

# **Identity analytics Market by Component (Software and Service), Deployment (On-Premise and Cloud), Organization Size (Small & Medium Sized Enterprises and Large Enterprises), Analytics Type (Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, and Prescriptive Analytics), and Industry Vertical (BFSI, Telecom & IT, Government, Manufacturing, Retail, Healthcare, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

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## **Abstracts**

Identity analytics Market Overview:

Identity analytics provides a risk-based approach for managing system identities and access. It uses dynamic risk scores and advanced analytics to develop key indicators for automating account provisioning, de-provisioning, authentication, and privileged access management. Identity analytics utilize big data, machine learning (ML), and artificial intelligence (AI) technologies to ingest and analyze huge amount of data and refine that data into actionable intelligence, enabling organizations to detect and react to quickly access. Identity Analytics provides enterprises with the ability to define and manage roles and automate critical identity-based controls. When the roles are defined, certified, and assigned, the identity analytics solution delivers scalable and viable identity governance and analytical solution during the user access lifecycle

Rise in adoption by enterprises to improve their identity and access management systems, growth in need of ensuring adaptive access certification by the enterprises, and increase in awareness about regulation and compliance management are some of

the major factors that drive the global identity analytics market growth. In addition, surge in cases of data breaches and identity-related frauds are the factors expected to fuel the growth of the market. However, increase in complexity of the IT infrastructure and slow adoption of identity analytics solutions in the underdeveloped regions are the major factors that impede the market growth. Conversely, adoption of AI, machine learning technologies in identity analytics solutions, and rise in demand for mobility solutions and surge in identity theft are expected to provide lucrative opportunities for the growth of the global market.

The global identity analytics market is segmented based on component, deployment, organization size, analytics type, industry verticals, and region. In terms of component, the market is bifurcated into software and services. Based on deployment, it is fragmented into on-premise and cloud. Depending on organization size, it is segregated into small and medium sized enterprises (SMEs) and large enterprises. Based on analytics type, it is classified into descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics. By industry vertical, it is divided into BFSI, telecom & IT, government, manufacturing, retail, healthcare, and others. Based on region, the identity analytics market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The global identity analytics market is dominated by key players such as Evidian, Gurucul, Hitachi Id Systems, Happiest Minds, LogRhythm, ID analytics (Symantec), Verint Systems, NetIQ (Microfocus), Microsoft, and Oracle.

**Key Benefits for Identity analytics Market:**

The study presents an in-depth analysis of the global identity analytics market along with the current & future trends to elucidate imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the market is provided in this study.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the global identity analytics industry.

The quantitative analysis of the global identity analytics market from 2017 to 2025 is provided to determine the market potential.

**Identity analytics Key Market Segments:**

*Identity analytics Market by Component (Software and Service), Deployment (On-Premise and Cloud), Organization...*

By Component

Software

Services

By Deployment

On-Premise

Cloud

By Organization Size

Small & Medium Sized Enterprises (SMEs)

Large Enterprises

By Analytics Type

Descriptive Analytics

Diagnostic Analytics

Predictive Analytics

Prescriptive Analytics

By Industry Vertical

BFSI

Telecom & IT

Government

Manufacturing

Retail

Healthcare

Others

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

Australia

Singapore

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Evidian

Gurukul

Hitachi Id Systems

Happiest Minds

LogRhythm

ID analytics (Symantec)

Verint Systems

NetIQ (Microfocus)

Microsoft

Oracle

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS FOR STAKEHOLDERS
- 1.3. RESEARCH METHODOLOGY
  - 1.3.1. Secondary research
  - 1.3.2. Primary research
  - 1.3.3. Analyst tools & models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO PERSPECTIVE

