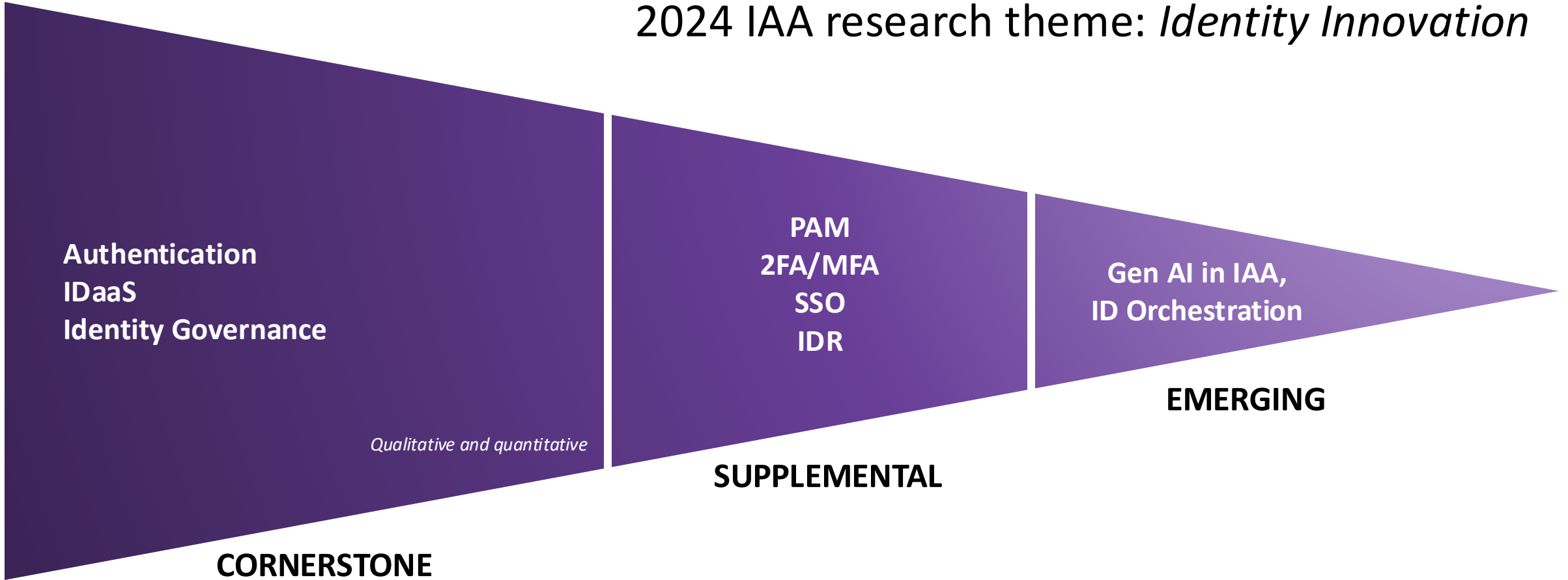
- Cybersecurity Decision-Maker Survey 2024: Identity, Authentication, Access (**3Q24**)

