

Out-of-band (OOB) Authentication Market by Solution Type (Hardware OOB Authentication and Phone-based OOB Authentication) and End User (BFSI, Payment Card Industry, Government, Healthcare, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023

<https://marketpublishers.com/r/O100D90ECAAEN.html>

Date: January 2018

Pages: 192

Price: US\$ 4,999.00 (Single User License)

ID: O100D90ECAAEN

Abstracts

Out-of-band (OOB) authentication is a verification technique, which uses two different networks that work simultaneously. This type of sophisticated authentication system is used to provide extra protection against unauthorized access and confirmations, and prevents many frauds and hacking. It effectively blocks many kinds of hacking and identifies thefts in online banking. Multifactor authentication systems primarily use credentials such as passwords, security tokens, cellphones, PINs, and smart cards for authentication. The OOB authentication method comprises mobile phone-based OOB authentication tokens, including backup call and SMS, and hardware OOB authentication tokens.

The growth of the global out-of-band authentication is driven by rise in volume of online transactions, continuous increase in advanced & complex threats, and rise in compliance requirements. However, risks associated with OOB authentication with SMS and high product association costs are some of the major restraints of this market. On the contrary, upsurge in adoption of OOB authentication by small- & medium-sized businesses is expected to provide potential opportunities for market expansion.

The global OOB authentication market is segmented on the basis of solution type, end user, and region. Depending on solution type, the market is classified into hardware OOB authentication and phone-based OOB authentication. On the basis of end user, it is categorized into banking, financial services, and insurance, payment card industry, government, healthcare, and others. Regionally, it is analyzed across North America,

Europe, Asia-Pacific, and LAMEA.

Some of the dominant players operating in the global OOB authentication market include CA Technologies, CensorNet Ltd., Deepnet Security, Early Warning Services, LLC, Gemalto NV, SecurEnvoy Ltd, StrikeForce Technologies, Inc., Symantec Corporation, TeleSign, and VASCO Data Security International, Inc.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global out-of-band authentication market and current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on the market size is provided.

Porter's Five Forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global market from 2016 to 2023 is provided to determine the market potential.

KEY MARKET SEGMENTS

BY SOLUTION TYPE

Hardware OOB authentication

Phone-based OOB authentication

BY END USER

Banking, Financial Services & Insurance

Payment Card Industry

Government

Healthcare

Others

BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Singapore

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

CA Technologies

CensorNet Ltd.

Deepnet Security

Early Warning Services, LLC

Gemalto NV

SecurEnvoy Ltd.

StrikeForce Technologies, Inc.

Symantec Corporation

TeleSign

VASCO Data Security International, Inc.

Contents

CHAPTER 1 INTRODUCTION

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

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 winning strategies
 - 3.2.2. Top investment pockets
 - 3.2.3. Top impacting factors
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. Bargaining power of suppliers
 - 3.3.2. Bargaining power of buyers
 - 3.3.3. Threat of substitutes
 - 3.3.4. Threat of new entrants
 - 3.3.5. Competitive rivalry
- 3.4. KEY PLAYER POSITIONING
- 3.5. MARKET DYNAMICS
 - 3.5.1. Drivers
 - 3.5.1.1. Rise in volume of online transaction
 - 3.5.1.2. Continuous increase in advanced and complex threats
 - 3.5.1.3. Rise in Compliance Requirements
 - 3.5.2. Restraint
 - 3.5.2.1. Risk included in OOB authentication with SMS
 - 3.5.2.2. High product association cost
 - 3.5.3. Opportunity

3.5.3.1. Increase in adoption of OOB authentication by SME businesses

CHAPTER 4 OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE

4.1. OVERVIEW

4.2. HARDWARE OOB AUTHENTICATION

- 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. PHONE-BASED OOB AUTHENTICATION

- 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 OUT-OF-BAND AUTHENTICATION MARKET, BY END USER

5.1. OVERVIEW

5.2. BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)

- 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. PAYMENT CARD INDUSTRIES

- 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

5.4. GOVERNMENT

- 5.4.1. Key market trends
- 5.4.2. Key growth factors and opportunities
- 5.4.3. Market size and forecast, by region
- 5.4.1. Market analysis by country