### **CHAPTER 3: MARKET OVERVIEW**

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
  - 3.2.3. Top winning strategies
- 3.3. PORTER'S FIVE FORCES ANALYSIS
- 3.4. KEY PLAYER POSITIONING, 2017
- 3.5. MARKET DYNAMICS
  - 3.5.1. Drivers
    - 3.5.1.1. Increase in adoption by enterprises to improve their identity and access management systems
    - 3.5.1.2. Growing need to ensure adaptive access certification by the enterprises
    - 3.5.1.3. Rise in awareness about regulation and compliance management
  - 3.5.2. Restraints
    - 3.5.2.1. Increasing complexity of the IT infrastructure
    - 3.5.2.2. Slow adoption of advanced analytics solutions in the underdeveloped regions
  - 3.5.3. Opportunities
    - 3.5.3.1. Adoption of AI, Machine learning technologies in identity analytics solutions
    - 3.5.3.2. Rising demand for mobility solutions and growing identity theft

### **CHAPTER 4: IDENTITY ANALYTICS MARKET, BY COMPONENT**

#### 4.1. OVERVIEW

#### 4.2. SOFTWARE

- 4.2.1. Key market trends
- 4.2.2. Key growth factors and opportunities
- 4.2.3. Market size and forecast, by region
- 4.2.4. Market analysis, by country

#### 4.3. SERVICES

- 4.3.1. Key market trends
- 4.3.2. Key growth factors and opportunities
- 4.3.3. Market size and forecast, by region
- 4.3.4. Market analysis, by country

### **CHAPTER 5: IDENTITY ANALYTICS MARKET, BY DEPLOYMENT**

#### 5.1. OVERVIEW

#### 5.2. ON-PREMISE

- 5.2.1. Key market trends
- 5.2.2. Key growth factors and opportunities
- 5.2.3. Market size and forecast, by region
- 5.2.4. Market analysis, by country

#### 5.3. CLOUD

- 5.3.1. Key market trends
- 5.3.2. Key growth factors and opportunities
- 5.3.3. Market size and forecast, by region
- 5.3.4. Market analysis, by country

### **CHAPTER 6: IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE**

#### 6.1. OVERVIEW

#### 6.2. SMALL AND MEDIUM SIZED ENTERPRISES (SMES)

- 6.2.1. Key market trends
- 6.2.2. Key growth factors and opportunities
- 6.2.3. Market size and forecast, by region
- 6.2.4. Market analysis, by country

#### 6.3. LARGE ENTERPRISES

- 6.3.1. Key market trends
- 6.3.2. Key growth factors and opportunities
- 6.3.3. Market size and forecast, by region
- 6.3.4. Market analysis, by country