Identity, Authentication, Access research coverage, 2024



2024 IAA research theme: *Identity Innovation*

IAA IS Research Strategy

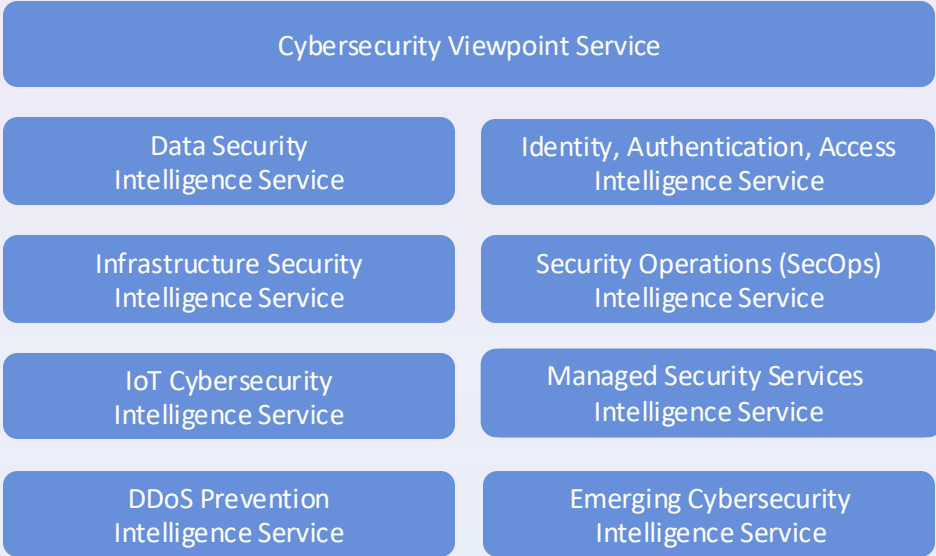


2024 Research Agenda

Quarter	Topic
Q1 2024	Generative AI Trends in IAA: During 2023, AI continued to be top of people’s minds in the news and at events. Within the identity space, organizations, vendors, and service providers are trying to work out how generative AI will help to support modern, strong and streamlined identity security programs. It will also give insights into the initial identity use case for generative AI in the next 12 to 18 months.
Q2 2024	Market Landscape: Identity Orchestration: Identity Orchestration is a new, standard-based, software approach for managing distributed identity and access management (IAM). Identity Orchestration provides a way to secure identity in hybrid-cloud environments. This report will provide a technology overview, market analysis and a look at the vendors who are playing in this emerging space.
Q3 2024	2025 Trends to Watch: Identity Authentication Access: Each year, Omdia analysts present the trends that will define the coming year. 2025 is no exception, as we learn from the present year to define for clients the topics and technologies that will dominate conversations and news in 2025.
Q4 2024	Market Landscape: Non-Human Identities: Non-human identities (NHI) outnumber human identities by a ratio of around 45 to 1. With more and more business processes being automated by AI/GenAI and accessed by AI enabled services. NHI growth is likely to accelerate even more and further increase the threat landscape. This report will provide a technology overview, market analysis and a look at the vendors who are playing in this emerging space.



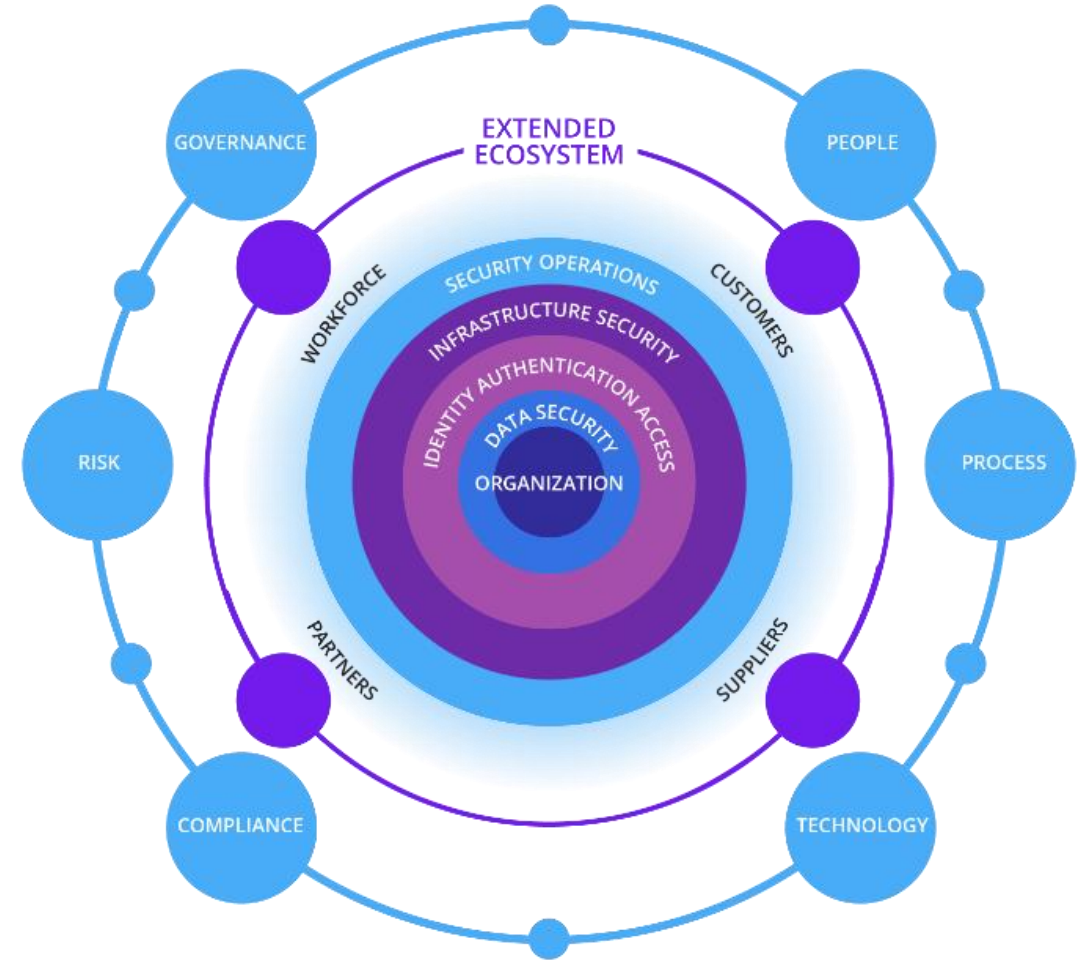
Cybersecurity Service Area



Key Horizontal Topics Coming in 2023

Cloud, Edge, SASE

Omdia Cybersecurity Ecosystem



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