5.5. HEALTHCARE

- 5.5.1. Key market trends
- 5.5.2. Key growth factors and opportunities
- 5.5.3. Market size and forecast, by region
- 5.5.1. Market analysis by country

5.6. OTHERS

- 5.6.1. Key market trends
- 5.6.2. Key growth factors and opportunities
- 5.6.3. Market size and forecast, by region
- 5.6.1. Market analysis by country

CHAPTER 6 OUT-OF-BAND AUTHENTICATION MARKET, BY GEOGRAPHY

6.1. OVERVIEW

6.2. NORTH AMERICA

- 6.2.1. Key market trends
- 6.2.2. Key growth factors and opportunities
- 6.2.3. Market size and forecast
 - 6.2.3.1. Market size and forecast, by solution type
 - 6.2.3.2. Market size and forecast, by end user
 - 6.2.3.3. Market size and forecast, by country
- 6.2.4. U.S. Out-of-band authentication market
 - 6.2.4.1. Market size and forecast, by solution type
 - 6.2.4.2. Market size and forecast, by end user
- 6.2.5. Canada Out-of-band authentication market
 - 6.2.5.1. Market size and forecast, by solution type
 - 6.2.5.2. Market size and forecast, by end user
- 6.2.6. Mexico Out-of-band authentication Market
 - 6.2.6.1. Market size and forecast, by solution type
 - 6.2.6.2. Market size and forecast, by end user

6.3. EUROPE

- 6.3.1. Key market trends
- 6.3.2. Key growth factors and opportunities
- 6.3.3. Market size and forecast
 - 6.3.3.1. Market size and forecast, by solution type
 - 6.3.3.2. Market size and forecast, by end user
 - 6.3.3.3. Market size and forecast, by country
- 6.3.4. UK Out-of-band authentication market
 - 6.3.4.1. Market size and forecast, by solution type
 - 6.3.4.2. Market size and forecast, by end user
- 6.3.5. Germany Out-of-band authentication market
 - 6.3.5.1. Market size and forecast, by solution type
 - 6.3.5.2. Market size and forecast, by end user
- 6.3.6. France Out-of-band authentication market

- 6.3.6.1. Market size and forecast, by solution type
- 6.3.6.2. Market size and forecast, by end user
- 6.3.7. Russia Out-of-band authentication market
 - 6.3.7.1. Market size and forecast, by solution type
 - 6.3.7.2. Market size and forecast, by end user
- 6.3.8. Rest of Europe Out-of-band authentication market
 - 6.3.8.1. Market size and forecast, by solution type
 - 6.3.8.2. Market size and forecast, by end user
- 6.4. ASIA-PACIFIC
 - 6.4.1. Key market trends
 - 6.4.2. Key growth factors and opportunities
 - 6.4.3. Market size and forecast
 - 6.4.3.1. Market size and forecast, by solution type
 - 6.4.3.2. Market size and forecast, by end user
 - 6.4.3.3. Market size and forecast, by country
 - 6.4.4. China Out-of-band authentication market
 - 6.4.4.1. Market size and forecast, by solution type
 - 6.4.4.2. Market size and forecast, by end user
 - 6.4.5. India Out-of-band authentication market
 - 6.4.5.1. Market size and forecast, by solution type
 - 6.4.5.2. Market size and forecast, by end user
 - 6.4.6. Japan Out-of-band authentication market
 - 6.4.6.1. Market size and forecast, by solution type
 - 6.4.6.2. Market size and forecast, by end user
 - 6.4.7. South Korea Out-of-band authentication market
 - 6.4.7.1. Market size and forecast, by solution type
 - 6.4.7.2. Market size and forecast, by end user
 - 6.4.8. Singapore Out-of-band authentication market
 - 6.4.8.1. Market size and forecast, by solution type
 - 6.4.8.2. Market size and forecast, by end user
 - 6.4.9. Rest of Asia-Pacific Out-of-band authentication market
 - 6.4.9.1. Market size and forecast, by solution type
 - 6.4.9.2. Market size and forecast, by end user
- 6.5. LAMEA
 - 6.5.1. Key market trends
 - 6.5.2. Key growth factors and opportunities
 - 6.5.3. Market size and forecast
 - 6.5.3.1. Market size and forecast, by solution type
 - 6.5.3.2. Market size and forecast, by end user