## **CHAPTER 7: IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE**

### 7.1. OVERVIEW

### 7.2. DESCRIPTIVE ANALYTICS

7.2.1. Key market trends

7.2.2. Key growth factors and opportunities

7.2.3. Market size and forecast, by region

7.2.4. Market analysis, by country

### 7.3. DIAGNOSTIC ANALYTICS

7.3.1. Key market trends

7.3.2. Key growth factors and opportunities

7.3.3. Market size and forecast, by region

7.3.4. Market analysis, by country

### 7.4. PREDICTIVE ANALYTICS

7.4.1. Key market trends

7.4.2. Key growth factors and opportunities

7.4.3. Market size and forecast, by region

7.4.4. Market analysis, by country

### 7.5. PRESCRIPTIVE ANALYTICS

7.5.1. Key market trends

7.5.2. Key growth factors and opportunities

7.5.3. Market size and forecast, by region

7.5.4. Market analysis, by country

## **CHAPTER 8: IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS**

### 8.1. OVERVIEW

### 8.2. BFSI

8.2.1. Key market trends

8.2.2. Key growth factors and opportunities

8.2.3. Market size and forecast, by region

8.2.4. Market analysis, by country

### 8.3. TELECOM AND IT

8.3.1. Key market trends

8.3.2. Key growth factors and opportunities

8.3.3. Market size and forecast, by region

8.3.4. Market analysis, by country

### 8.4. GOVERNMENT

- 8.4.1. Key market trends
- 8.4.2. Key growth factors and opportunities
- 8.4.3. Market size and forecast, by region
- 8.4.4. Market analysis, by country
- 8.5. MANUFACTURING
  - 8.5.1. Key market trends
  - 8.5.2. Key growth factors and opportunities
  - 8.5.3. Market size and forecast, by region
  - 8.5.4. Market analysis, by country
- 8.6. RETAIL
  - 8.6.1. Key market trends
  - 8.6.2. Key growth factors and opportunities
  - 8.6.3. Market size and forecast, by region
  - 8.6.4. Market analysis, by country
- 8.7. HEALTHCARE
  - 8.7.1. Key market trends
  - 8.7.2. Key growth factors and opportunities
  - 8.7.3. Market size and forecast, by region
  - 8.7.4. Market analysis, by country
- 8.8. OTHERS
  - 8.8.1. Key market trends
  - 8.8.2. Key growth factors and opportunities
  - 8.8.3. Market size and forecast, by region
  - 8.8.4. Market analysis, by country

## **CHAPTER 9: IDENTITY ANALYTICS MARKET, BY REGION**

- 9.1. OVERVIEW
- 9.2. NORTH AMERICA
  - 9.2.1. Key market trends
  - 9.2.2. Key growth factors and opportunities
  - 9.2.3. Market size and forecast
    - 9.2.3.1. Market size and forecast, by component
    - 9.2.3.2. Market size and forecast, by deployment
    - 9.2.3.3. Market size and forecast, by organization size
    - 9.2.3.4. Market size and forecast, by analytics type
    - 9.2.3.5. Market size and forecast, by industry verticals
    - 9.2.3.6. Market size and forecast, by country
    - 9.2.3.7. U.S.



- 9.2.3.7.1. Market size and forecast, by component
- 9.2.3.7.2. Market size and forecast, by deployment
- 9.2.3.7.3. Market size and forecast, by organization size
- 9.2.3.7.4. Market size and forecast, by analytics type
- 9.2.3.7.5. Market size and forecast, by industry verticals

#### 9.2.3.8. Canada

- 9.2.3.8.1. Market size and forecast, by component
- 9.2.3.8.2. Market size and forecast, by deployment
- 9.2.3.8.3. Market size and forecast, by organization size
- 9.2.3.8.4. Market size and forecast, by analytics type
- 9.2.3.8.5. Market size and forecast, by industry verticals

### 9.3. EUROPE

#### 9.3.1. Key market trends

#### 9.3.2. Key growth factors and opportunities

#### 9.3.3. Market size and forecast

- 9.3.3.1. Market size and forecast, by component
- 9.3.3.2. Market size and forecast, by deployment
- 9.3.3.3. Market size and forecast, by organization size
- 9.3.3.4. Market size and forecast, by analytics type
- 9.3.3.5. Market size and forecast, by industry verticals
- 9.3.3.6. Market size and forecast, by country

#### 9.3.3.7. UK

- 9.3.3.7.1. Market size and forecast, by component
- 9.3.3.7.2. Market size and forecast, by deployment
- 9.3.3.7.3. Market size and forecast, by organization size
- 9.3.3.7.4. Market size and forecast, by analytics type
- 9.3.3.7.5. Market size and forecast, by industry verticals

#### 9.3.3.8. Germany

- 9.3.3.8.1. Market size and forecast, by component
- 9.3.3.8.2. Market size and forecast, by deployment
- 9.3.3.8.3. Market size and forecast, by organization size
- 9.3.3.8.4. Market size and forecast, by analytics type
- 9.3.3.8.5. Market size and forecast, by industry verticals

#### 9.3.3.9. France

- 9.3.3.9.1. Market size and forecast, by component
- 9.3.3.9.2. Market size and forecast, by deployment
- 9.3.3.9.3. Market size and forecast, by organization size
- 9.3.3.9.4. Market size and forecast, by analytics type
- 9.3.3.9.5. Market size and forecast, by industry verticals

