Data and Identity Security Intelligence Service

Understand end-user intent and the evolving vendor landscape with in-depth data security and identity security insights.

Omdia
by informa techtarget

Key Questions Answered

- Why are data and identity security converging in a single platform?
- How are data and identity security ecosystems evolving with the rise of agentic AI?
- Who are the leaders and disruptors in data security and identity management?
- How do data security posture management solutions stack up against one another?
- How non-human identities impact cybersecurity requirements?
- What needed capabilities are underrepresented in the marketplace?

What We Offer

- Specialized qualitative and detailed quantitative market coverage for technical and high-level business strategies
- Customer-centric, cybersecurity experts with 10+ years of industry experience and multidisciplinary expertise in engineering and strategic analysis
- Strategic mindset for insightful cybersecurity intelligence
- Best-in-class "Ask an Analyst" service bringing direct access to experts

Adam Strange

Principal Analyst

Data Security

Don Tait

Senior Analyst

Identity Security

SPEAK WITH OUR EXPERTS

Delivering overarching market insights on data security and identity security

Key Deliverables

Market Trackers
Biannual worldwide and regional market size and share data, with historic information and forecasts 5 years ahead. Covers data security and identity security technologies.

Reports
Annual market and technical trend analysis with in-depth buyer surveys. Includes vendor benchmarking across key technology domains, focusing on purchasing plans, drivers, and challenges.

Briefings
Biannual analyst briefings with research highlights from all market aspects.

Analyst Insights and Access
Ongoing commentary on market shifts and technology developments. Expert analyst support for urgent questions.

Scope of Research

Coverage
- Regions covered include North America, Latin America and Caribbean, W. Europe, E. Europe, Middle East and Africa, Central and Southern Asia, Oceania, Eastern and South-Eastern Asia
- Product types include data security (discovery, governance, protection) and identity security (authentication, IDaaS, IGA, traditional IAM, PAM)
- Measures include revenues ($M), historic data from 2018, forecasts to 2028, vendor market shares

Main segments covered
Authentication (including 2FA/MFA, API authentication, SSO) , Identity-as-a-Service (IDaaS) , Identity Governance Administration (IGA) , Traditional IAM , Privilege Access Management , Data Security Posture Management (DSPM), Ransomware analysis , Data privacy legislation, Data erasure.

VIEW CONTENT

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