- 6.5.3.3. Market size and forecast, by country
- 6.5.4. Latin America Out-of-band authentication market
 - 6.5.4.1. Market size and forecast, by solution type
 - 6.5.4.2. Market size and forecast, by end user
- 6.5.5. Middle East Out-of-band authentication market
 - 6.5.5.1. Market size and forecast, by solution type
 - 6.5.5.2. Market size and forecast, by end user
- 6.5.6. Africa Out-of-band authentication market
 - 6.5.6.1. Market size and forecast, by solution type
 - 6.5.6.2. Market size and forecast, by end user

CHAPTER 7 COMPANY PROFILES

7.1. CA TECHNOLOGIES

- 7.1.1. Company overview
- 7.1.2. Company snapshot
- 7.1.3. Business performance
- 7.1.4. Operating business segments

7.2. CENSORNET LTD.

- 7.2.1. Company overview
- 7.2.2. Company snapshot
- 7.2.3. Product portfolio
- 7.2.4. Key strategic moves and developments

7.3. DEEPNET SECURITY

- 7.3.1. Company overview
- 7.3.2. Company snapshot
- 7.3.3. Product portfolio

7.4. EARLY WARNING SERVICES, LLC

- 7.4.1. Company overview
- 7.4.2. Company snapshot
- 7.4.3. Product portfolio
- 7.4.4. Key strategic moves and developments

7.5. GEMALTO N.V.

- 7.5.1. Company overview
- 7.5.2. Company snapshot
- 7.5.3. Operating business segments
- 7.5.4. Product portfolio
- 7.5.5. Business performance

7.6. SECURENVOY LTD

7.6.1. Company overview

7.6.2. Company snapshot

7.6.3. Product portfolio

7.7. STRIKE FORCE TECHNOLOGIES, INC.

7.7.1. Company overview

7.7.2. Company snapshot

7.7.3. Business performance

7.7.4. Product portfolio

7.8. SYMANTEC CORPORATION

7.8.1. Company overview

7.8.2. Company snapshot

7.8.3. Business performance

7.8.4. Operating business segments

7.9. TELESIGN

7.9.1. Company overview

7.9.2. Company snapshot

7.9.3. Product portfolio

7.9.4. Key strategic moves and developments

7.10. VASCO DATA SECURITY INTERNATIONAL, INC.

7.10.1. Company overview

7.10.2. Company snapshot

7.10.3. Business performance

7.10.4. Product portfolio

7.10.5. Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 2. HARDWARE OUT-OF-BAND AUTHENTICATION MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 3. PHONE-BASED OUT-OF-BAND AUTHENTICATION MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 4. GLOBAL OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 5. OUT-OF-BAND AUTHENTICATION MARKET FOR BFSI, BY REGION, 2016-2023 (\$MILLION)

TABLE 6. OUT-OF-BAND AUTHENTICATION MARKET FOR PAYMENT CARD INDUSTRY, BY REGION, 2016-2023 (\$MILLION)

TABLE 7. OUT-OF-BAND AUTHENTICATION MARKET FOR GOVERNMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 8. OUT-OF-BAND AUTHENTICATION MARKET FOR HEALTHCARE, BY REGION, 2016-2023 (\$MILLION)

TABLE 9. OUT-OF-BAND AUTHENTICATION MARKET FOR OTHERS, BY REGION, 2016-2023 (\$MILLION)