#### 9.3.3.10. Rest of Europe

- 9.3.3.10.1. Market size and forecast, by component
- 9.3.3.10.2. Market size and forecast, by deployment
- 9.3.3.10.3. Market size and forecast, by organization size
- 9.3.3.10.4. Market size and forecast, by analytics type
- 9.3.3.10.5. Market size and forecast, by industry verticals

### 9.4. ASIA-PACIFIC

#### 9.4.1. Key market trends

#### 9.4.2. Key growth factors and opportunities

#### 9.4.3. Market size and forecast

- 9.4.3.1. Market size and forecast, by component
- 9.4.3.2. Market size and forecast, by deployment
- 9.4.3.3. Market size and forecast, by organization size
- 9.4.3.4. Market size and forecast, by analytics type
- 9.4.3.5. Market size and forecast, by industry verticals
- 9.4.3.6. Market size and forecast, by country
- 9.4.3.7. Australia
  - 9.4.3.7.1. Market size and forecast, by component
  - 9.4.3.7.2. Market size and forecast, by deployment
  - 9.4.3.7.3. Market size and forecast, by organization size
  - 9.4.3.7.4. Market size and forecast, by analytics type
  - 9.4.3.7.5. Market size and forecast, by industry verticals
- 9.4.3.8. Singapore
  - 9.4.3.8.1. Market size and forecast, by component
  - 9.4.3.8.2. Market size and forecast, by deployment
  - 9.4.3.8.3. Market size and forecast, by organization size
  - 9.4.3.8.4. Market size and forecast, by analytics type
  - 9.4.3.8.5. Market size and forecast, by industry verticals
- 9.4.3.9. Japan
  - 9.4.3.9.1. Market size and forecast, by component
  - 9.4.3.9.2. Market size and forecast, by deployment
  - 9.4.3.9.3. Market size and forecast, by organization size
  - 9.4.3.9.4. Market size and forecast, by analytics type
  - 9.4.3.9.5. Market size and forecast, by industry verticals
- 9.4.3.10. Rest of Asia-Pacific
  - 9.4.3.10.1. Market size and forecast, by component
  - 9.4.3.10.2. Market size and forecast, by deployment
  - 9.4.3.10.3. Market size and forecast, by organization size
  - 9.4.3.10.4. Market size and forecast, by analytics type

