Identity and Digital Trust Software

IDC's *Identity and Digital Trust Software* service offers analysis and perspectives, event coverage, vendor share estimates, and a five-year technology forecast serving the market research needs of commercial identity security solution buyers, practitioners, and participating vendors. Primary and secondary studies of product functionality and use case aspects of identity and access management (IAM) solutions are reported. Cybersecurity begins with identity.

MARKETS AND SUBJECTS ANALYZED

- Directory use and identity management
- Single sign-on (SSO) and federated provisioning
- Modern authentication (MFA) and authorization practices
- Privileged access management (PAM)
- Identity governance administration (IGA)
- Business to customer identity and access management (B2C/CIAM) requirements
- Artificial intelligence and machine learning (AI/ML and GenAI) impact on identity security practices
- Regulatory compliance as a driver for IAM
- IAM as a security control point or digital business enabler

CORE RESEARCH

- IAM Security Products Taxonomy
- Market Perspective: Identity Management/Passkeys and Passwordless Technologies
- Striking A Balance Between Platform Products and Point Solutions for Identity Security Deployments
- Identity Security in the Clouds
- IAM Security Technology Forecast 2023 – 2028 Market Forecast
- Multifactor Authentication Technology Adoption Update
- RSAC: Conference Coverage and Notable Vendor Announcements
- Building Better Identity Security Practices Using AI/ML Technology
- Identity Security Markets Leaders Market Share
- IDC MarketScape: Worldwide Integrated Solutions for Identity Security 2024 Vendor Assessment

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Identity and Digital Trust Software.

KEY QUESTIONS ANSWERED

1. What technologies are included in a full IAM solution stack?
2. What are the size and growth prospects of IAM submarkets?
3. What are the essential requirements and considerations for IAM products?
4. What should buyers look for when making IAM purchasing decisions?
5. What is the market share of each market participant?
6. How can IAM vendors differentiate themselves?
7. How are IAM technologies implemented in the cloud?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the Identity and Access Management market, including:

Akamai, Amazon Web Services, Beyond Identity, BeyondTrust, Broadcom, Cerby, Cisco, CyberArk, Delinea, Entrust, Google, HID Global, Hitachi ID, IBM, JumpCloud, Micro Focus, Microsoft, Okta, Omada Solutions, OpenText (formerly Micro Focus), Oracle, Ping Identity, Quest Software (One Identity), RSA, SailPoint, SAP, Saviynt, SecureAuth, Semperis, Thales, and WALLIX.