TABLE 10. NORTH AMERICA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 11. NORTH AMERICA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 12. NORTH AMERICA OUT-OF-BAND AUTHENTICATION MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 13. U.S. OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 14. U.S. OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 15. CANADA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 16. CANADA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 17. MEXICO OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 18. MEXICO OUT-OF-BAND AUTHENTICATION MARKET, BY END USER,

2016-2023 (\$MILLION)

TABLE 19. EUROPE OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 20. EUROPE OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 21. EUROPE OUT-OF-BAND AUTHENTICATION MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 22. UK OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 23. UK OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 24. GERMANY OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 25. GERMANY OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 26. FRANCE OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 27. FRANCE OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 28. RUSSIA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 29. RUSSIA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 30. REST OF EUROPE OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 31. REST OF EUROPE OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 32. ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 33. ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 34. ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 35. CHINA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 36. CHINA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 37. INDIA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 38. INDIA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 39. JAPAN OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 40. JAPAN OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 41. SOUTH KOREA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 42. SOUTH KOREA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 43. SINGAPORE OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 44. SINGAPORE OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 45. REST OF ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 46. REST OF ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 47. LAMEA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 48. LAMEA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 49. LAMEA OUT-OF-BAND AUTHENTICATION MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 50. LATIN AMERICA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 51. LATIN AMERICA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 52. MIDDLE EAST OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 53. MIDDLE EAST OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 54. AFRICA OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE, 2016-2023 (\$MILLION)

TABLE 55. AFRICA OUT-OF-BAND AUTHENTICATION MARKET, BY END USER, 2016-2023 (\$MILLION)

TABLE 56. CA TECHNOLOGIES: COMPANY SNAPSHOT

TABLE 57. CA TECHNOLOGIES: OPERATING SEGMENTS

TABLE 58. CENSORNET LTD.: COMPANY SNAPSHOT

TABLE 59. CENSORNET LTD.: PRODUCT PORTFOLIO
TABLE 60. DEEPNET SECURITY: COMPANY SNAPSHOT
TABLE 61. DEEPNET SECURITY: PRODUCT PORTFOLIO
TABLE 62. EARLY WARNING SERVICES, LLC: COMPANY SNAPSHOT
TABLE 63. EARLY WARNING SERVICES, LLC: PRODUCT PORTFOLIO
TABLE 64. GEMALTO: COMPANY SNAPSHOT
TABLE 65. GEMALTO: OPERATING SEGMENTS
TABLE 66. GEMALTO: PRODUCT PORTFOLIO
TABLE 67. SECURENVOY LTD.: COMPANY SNAPSHOT
TABLE 68. SECURENVOY LTD.: PRODUCT PORTFOLIO
TABLE 69. STRIKE FORCE TECHNOLOGIES, INC.: COMPANY SNAPSHOT
TABLE 70. STRIKE FORCE TECHNOLOGIES, INC.: PRODUCT PORTFOLIO
TABLE 71. SYMANTEC CORPORATION: COMPANY SNAPSHOT
TABLE 72. SYMANTEC CORPORATION: OPERATING SEGMENTS
TABLE 73. TELESIGN: COMPANY SNAPSHOT
TABLE 74. TELESIGN: PRODUCT PORTFOLIO
TABLE 75. VASCO DATA SECURITY INTERNATIONAL, INC.: COMPANY SNAPSHOT
TABLE 76. VASCO DATA SECURITY INTERNATIONAL, INC.: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