9.4.3.10.5. Market size and forecast, by industry verticals

## 9.5. LAMEA

9.5.1. Key market trends

9.5.2. Key growth factors and opportunities

9.5.3. Market size and forecast

9.5.3.1. Market size and forecast, by component

9.5.3.2. Market size and forecast, by deployment

9.5.3.3. Market size and forecast, by organization size

9.5.3.4. Market size and forecast, by analytics type

9.5.3.5. Market size and forecast, by industry verticals

9.5.3.6. Market size and forecast, by country

9.5.3.7. Latin America

9.5.3.7.1. Market size and forecast, by component

9.5.3.7.2. Market size and forecast, by deployment

9.5.3.7.3. Market size and forecast, by organization size

9.5.3.7.4. Market size and forecast, by analytics type

9.5.3.7.5. Market size and forecast, by industry verticals

9.5.3.8. Middle East

9.5.3.8.1. Market size and forecast, by component

9.5.3.8.2. Market size and forecast, by deployment

9.5.3.8.3. Market size and forecast, by organization size

9.5.3.8.4. Market size and forecast, by analytics type

9.5.3.8.5. Market size and forecast, by industry verticals

9.5.3.9. Africa

9.5.3.9.1. Market size and forecast, by component

9.5.3.9.2. Market size and forecast, by deployment

9.5.3.9.3. Market size and forecast, by organization size

9.5.3.9.4. Market size and forecast, by analytics type

9.5.3.9.5. Market size and forecast, by industry verticals

## CHAPTER 10: COMPANY PROFILE

### 10.1. EVIDIAN

10.1.1. Company overview

10.1.2. Company snapshot

10.1.3. Operating business segments

10.1.4. Product portfolio

10.1.5. Key strategic moves and developments

### 10.2. GURUCUL

- 10.2.1. Company overview
- 10.2.2. Company snapshot
- 10.2.3. Operating business segments
- 10.2.4. Product portfolio
- 10.2.5. Key strategic moves and developments
- 10.3. HAPPIEST MINDS
  - 10.3.1. Company overview
  - 10.3.2. Company snapshot
  - 10.3.3. Operating business segments
  - 10.3.4. Product portfolio
- 10.4. HITACHI ID SYSTEMS, INC.
  - 10.4.1. Company overview
  - 10.4.2. Company snapshot
  - 10.4.3. Product portfolio
  - 10.4.4. Key strategic moves and developments
- 10.5. ID ANALYTICS (SYMANTEC CORPORATION)
  - 10.5.1. Company overview
  - 10.5.2. Company snapshot
  - 10.5.3. Operating business segments
  - 10.5.4. Product portfolio
  - 10.5.5. Business performance
  - 10.5.6. Key strategic moves and developments
- 10.6. LOGRHYTHM, INC.
  - 10.6.1. Company overview
  - 10.6.2. Company snapshot
  - 10.6.3. Operating business segments
  - 10.6.4. Product portfolio
  - 10.6.5. Key strategic moves and developments
- 10.7. MICROSOFT CORPORATION
  - 10.7.1. Company overview
  - 10.7.2. Company snapshot
  - 10.7.3. Operating business segments
  - 10.7.4. Product portfolio
  - 10.7.5. Business performance
  - 10.7.6. Key strategic moves and developments
- 10.8. NETIQ (MICROFOCUS)
  - 10.8.1. Company overview
  - 10.8.2. Company snapshot
  - 10.8.3. Operating business segments

10.8.4. Product portfolio

10.8.5. Business performance

## 10.9. ORACLE CORPORATION

10.9.1. Company overview

10.9.2. Company snapshot

10.9.3. Operating business segments

10.9.4. Product portfolio

10.9.5. Business performance

## 10.10. VERINT

10.10.1. Company overview

10.10.2. Company snapshot

10.10.3. Operating business segments

10.10.4. Product portfolio

10.10.5. Business performance

## List Of Tables

### LIST OF TABLES

- TABLE 01. GLOBAL IDENTITY ANALYTICS MARKET REVENUE, BY COMPONENT, 2017-2025 (\$MILLION)
- TABLE 02. IDENTITY ANALYTICS SOFTWARE MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 03. IDENTITY ANALYTICS SERVICES MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 04. GLOBAL IDENTITY ANALYTICS MARKET REVENUE, BY DEPLOYMENT, 2017-2025 (\$MILLION)
- TABLE 05. ON-PREMISE IDENTITY ANALYTICS MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 06. CLOUD IDENTITY ANALYTICS MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 07. GLOBAL IDENTITY ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)
- TABLE 08. IDENTITY ANALYTICS, FOR SMES MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 09. IDENTITY ANALYTICS MARKET FOR LARGE ENTERPRISES, BY REGION, 2017-2025 (\$MILLION)
- TABLE 10. GLOBAL IDENTITY ANALYTICS MARKET REVENUE, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)
- TABLE 11. IDENTITY ANALYTICS MARKET FOR DESCRIPTIVE ANALYTICS, BY REGION, 2017-2025 (\$MILLION)
- TABLE 12. IDENTITY ANALYTICS MARKET FOR DIAGNOSTIC ANALYTICS, BY REGION, 2017-2025 (\$MILLION)
- TABLE 13. IDENTITY ANALYTICS, FOR PREDICTIVE ANALYTICS MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 14. IDENTITY ANALYTICS FOR PRESCRIPTIVE ANALYTICS MARKET REVENUE, BY REGION, 2017-2025 (\$MILLION)
- TABLE 15. GLOBAL IDENTITY ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)
- TABLE 16. IDENTITY ANALYTICS MARKET FOR BFSI, BY REGION, 2017-2025 (\$MILLION)
- TABLE 17. IDENTITY ANALYTICS MARKET FOR TELECOM AND IT, BY REGION, 2017-2025 (\$MILLION)
- TABLE 18. IDENTITY ANALYTICS MARKET FOR GOVERNMENT, BY REGION,

20172025 (\$MILLION)

TABLE 19. IDENTITY ANALYTICS MARKET FOR MANUFACTURING, BY REGION, 20172025 (\$MILLION)

TABLE 20. IDENTITY ANALYTICS MARKET FOR RETAIL, BY REGION, 20172025 (\$MILLION)

TABLE 21. IDENTITY ANALYTICS MARKET FOR HEALTHCARE, BY REGION, 20172025 (\$MILLION)

TABLE 22. IDENTITY ANALYTICS MARKET FOR OTHERS, BY REGION, 20172025 (\$MILLION)

TABLE 23. IDENTITY ANALYTICS MARKET REVENUE, BY REGION, 20172025 (\$MILLION)

TABLE 24. NORTH AMERICA IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 25. NORTH AMERICA IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 26. NORTH AMERICA IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 27. NORTH AMERICA IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 28. NORTH AMERICA IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 29. NORTH AMERICA IDENTITY ANALYTICS MARKET, BY COUNTRY, 20172025 (\$MILLION)

TABLE 30. U.S. IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 31. U.S. IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 32. U.S. IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 33. U.S. IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 34. U.S. IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 35. CANADA IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 36. CANADA IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 37. CANADA IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 38. CANADA IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 39. CANADA IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 40. EUROPE IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 41. EUROPE IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 42. EUROPE IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 43. EUROPE IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 44. EUROPE IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 45. EUROPE IDENTITY ANALYTICS MARKET, BY COUNTRY, 20172025 (\$MILLION)

TABLE 46. UK IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 47. UK IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 48. UK IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 49. UK IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 50. UK IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 51. GERMANY IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 52. GERMANY IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 53. GERMANY IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 54. GERMANY IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 55. GERMANY IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 56. FRANCE IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 57. FRANCE IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025



(\$MILLION)

TABLE 58. FRANCE IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 59. FRANCE IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 60. FRANCE IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 61. REST OF EUROPE IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 62. REST OF EUROPE IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 63. REST OF EUROPE IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 64. REST OF EUROPE IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 65. REST OF EUROPE IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 66. ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 67. ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 68. ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 69. ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 70. ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 71. ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY COUNTRY, 2017-2025 (\$MILLION)

TABLE 72. AUSTRALIA IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 73. AUSTRALIA IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 74. AUSTRALIA IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 75. AUSTRALIA IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 76. AUSTRALIA IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 77. SINGAPORE IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 78. SINGAPORE IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 79. SINGAPORE IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 80. SINGAPORE IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 81. SINGAPORE IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 82. JAPAN IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 83. JAPAN IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 84. JAPAN IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 85. JAPAN IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 86. JAPAN IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 87. REST OF ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 88. REST OF ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 89. REST OF ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 90. REST OF ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 91. REST OF ASIA-PACIFIC IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 2017-2025 (\$MILLION)

TABLE 92. LAMEA IDENTITY ANALYTICS MARKET, BY COMPONENT, 2017-2025 (\$MILLION)

TABLE 93. LAMEA IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 2017-2025 (\$MILLION)

TABLE 94. LAMEA IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 2017-2025 (\$MILLION)

TABLE 95. LAMEA IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 2017-2025 (\$MILLION)

TABLE 96. LAMEA IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS,

20172025 (\$MILLION)

TABLE 97. LAMEA IDENTITY ANALYTICS MARKET, BY COUNTRY, 20172025 (\$MILLION)

TABLE 98. LATIN AMERICA IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 99. LATIN AMERICA IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 100. LATIN AMERICA IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 101. LATIN AMERICA IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 102. LATIN AMERICA IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 103. MIDDLE EAST IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 104. MIDDLE EAST IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 105. MIDDLE EAST IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 106. MIDDLE EAST IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 107. MIDDLE EAST IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 108. AFRICA IDENTITY ANALYTICS MARKET, BY COMPONENT, 20172025 (\$MILLION)