- FIGURE 1. MARKET SEGMENTATION: OUT-OF-BAND AUTHENTICATION MARKET
- FIGURE 2. EXECUTIVE SUMMARY
- FIGURE 3. TOP WINNING STRATEGIES, BY YEAR, 2014-2016
- FIGURE 4. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2014-2016 (%)
- FIGURE 5. TOP WINNING STRATEGIES, BY COMPANY, 2014-2017
- FIGURE 6. TOP INVESTMENT POCKETS
- FIGURE 7. TOP IMPACTING FACTORS
- FIGURE 8. LOW-TO-MODERATE BARGAINING POWER OF SUPPLIERS
- FIGURE 9. MODERATE-TO-HIGH BARGAINING POWER OF BUYERS
- FIGURE 10. MODERATE THREAT OF SUBSTITUTES
- FIGURE 11. MODERATE TO - HIGH THREAT OF NEW ENTRANTS
- FIGURE 12. MODERATE-TO-HIGH COMPETITIVE RIVALRY
- FIGURE 13. KEY PLAYER POSITIONING, 2016
- FIGURE 14. DRIVERS, RESTRAINT, AND OPPORTUNITY
- FIGURE 15. GLOBAL OUT-OF-BAND AUTHENTICATION MARKET, BY SOLUTION TYPE
- FIGURE 16. COMPARATIVE SHARE ANALYSIS OF OUT-OF-BAND AUTHENTICATION MARKET, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 17. COMPARATIVE SHARE ANALYSIS OF PHONE-BASED OUT-OF-BAND AUTHENTICATION MARKET, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 18. GLOBAL OUT-OF-BAND AUTHENTICATION MARKET, BY END USER
- FIGURE 19. COMPARATIVE SHARE ANALYSIS OF OUT-OF-BAND AUTHENTICATION MARKET FOR BFSI, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 20. COMPARATIVE SHARE ANALYSIS OF OUT-OF-BAND AUTHENTICATION MARKET FOR PAYMENT CARD INDUSTRY, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 21. COMPARATIVE SHARE ANALYSIS OF OUT-OF-BAND AUTHENTICATION MARKET FOR GOVERNMENT, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 22. COMPARATIVE SHARE ANALYSIS OF OUT-OF-BAND AUTHENTICATION MARKET FOR HEALTHCARE, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 23. COMPARATIVE SHARE ANALYSIS OF OUT-OF-BAND AUTHENTICATION MARKET FOR OTHERS, BY COUNTRY, 2016 & 2023 (%)
- FIGURE 24. OUT-OF-BAND AUTHENTICATION MARKET, BY GEOGRAPHY
- FIGURE 25. NORTH AMERICA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023 (\$MILLION)

FIGURE 26. U.S. OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 27. CANADA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 28. MEXICO OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 29. EUROPE OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 30. UK OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023 (\$MILLION)

FIGURE 31. GERMANY OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 32. FRANCE OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 33. RUSSIA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 34. REST OF EUROPE OUT-OF-BAND AUTHENTICATION MARKET,
2016-2023 (\$MILLION)

FIGURE 35. ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 36. CHINA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 37. INDIA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 38. JAPAN OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 39. SOUTH KOREA OUT-OF-BAND AUTHENTICATION MARKET,
2016-2023 (\$MILLION)

FIGURE 40. SINGAPORE OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 41. REST OF ASIA-PACIFIC OUT-OF-BAND AUTHENTICATION MARKET,
2016-2023 (\$MILLION)

FIGURE 42. LAMEA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 43. LATIN AMERICA OUT-OF-BAND AUTHENTICATION MARKET,
2016-2023 (\$MILLION)

FIGURE 44. MIDDLE EAST OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 45. AFRICA OUT-OF-BAND AUTHENTICATION MARKET, 2016-2023
(\$MILLION)

FIGURE 46. CA TECHNOLOGIES: NET SALES, 2014-2016 (\$MILLION)

FIGURE 47. CA TECHNOLOGIES: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 48. CA TECHNOLOGIES: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 49. GEMALTO: REVENUE, 2013-2015 (\$MILLION)

FIGURE 50. GEMALTO: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 51. GEMALTO: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 52. STRIKE FORCE TECHNOLOGIES, INC.: REVENUE, 2013-2015 (\$MILLION)

FIGURE 53. SYMANTEC CORPORATION: NET SALES, 2014-2016 (\$MILLION)

FIGURE 54. SYMANTEC CORPORATION: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 55. SYMANTEC CORPORATION: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 56. VASCO DATA SECURITY INTERNATIONAL, INC.: NET SALES, 2014-2016 (\$MILLION)

FIGURE 57. VASCO DATA SECURITY INTERNATIONAL, INC.: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

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