TABLE 109. AFRICA IDENTITY ANALYTICS MARKET, BY DEPLOYMENT, 20172025 (\$MILLION)

TABLE 110. AFRICA IDENTITY ANALYTICS MARKET, BY ORGANIZATION SIZE, 20172025 (\$MILLION)

TABLE 111. AFRICA IDENTITY ANALYTICS MARKET, BY ANALYTICS TYPE, 20172025 (\$MILLION)

TABLE 112. AFRICA IDENTITY ANALYTICS MARKET, BY INDUSTRY VERTICALS, 20172025 (\$MILLION)

TABLE 113. EVIDIAN: COMPANY SNAPSHOT

TABLE 114. EVIDIAN: OPERATING SEGMENTS

TABLE 115. EVIDIAN: PRODUCT PORTFOLIO

TABLE 116. EVIDIAN: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 117. GURUCUL: COMPANY SNAPSHOT

TABLE 118. GURUCUL: OPERATING SEGMENTS

TABLE 119. GURUCUL: PRODUCT PORTFOLIO

TABLE 120. GURUCUL: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 121. HAPPIEST MINDS: COMPANY SNAPSHOT

TABLE 122. HAPPIEST MINDS: OPERATING SEGMENTS

TABLE 123. HAPPIEST MINDS: PRODUCT PORTFOLIO

TABLE 124. HITACHI ID SYSTEMS, INC.: COMPANY SNAPSHOT

TABLE 125. HITACHI ID SYSTEMS, INC.: PRODUCT PORTFOLIO

TABLE 126. HITACHI ID SYSTEMS, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 127. ID ANALYTICS, LLC.: COMPANY SNAPSHOT

TABLE 128. ID ANALYTICS (SYMANTEC CORPORATION): OPERATING SEGMENTS

TABLE 129. ID ANALYTICS, LLC.: PRODUCT PORTFOLIO

TABLE 130. ID ANALYTICS, LLC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 131. LOGRHYTHM, INC.: COMPANY SNAPSHOT

TABLE 132. LOGRHYTHM, INC.: OPERATING SEGMENTS

TABLE 133. LOGRHYTHM, INC.: PRODUCT PORTFOLIO

TABLE 134. LOGRHYTHM, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 135. MICROSOFT CORPORATION: COMPANY SNAPSHOT

TABLE 136. MICROSOFT CORPORATION: OPERATING SEGMENTS

TABLE 137. MICROSOFT CORPORATION: PRODUCT PORTFOLIO

TABLE 138. NETIQ (MICROFOCUS): COMPANY SNAPSHOT

TABLE 139. NETIQ (MICROFOCUS): OPERATING SEGMENTS

TABLE 140. NETIQ (MICROFOCUS): PRODUCT PORTFOLIO

TABLE 141. ORACLE CORPORATION: COMPANY SNAPSHOT

TABLE 142. ORACLE CORPORATION: OPERATING SEGMENTS

TABLE 143. ORACLE CORPORATION: PRODUCT PORTFOLIO

TABLE 144. VERINT: COMPANY SNAPSHOT

TABLE 145. VERINT: OPERATING SEGMENTS

TABLE 146. VERINT: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

- FIGURE 01. GLOBAL IDENTITY ANALYTICS MARKET, 2017-2025
- FIGURE 02. IDENTITY ANALYTICS MARKET, BY REGION, 2017-2025
- FIGURE 03. GLOBAL IDENTITY ANALYTICS MARKET: KEY PLAYERS
- FIGURE 04. GLOBAL IDENTITY ANALYTICS MARKET SEGMENTATION
- FIGURE 05. TOP IMPACTING FACTORS
- FIGURE 06. TOP INVESTMENT POCKETS
- FIGURE 07. TOP WINNING STRATEGIES, BY YEAR, 2015-2018\*
- FIGURE 08. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2015-2018\* (%)
- FIGURE 09. TOP WINNING STRATEGIES, BY COMPANY, 2015-2018\*
- FIGURE 10. MODERATE BARGAINING POWER OF SUPPLIERS
- FIGURE 11. MODERATE TO HIGH BARGAINING POWER OF BUYERS
- FIGURE 12. MODERATE THREAT OF SUBSTITUTES
- FIGURE 13. MODERATE-TO-HIGH THREAT OF NEW ENTRANTS
- FIGURE 14. HIGH COMPETITIVE RIVALRY
- FIGURE 15. KEY PLAYER POSITIONING, 2017
- FIGURE 16. DRIVERS, RESTRAINTS, AND OPPORTUNITIES
- FIGURE 17. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS SOFTWARE MARKET, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 18. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS SERVICES MARKET, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 19. COMPARATIVE SHARE ANALYSIS OF ON-PREMISE IDENTITY ANALYTICS MARKET, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 20. COMPARATIVE SHARE ANALYSIS OF CLOUD IDENTITY ANALYTICS MARKET, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 21. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR SMES, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 22. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR LARGE ENTERPRISES, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 23. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR DESCRIPTIVE ANALYTICS, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 24. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR DIAGNOSTIC ANALYTICS, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 25. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS, FOR PREDICTIVE ANALYTICS MARKET, BY COUNTRY, 2017 & 2025 (%)
- FIGURE 26. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS, FOR

PRESCRIPTIVE ANALYTICS MARKET, BY COUNTRY, 2017 & 2025 (%)

FIGURE 27. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR BFSI, BY COUNTRY, 2017 & 2025 (%)

FIGURE 28. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR TELECOM AND IT, BY COUNTRY, 2017 & 2025 (%)

FIGURE 29. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR GOVERNMENT, BY COUNTRY, 2017 & 2025 (%)

FIGURE 30. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR MANUFACTURING, BY COUNTRY, 2017 & 2025 (%)

FIGURE 31. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR RETAIL, BY COUNTRY, 2017 & 2025 (%)

FIGURE 32. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR HEALTHCARE, BY COUNTRY, 2017 & 2025 (%)

FIGURE 33. COMPARATIVE SHARE ANALYSIS OF IDENTITY ANALYTICS MARKET FOR OTHERS, BY COUNTRY, 2017 & 2025 (%)

FIGURE 34. U.S. IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 35. CANADA IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 36. UK IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 37. GERMANY IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 38. FRANCE IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 39. REST OF EUROPE IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 40. AUSTRALIA IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 41. SINGAPORE IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 42. JAPAN IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 43. REST OF ASIA-PACIFIC IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 44. LATIN AMERICA IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 45. MIDDLE EAST IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 46. AFRICA IDENTITY ANALYTICS MARKET, 2017-2025 (\$MILLION)

FIGURE 47. ID ANALYTICS (SYMANTEC CORPORATION): REVENUE, 2016-2018 (\$MILLION)

FIGURE 48. ID ANALYTICS (SYMANTEC CORPORATION): REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 49. ID ANALYTICS (SYMANTEC CORPORATION): REVENUE SHARE BY GEOGRAPHY, 2018 (%)

FIGURE 50. MICROSOFT CORPORATION: REVENUE, 2016-2018 (\$MILLION)

FIGURE 51. MICROSOFT CORPORATION: REVENUE SHARE BY SEGMENT, 2018

(%)

FIGURE 52. MICROSOFT CORPORATION: REVENUE SHARE BY REGION, 2018

(%)

FIGURE 53. NETIQ (MICROFOCUS): REVENUE, 2015-2017 (\$MILLION)

FIGURE 54. NETIQ (MICROFOCUS): REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 55. NETIQ (MICROFOCUS): REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 56. ORACLE CORPORATION: REVENUE, 2016-2018 (\$MILLION)

FIGURE 57. ORACLE CORPORATION: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 58. ORACLE CORPORATION: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 59. VERINT: REVENUE, 2015-2017 (\$MILLION)

FIGURE 60. VERINT: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 61. VERINT: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

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